The Deep Online Attraction Online Dating Response Toolkit

Okay, you've constructed a great profile that magnetizes women to you. Not just "interested" but genuinely curious, piqued and COMPELLED to move toward you. They have been motivated - by you - to seek you as the prize.

She finds you mysterious and intriguing and promising in ways more complex more than she can wrap her hands around.

But she will be **drawn** to try.

Now…

How exactly do you build on the sexual and intriguing tensions and balances you've put into your profile when you now begin interacting with the women of your dreams and nightmares?

Let's make this easy…

Here's what you are NOT going to do:

You are NOT going to slobber over anyone.

You are NOT going to tell her how gorgeous she is.

You are NOT going to fall all over yourself trying to impress her.

You are NOT going to talk about sex!

Which is to say…

DEEP ATTRACTION Prime Directive:

You are NOT going to say the same stupid thing every other guy says.

Your profile needs to **stand out** in its first few words – then follow up with a standout story -- text that is balanced and packed with explosive packets of meaning.

Exactly like any good advertisement: lead with the GREAT headline. Follow up with intriguing text - and GUIDE your reader deeper into the experience, in this case, of you.

But first -- **you need to stand out in the first few seconds of your note to her.**

You've go to be the Purple Cow.

Huh? Wha? What's a Purple Cow.

Seth Godin is a marketing genius. He wrote a book called The Purple Cow about how your brand, your product must stand out so much from the field of competitors that it is like a purple cow…

Think about it -- You drive along and see a hundred cows. One is purple, you stop and take notice.

So, too -- imagine you are a woman drifting through a million male dating profiles or emails and you come across someone who has read THIS book.

If you are that woman, you will stop and take notice.

Because THIS letter is different.

What does every other regular cow/guy say? Easy to find out. Go have a look at their profiles.

Another easy thing to do -- honestly ask beautiful women online women about the letters they receive.

I do that **ALL THE TIME.** To save you some time, here's a very instructive profile, verbatim, of a **very attractive** lawyer in her thirties:

> *TO SAVE US BOTH SOME TIME, PLEASE SEE STOCK ANSWERS TO THE FOLLOWING FREQUENTLY-ASKED STAND-ALONE QUESTIONS. Q: We seem to have so much in common! Wanna meet? A: Well, for starters, maybe you could point out at least one thing we have in*

common. Q: I like your profile. Checkout mine? A: Nobody has time to look at 50 profiles a day. ***If you have a good opening l am certain to read your profile.*** *Q: I live [out-of-area] but will be in LA for like 15 minutes, wanna meet? A: No. Try an escort service. Q: Are you a lawyer? A: Yes. Q: Do people really ask you all those questions without writing anything more? A: Yes. They really do. Over and over and over.*

Do you hear how annoying guys can be? Do you hear in her voice how overwhelmed she is? Do you see how busy attractive women are, how bombarded they are? Do you see how important it is to have a **standout** profile opener? Do you see **how crucial it is to stand out from the crowd every time you write?**

That's why you have very cleverly acquired, in your hot little hands, Part Two of the DEEP ATTRACTION System: your own Response Toolkit.

DEEP ATTRACTION DOUBLE-STRENGTH AXIOM:

Do not bore.
Do not chase.

The key to moving a woman from the net into your life is to be alluring.

If you go overboard about how great she is, how cool she is, how you are so good for her -- **you are going to chase her away**. Because you've just joined the chorus of the needy. You've just become the pursuer rather than the **pursued**.

Which makes you immediately uninteresting to her.

You must **continue to be magnetic** – in that you must continue to pull her toward you. That means you can't go running toward her.

Take a couple of polite steps in her direction, absolutely, but then stop.

In this next section, I'll show you how to make positive statements… with conditions. With little barbs attached. Little puzzles and challenges that will capture her imagination. Have fun and make her mock-mad at you.

