

# The Art Of War **For Dating**

How To Conquer Any Woman, Anytime, Anywhere



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# Introduction

In his famous book, *The Art of War*, Sun Tzu spoke about using resourcefulness, momentum, cunning, flexibility, integrity, secrecy, speed, positioning, surprise, deception and manipulation to defeat an opponent. He used phrases like, "Lure them in with the prospect of gain, take them by confusion" and "Invincibility is in oneself, vulnerability is in the opponent." In this book I will teach you to take on a totally new, almost war-like mindset in order to show you how to meet and attract any woman, anywhere, at any time. By the time you finish reading this book you will immediately be able to utilize an arsenal of proven methods and techniques for "conquering" beautiful women.

The past does not equal the future. Take this statement and embed it in your mind. The record of what has been has nothing to do with what you can accomplish in the future. At this very moment you can decide to be the person you want to be and design an entirely new life for yourself. While we need to leave the past in the past, we need to learn from it so that we don't keep making the same mistakes.

Meeting and attracting beautiful women is an art. It's not random at all. There are rules and proven methods – which I'll teach you in this book. The definition of insanity is doing the same thing over and over again and expecting different results. That's right – If you are trying to meet women the same way you've always been and expect that sooner or later they will start responding to these same methods – YOU ARE INSANE!

### **Why Listen To Me?**

Here's a little background on me and some reasons why you should take my advice. I wasn't the dorky guy who never got girls and then all of a sudden read a bunch of stuff and started getting tons of women. I was always pretty good with women but still made tons of mistakes that most guys make with them. I got my degree in Psychology from a major university which taught me a lot about human desires, but that was nothing compared to the education I got while promoting and managing nightclubs in New York City for 8 years. For years, I spent at least 5 nights a week at the hottest nightclubs in New York City surrounded by the hottest and most attitude infused women in the world. In my early twenties I developed

an extreme desire to really understand the dynamics between men and women and became infatuated with learning about what makes women tick. So for years, I've researched and read every book and studied every program there is about relationships and attracting women. I've read literally thousands of books on the topic. Since then I've spent my years coaching guys around the country on how to attract and meet women. I've taken what I've learned from the books and research and combined it with my first hand experience in the nightclubs of New York City to bring you the best, no-nonsense information on the topic.

# Part 1: How Women Work

# Chapter 1: How Women Think

## **Women Don't Know What They Want**

Do you find yourself listening to the advice of female friends about how to attract women and often find that it doesn't work? I did for years. I even made the ultimate mistake of asking girls I was dating how I should act. Many guys have the mentality that if they want to learn about what women want, they should ask women. It seems logical enough but it doesn't work for one major reason – Women don't know what they want! It's a sad reality that very few women will actually admit to you. A woman's emotions are all over the place because of hormones and thousands of years of genetic coding. She is constantly battling whether to follow primal urges or to listen to advice from women's magazines or friends, or her conscience. One day she might be in the mood for a sensitive guy, the next a funny guy, then a week later she's in the mood for a musician type. One day she wants a guy who's domineering and the next a sweet sensitive guy who gives her all the space in the world.

To prove this, all we need to do is look at the book "Blink" written by

Malcolm Gladwell. In the book he examines what he calls "The power of thinking without thinking". The concept is that the reasons that we SAY we do things are often very different than the reasons we actually do them. Gladwell talks about a study done by two Columbia University professors who set up speed dating events in New York City. The men at the events were given 6 minutes to talk to eight different women to see if there was an attraction there. After meeting everyone in the room, the men and women were given a secret ballot to check off which people they were interested in. If both people checked off each other, they were given each others' email addresses. The professors asked all of the women to fill out a questionnaire before each speed dating event, after the event, one month later and six months later. The questionnaire asked the women to rate what they were looking for in a mate on a scale of 1 to 10. The categories are: Attractiveness, shared Interests, sense of humor, sincerity, intelligence and ambition. After each 6 minute date, they were also asked to rate the person they just dated on the same scale. After repeating this "experiment" an innumerable amount of times what the professors found was astounding. The questionnaire that the women filled out about what they were looking for in a mate



and the guys that they actually selected had absolutely no correlation. In fact, what they said they wanted in a man and the men they choose were often completely opposite. Another amazing observation made by the professors was that the women's ranking order of what they were looking for often changed the day after the event. They found that if a woman met a few guys that she liked who were more "attractive and funny" than "sincere and intelligent", the next day when she filled out the same questionnaire, her preference order would completely change. She'd all of a sudden rank attractive and funny higher than sincere and intelligent. After doing this experiment with thousands of women, this pattern held true in almost all cases! Another thing that happened in almost all of these cases was that when filling out the same questionnaire one month later they'd go back to the original answers they had chosen the first day they filled the questionnaire out.

This doesn't necessarily mean that women have no idea what they want, it's just incomplete. This is where you step in with your confidence and technique to "complete" it. The description that she starts with of her ideal mate is her conscious ideal. But much of this

goes out the window when subconscious thought, feelings and genetic programming kick in. This is why you need to take what a woman says about what she wants in a man with a grain of salt. Never assume that you're not her type, even if she says it. YOU can easily become the type of man she wants.

### **Throw Logic Out the Window**

I'm about to tell about a mistake that 99% of guys (who haven't read this book) make when trying to get a woman to like them. They try to use logic to appeal to women. They try to reason their way into to her pants. This will NEVER work. Why? Because women work very differently then men. The sooner you understand and accept that the better off you'll be. Women are not creatures of logic - they are creatures of FEELING. They don't use their brains to feel attraction and most men spend the majority of their time trying to appeal to her brain instead of making her feel. You can never convince a woman to have feelings for you if she doesn't. Watching a guy try to convince a girl to like him can be fun to watch. It'll never work because women are genetically programmed to use feeling, not logic, as their primary gauge of attraction.

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