I'll show you how to provide **conditions** that she still has to prove she can fulfill so that she will be in the much more charged position of wanting to prove herself worthy to you**.**

The following techniques that comprise this next section will compel her to take the next step toward you. You step forward, you step back, she steps forward, you sidestep. That's why it's called the **dance** of attraction

It's not called the "desperate chase" of attraction.

I will show you how to compel her toward you in this dance.

To **lead.**

The first, and simplest way to do this is to end your opening note with a question. Remember, it's rude not to answer a polite question. Most women won't be straight out rude.

In one profile, not even in a letter, I ended with…

> *"If you're right for me, we will crack each other up every day and settle into each other's arms every night. Do you know why?"*

Do *you*? I'm not sure I do. But **she** sure tried to fill in that gap.

It's almost like torture for them; a guy promises something wonderful like laughter and (safe) physical intimacy (notice I said *arms* and not *legs*) but forces them to answer the question at the end. I've received all kinds of answers.

> *"….because we both get it."*
> *"….because you are real… and so am I"*
> *"….because we are tired of playing games"*

Notice how women have put themselves in the position of suddenly proving themselves worthy in these responses?

Here's how you do it:

You set the frame that you can carry on a positive, laughing, loving relationship. They are **invited** in… but first they have to respond.

Now, here are the techniques to continue to draw her toward you. To continue the dynamic so that you are the magnet, you are the prize; keep this dynamic going and she will be continually drawn toward you…

TECHNIQUE 1: HOLD YOUR HORSES

You've done the Deep Attraction Pre-game Workbook. You've read Part One of the Deep Attraction System above. You have carefully created an electric profile. Women have started to write to you. Or maybe you've written a confident, mixed-message email to a great woman. She responded.

Now what?

Don't respond. That's right. Wait.

Instead, **sit with her profile**. Without judgment, without desire. Be a bit of a Zen Master and **FEEL** who she is. Sit with her words. One or a few of them will jump out as concentrated points of emotional passion:

- What is she trying to project?
- Who is she behind what she says?
- What's semi-hidden about her?
- Where do her deepest passions lie?
- What really **matters** to her?

John Gray, The Mars/Venus guy writes that

> *"Whenever a man does something to make a woman feel special, in her eyes, he becomes more attractive."*

Women tell him over an over that even if they are not physically attracted to a guy at first, **his interest makes him more attractive**!

Did you hear that? Did you get the HUGENESS of that? You don't have to look like Brad Pitt or be as rich as Bill Gates. You just have to be **interested** in her.

What you have to be interested in is not only the surface facts she states in her profile, but, as the following sections will outline, her **fantasies** of herself, her **emotional** life, her **dreams**, her sense of inner **worth**.

Your response MUST project that you have **paid attention** to her words and **thought about them**! This alone puts you ahead of 95% of the guys online.

If you take the time to feel where her true passion lies, your response is going to strike her as something **unique** and **powerful** and **irresistible**: She will think to herself, "Whoa! This guy **gets** me!"

Which is exactly the term many women have used with me from one simple email.

Women will always ask to be heard**. It's their #1 complaint in relationships**. They want to be understood. They want to feel special.

But instead, most guys want to use them. Guys want to change them. Guys want to talk over them.

The alternative: Capture her imagination right away online by being her dream guy – the guy who has really, genuinely listened.

To do that, you need to take this meditative moment.

Otherwise, you will revert to your primitive, unskilled instincts. You will push too hard, or be obnoxious, or be invisibly bland or you will suck up or be overtly sexual. And you will be 95% of the guys online.

Instead:

> A: Feel who she is. Read and reread. Listen for what she values most. What she likes most about herself. What she truly yearns for? What kinds of experiences she wants to have. Once you do that, then…
>
> B: Remember the vision of yourself you have visioned for yourself back in The Pregame Workbook of this Manual– and settle into being that person. Full of your strength attractors.

Only at that point and only in that spirit, should you write back.

Be skilled. Be disciplined.

TECHNIQUE 2: CREATE TRUST - REDUX

Quick review: she won't be interested in talking to you unless…

- You let her know she is **heard**
- you speak to her **emotions**
- and… she **trusts** you

So let's talk about how to **actively** create trust once you are writing back and forth with each other.

The goal is to let her **relax** with you – so that she can **release her passion safely**.

That is NOT the same thing as trying to be her buddy and getting her to like you. You do not want to be her friend. You want to be her **lover**. You want her to be excited about meeting you.

But you must be, on an important level – **safe**.

How do you do that? You have to send a **key trust-building signifier**. Here are some simple techniques…

Trust Creating Technique #1: Explore Common Ground

The best way is to read her profile carefully, study how she IMs or emails you, then find **one key piece of common ground. And lead with it.**

Did you go to the same school? If you both are involved with the same or similar organization – great. Church or charity, tennis, animal rescue. If she has a picture of a dog with her, then tell her a story about your dog, or your childhood dog, or your fave dog movie.

(p.s. – again, don't just say "*I love dogs too*! " Don't' say it, **show** it. Describe it. What do you love about your dog. Get in some *touch* words, or *sound* words. What does your dog *feel* like? How do *you feel* when you're with the mutt? Tell a story, paint a picture. But you already know this, right?)

A great place to find commonalities is to look at her favorite music or her favorite books. If you don't know a lot about them, google them, listen to them, read quickly -- and write something intelligent about what you liked best

You want to study her and drop in a common – trust-creating commonality.

But you don't want to *overdo* it!

You don't want to sound like you are desperately trying to convince her you are safe. You just want to **massage that commonality into the overall electrifying, contrasting signifier flow** you are sending her way.

Trust Creating Technique #2: Admit That You Are Both "Adorably Pathetic"

Create Masculine-Feminine trust by letting her know you think she is "adorably pathetic."

What does that mean? It means you are establishing your difference as male and female. You expect her to be female, think like a female, write like a female, behave like a female – which is all alien to you at some level.

Perhaps she cries at, oh I don't know, Kodak commercials. It's a **female reaction**, foreign enough to you that it's pathetic because you'd never do it - **but** you will **adore** her for it. Because she's being just what she's supposed to be. **A girl**.

Create trust by allowing her, not judging her, even **adoring** her for those foreign "girl" things about her that are in her profiles or letters.

Check among the music she likes, find the sweetest, most "chick" one – especially the Dave Matthews Band. Bust on her for being such a girl by liking it (at once a good *and* bad thing, thus keeping her off balance). But be extra **smart** – download Dave's greatest hits and **KNOW** the **songs** so that when she brings them up, you are strangely well informed. Trust. Commonality. Instant rapport.

Again – push-pull – how come you know so much about it? Mysterious. Unexpected. You want to be full of surprises.

If its *really* "girl" music, like Dave Matthews or James Taylor, you can say you don't like to admit it, but that every so often, you take a break from Radiohead or Tool and balance yourself out with a dose of Taylor.

Then suggest that this is music you might listen to with someone you care about under the covers on a rainy Sunday morning (*paint this kind of picture*!).

Remember, we like the feminine for being feminine. Even if we think their tastes are **adorably pathetic.** We're not supposed to "get" their tastes. We're wired differently. But consider how **electrifying** and **masculine** to consider them at once "adorable" and "pathetic" for having those tastes!

Same with movies. You like Oceans 11, sure (and by the way, you are now associated in her mind with Brad and George, a good thing) but let her know up front that you won't watch a Meg Ryan/Tom Hanks movie with her until the 20th date.

Now you're busting on yourself, saying you're sensitive without totally femming out on her. Push-pull: somewhat sensitive, not too sensitive. You're also implanting the idea of 20 dates in her head, and something for her to look forward to – the **promise** that you can be emotional. Just not with anybody… **with her**. If she earns it.

Trust Creating Technique #3: Be the Ball

Let's go back to our founding trust-questioning principle. Remember - where are you? You are on an online site. **Who** are you? A rapist/stalker/liar/creep. Or at least you **could** be.

So one POWERFUL way to gain trust is to **ASSUME HER POSITION** online. Take her point of view. You are going to step over the male/female divide and become her stand in.

Do you remember Bill Murray in Caddyshack? Don't just hit the ball… *"Be the ball!"*

DEEP ATTRACTION AXIOM:

If you can show that you understand and even feel her caution and her point of view, you will gain instant trust and rapport and intrigue.

Think about it. Many women write about how **embarrassed** they are to be online dating. As if it were some kind of humiliation. And I can understand that. It's a little weird in this culture – a woman displaying herself for the world to see like some kind of blue light special, so give them a little credit. In fact do more than that. **Use their embarrassment to your advantage**.

Especially if they hint at their discomfort at "having to resort" to being online, let them know that you are **aware** of their situation and point of view. This is ALWAYS a good move with women, even if you don't say that you agree with their point of view. Just that you are **aware** of it. It makes **them feel that all important sense of being heard.**

It is always a huge turn on for women to feel like they are being heard. Remember, not being heard is their biggest complaint in relationships. (and there are biological, neurological reasons for it: read one of my favorite books: Why Men Don't Listen and Women Can't Read Maps, by Pease and Pease.)

Stepping over the male/female divide and looking at the world from their point of view is one of the most **powerful** and **successful** techniques I use, so listen up...

But how do you step over the trust line onto her side?

Example One:

If she says *"I'm new here"* or *"I can't believe I'm doing this" or "My friends made me do this…."* then you write…

> *"I know. I've just been on this thing for two weeks. All kinds of strange people lurking around and writing me. But then – wow – here you are. Maybe it's worth it, after all."*

It's important for them to know 1. That you are **new** here and not a lifetime member scamming on women and, 2. That she stands out, that she is **special**. That you are willing to trawl through 1000 duds to find… her. Every woman's "a prince will discover my hidden princess" dream.

Example Two:

Remember that every attractive woman online gets scammed on by stupid, overbearing guys brandishing their sexuality. So, try something like this for counterpoint…

> *"Hi. I'm kind of new to this site and it's amazing the lies and exaggerations some women have been writing to me. Does everybody lie? I don't think you or I are part of all that, and I wanted to say that your profile really caught my attention…"*

If you have a great story about a woman **lying** to you, work it.

I actually got invited to meet one girl at a trendy hotel bar only to discover she had invited 10 guys off the dating site to flirt with her and her friend.

Because I not only read the Deep Online Attraction Book – I WROTE it – I immediately sized up the situation, told her that she had deceived me and every other guy there (after I checked with them) – and that I didn't play this way. I smiled at her friend and said I was sorry, that she seemed very nice, but this was not cool. And then, leaving those poor shmucks dancing and shucking in front of the two girls, I turned around and left. The girl came running after me. I told her that if she bought me a dinner at my favorite steakhouse, I MIGHT forgive her.

Not only did I walk out with my balls intact and then meet a woman with the most seductive smile and sweet, soft body at a nearby wine-bar, I got myself a helluva story to tell other women -- which serves to win their trust.

Why?

When I tell this story to other women, suddenly, we're in the same boat **– people with integrity scammed on by unscrupulous online daters.**

Do you have a story anything like this? Anyone ever lie to you online? Were they 20 pounds heavier or 10 years older than their profile? Use it to contrast yourself and her to lying others.

DEEP ATTRACTION INSTANT ALLY TECHNIQUE:

Tell her a story about how women have lied to you – and you will be instant allies because men constantly lie to women online.

SUDDENLY!!!! - you will be on her side of the trust line. And she will cling to you like a buoy.

TECHNIQUE 3: SEE HER UNIQUENESS - REDUX

We have spent a lot of time setting up a frame of Attractor-strength.

Now, the reason we have done this is not to threaten or intimidate her, but to **create a context in which you can honor and be reverent of her feminine "light."**

And you thought this book was going to be all about you. No. It's about becoming magnetic so women will be drawn to you off the screen and into your life.

It's about activating the **magnetic forces** between the two of you.

How do you do this?

Well, you can **ramp up that force** by honoring the things that make her feel unique - particularly the unique beauty she brings as an incarnation of the feminine goddess.

That whiff of beauty and light and fertility that men used to worship directly as a doorway to the divine. But now only ogle on a physical plane.

Every woman wants to be recognized as **special**. Just look at the names they give themselves online: *1ofakind, uniqgrrl, nonelikeme* – it goes on and on.

Take that desire to be seen as unique **seriously**.

As John Gray discusses in his Men Are From Mars, Women are From Venus series, it is absolutely AMAZING to a man how **affectionate** women will get when you just let them know you **hear** and **recognize** them. All the more so when you **appreciate** them for their sweet, soft, but powerful feminine gifts .

DEEP ATTRACTION AXIOM:

It makes you attractively masculine when you recognize and appreciate their foreign feminine.

Here are several techniques you can use to make her feel special:

- Don't send her a tease or wink. Unless you're Johnny Depp, girls HATE getting these. They not only show lack of imagination and laziness, but make her feel anonymous. The opposite of special.

- Never send a "form" intro letter if you want to stand out.

- For fun, if she is fun, comment on the **quirkiest** thing you can find in her profile. One deep, charming and beautiful young therapist wrote in her profile that she wasn't against having a bowl of cereal and watching tv some nights. So I offered to take her out to a bowl of cereal restaurant. She immediately wrote me back, laughing at the unique offer.

- Again, for fun, combine **two of the quirky things** in her profile. If she says, in various parts of her profile that she loves Opera and also her Pomeranian dog, tell her if she's nice, you'll bring your "Puccini for Pomeranians" CD. Make her laugh a little. And by doing this, it shows you've put in at least a *little* time into reading her profile, and mixing and matching. Which is more than most guys do.

- Comment on something **far down** in her profile – it shows that you read it and thought about it (her). One woman who I really liked, mentioned in her last line that she likes to dance, walk on the beach and club baby seals. Just to see if we were paying attention. I wrote her about the comparative advantages of wood and aluminum bats.

- Now, on a deeper level -- if you sense it -- say that through her profile you get this powerful feeling that there is so much more to her than she is letting on. That you understand why someone like her wouldn't reveal all she is, all her gifts, or all she brings to the world in such a public forum -- and that you sense that there is so much more. This is the "secret strengths" invitation.

> *"I don't know what it is exactly but there's something weirdly artistic or bold/ creative/exuberant about you – I think you're holding back in your profile, and, in this public a forum, that's probably smart. Am I right?*

- Don't confuse women with other women who are writing to you. I've done it. It's almost impossible to regain your upper hand once you've done this.

- **Never say how many girls you've dated from the site**. I guarantee they will ask you. I talk below about how they need to test you. Let them test you. **Always downplay the numbers.** Keep it sounding as if you are fresh to this experience. Talk around the issue, without lying. Once a woman asked me, after leaning over and kissing me on our second date, when I had last been intimate with a woman. The truth was, I had a woman stay over just the night before. I replied,

"I haven't felt this kind of intimacy in a very long time."

Parsing words worthy of Bill Clinton? Maybe. True? Yes. In fact, it was a very different experience. The night before was purely sexual, but this woman was an artist of great renown and had an ethereal beauty that was absolutely unique.

She melted. And I kept my integrity intact – barely, but intact.

The point is, you don't want ot make online dating sound like a lifestyle.

Here are some responses for their testing questions online to see if you are an online lothario. How many women have you dated from here?

"Honestly, not that many. Not many of the women here really jump off the page"

The clear implication is, nobody jumped off the page "like you." Here's a technique that takes the moral high ground, and works like a dream…

"Honestly, not that many. Most people seem guarded and afraid."

This statement encourages her to be unguarded and less afraid.

And here is the romantic approach, which works with women who are projecting a "hopeless romantic" personality. Not to be used with tough girls…

"I hope you'll be the last."

Here's another great way to make her feel special. Play to ***her*** **Electric Contrast** –

"You know what's cool about you – though I haven't met you in the flesh, so I can't say for sure – is that some women are only prissy. Some are edgy. But you've got both sides – and that's kind of mysterious. And exciting."

What did I do?

- ✓ I controlled the frame – I gave an authoritative statement "this is what's cool about you." Be the judge, not the judged. (Remember – that doesn't mean judgmental, it just means she has to prove herself to you, not vice versa). She still has to prove what she says about herself by showing up "in the flesh." I'm withholding judgment, while maintaining the DEEP ATTRACTION Principle of **Challenge Her**.

- ✓ I didn't overstate or gush. I'm **tittilating** her with the word "mysterious." Just as you don't want to be pigeonholed, neither does she. Find great **suggestive** words. Get rid of passive and boring verbs and invisible adjectives. Use an online thesaurus– or better, buy the book, WORDS THAT SELL – and make those language open her heart, and open her sens of possibility.

- ✓ "*In the flesh*" – yes, once again, I embedded sexuality without sex. I could have said "in person" but where is the suggestiveness in that? Where is the aroma of the carnal?

Now, here's one mistake I made. A very self-consciously hot, outwardly brash and confident professional entertainer was projecting that she wanted a "real man," not a needy entertainment type. The best response:

"I'm guessing here that like me, your hard, exterior professional self is an important part of your life, but that your rivers run much deeper."

What's happening:

- ✓ I'm not **advertising** myself at all.

- ✓ I'm gesturing toward her **true** self – talking to her **hidden** emotional reality.

- ✓ I **compliment** her but **conditionally** – I call her professional but suggest it's just a cover. I'm guessing she's deeper, but implied is a challenge: are you?"

- ✓ I'm suggesting my **intuitive** side – which separates me from the horny jerks lurking the shadows on the net.

- ✓ Embedded **sexuality** without **sex** – "your rivers run much deeper" instead of "you must be so much more." In case you missed it, the language of fluids and water is inherently sexual.

It's a never-ending source of wonder in how many ways you can make a woman feel special **before you even meet her**, just by taking the time and responding to her in these ways.

<u>Technique 4: Control The Frame</u>

Your profile established the frame of the interaction you are going to enter into with women. Essentially –

- ✓ That you are the prize and they are the questers.
- ✓ That you are the sought and they are the seekers.
- ✓ That you are the jackpot and they need to come up with the winning hand.

Stay there!!!!!!!!!!

Women are online because they are seeking men.

Women are online because they are seeking someone who will **thrill** them.

They are generally not here with the intention to make your life miserable. There are some who are online and are working out their own personal demons. If you find them, if a woman insults you online, wish her well and move on. She is a tortured soul who needs to insult someone she doesn't even know. Don't respond, don't enter the negative, just **move on toward happier spirits.**

Now, get ready, because controlling the frame is going to go against all the b.s. you've been taught by your mother and the movies.

It's going to go against all the b.s. that women dish to men when they way they want us to be awestruck by them. That whole b.s. wolf-whistle, eyes bulging out neediness.

It's going to go against your needy male biology - the very real testosterone (and dopamine and other hormones) rush you feel when you look at her pictures online.

It's going to go against all the propaganda of love-at-first-sight vast dumb-wing conspiracy. There is no such thing as love at first sight. There is definitely **lust** at first sight. There is **magnetic attraction** at first contact – which is what the entire DEEP ATTRACTION System has been developed to create for you.

So get ready to make a huge shift…

If you enjoyed this report, check out the full program at http://www.DeepOnlineAttraction.com