

Be Yourself Seduction

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Preface

This book is designed to educate both people in the PUA community and people who are interested in being better at finding women and dating them. If you are unfamiliar with the term PUA, it stands for Pick-up Artist, and represents a community of people who are primarily interested in the science of attraction and how to apply that science "in the field", or in layman's terms, "at the club" (or bar, or wherever they want to meet a women).

It would be stupid of me to say that the PUA community offers nothing to men who want improve their "game". Their scientific approach is definitely appealing and enlightening, and you can get a lot of value from it. I tried it myself, and I *did* have success.

But I didn't have the kind of success that I wanted. I had women want me, but I didn't feel like I was being *real*, and it really bothered me. All of the canned material, field reports, creating an avatar, the whole thing felt weird. I didn't like the idea of having to invent an avatar, develop a specific look, or build a new personality just to meet women. What's wrong with mine?

Well, as I discovered, nothing is wrong with it. I just didn't know how to convey it in a way that was sexy.

I'm going to be talking about things in this book that may or may not put you outside of your comfort zone. Understand this: trying new things is not the same as compromising your personality. I don't have a problem with trying new things, and you shouldn't either. But there is a

huge difference between trying something new and feeling like you are losing your soul.

In this book you'll learn how to attract women without ever feeling like you are compromising your personality just to get laid. You'll learn how to show women your genuine personality without ever feeling like you're going to be rejected.

This is going to be fun.

This sentence will blow her mind (and moisten her panties)...

Introduction

1. Who am I?

Let me tell you a little something about me.

I'm 22. I have no money. I have insane debt. I live at my parents' house. I have grandpa-glasses. I have what will develop later in life into a unibrow. I have a beer gut. I've got a big beard and a neck beard to go along with it. Yeah, a neck beard.

Now imagine that in your mind, and I mean really imagine it. Is this the kind of person who has sex whenever he wants? Be totally honest.

No?

Wrong. Dead wrong.

This is probably blowing your mind right now, and understandably so. This just isn't the image that Hollywood puts up on the big screen.

We are bred to believe that only the George Clooneys and Brad Pitts of the world, with their big chins and sculpted bodies, attract, court, and have sex with beautiful women.

We believe that the only people who are wrangling in hotties are the people who have absurd amounts of cash to spend - they have nice clothes, drink Grey Goose, go to the hottest clubs, and they even have a perfect tan in the middle of December.

This is a *lie*. It is simply not true.

So how is it that a guy like me, who sports a beer belly and everyone says looks like a dad, get laid?

To be honest, when I was first asked this question, I didn't really have an answer.

Most men who have "luck", which is by the way a horrible misnomer, with women couldn't put their finger on exactly *why*. They would say, as I did: I don't know. I just be myself.

"Be yourself," they ask? What kind of answer is that?! Tell me what you *do*!

So I thought about it, long and hard.

This is what I discovered, and it really is as simple as this: I look and act nothing like 99% of the guys who approach these women. So I sat down and tried to hash out exactly what it was that other people were doing that I was not doing, and what I was doing that other guys were not doing.

It turns out that they all seemed to follow this routine which just doesn't work. The system they are working with is defective, and in most cases gives you the *opposite* result you are expecting.

Not only that, but the routine they follow *necessarily* snuffs out any sense of individuality those guys had.

So why is it that my way works? Because it's *me*. I feel comfortable wearing what I wear and looking the way I look, and I'm unapologetic about it. There is never a moment that I feel like my personality or my look isn't good enough to attract women, and I'm going to show you how to experience that yourself.

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2. What is "routine" and why is it bad?

Routine is not your friend. It is your enemy.

Women know plenty of men who follow a certain routine which they, simply put, do not and will never find attractive. This routine may have worked on them when they were young, but an experienced, beautiful woman sees men who follow this routine as not worth their time, and certainly not worth having sex with.

Nobody ever wants to be lumped into this category. It's a bad feeling. It sucks to feel rejected. So do your best to avoid it.

Well, what is it exactly?

Routine is anything that you do that a beautiful woman has probably already seen a thousand times or more in her life. This includes, but is not limited to: buying them drinks, showering them with compliments, ogling at them, trying to become their friend (when you really want to have sex with them), apologizing if you "misbehave", and just generally doing anything that puts them on a pedestal.

If you want to be good with women and want to have beautiful women become part of your life, sex-life or otherwise, you have got to make sure you don't follow this routine. And I'm here to show you how.

3. Why do people follow a routine?

I'm just going to come out and say it and spare you all the sugar coating and BS:

People follow a routine because they believe that their "self" is not attractive enough to hot women. That's why people at the club all wear the same thing, that's why guys shower girls with compliments, and that's why, no matter what they do, they will always fail with women.

They are just not comfortable with who they are, otherwise they would look unique and act uniquely, because everyone *is* unique.

No two people are the same. We all know this is true.

So what does the PUA community try to do to address this problem? They get you to follow a *different* routine, but it's still a routine. It doesn't fix the actual problem, but instead treats the symptoms.

While all those PUA gurus offer valuable insight into the world of women and sexual attraction, this whole "you need to build an avatar" mentality is absurd and counter-productive.

Sure they can show you results and go pick up a woman right before your eyes and then try to sell you their style. The problem is that their style is *their style*. It probably doesn't work for you because you are *different*.

The whole avatar thing is great for people like Mystery. He is a magician for crying out loud! Of course that is going to work for him!

But are *you* a magician? Do you share the same interests? passions?

Probably not.

This sentence will blow her mind (and moisten her panties)...

4. Be yourself!

The biggest complaint I hear time and time again about the whole gambit of PUA products, seminars, boot camps, or whatever is that the people who are paying money to participate feel disingenuous. They feel like they are putting up a facade.

Well, that's because they *are* and women can sense that. They can tell who is being themselves and who isn't. Now, drunk girls at the bar may not be able to tell. But is that what you want? Wouldn't you rather have someone who likes you for *you*? Of course you would. Who wouldn't?

The whole "fake it till you make it" idea does not work and will never work because you *have to be fake*. Nobody likes doing that because it feels weird, so just stop.

But people in the PUA community will say things like "I've already tried being myself and it never worked. That's why I'm here in the first place!"

Or maybe you feel like you've tried "being yourself" and it never worked for you, and that's why you've bought this book.

But that is total BS. Be honest. Are you the same person around women that you are around your friends? Do you feel like there are some things that you can't talk to women about that you *want* to talk to them about, for fear of rejection or embarrassment? Are you afraid to mention your WoW account? Do you get nervous? Do you treat hot women differently than you treat your other girl friends?

Or even *worse*: Do you get nervous when a girl asks you about PUA?

If you answered "yes" to any of those questions, then you are *already* being fake around women, you just do it unintentionally.

What's worse is that you are doing yourself an injustice, because you are probably a pretty cool, genuine guy under any other circumstance. So let's fix it!

BE YOURSELF! You will *always* feel better being with a woman who likes *you* and your eccentricities. Human beings love feeling individual, and we love when people love our individuality, so why rob yourself of that?

When you finish this book you will know exactly how to be yourself around women and *have fun doing it*. You will be able to show women your genuine personality without ever feeling like you are compromising your chances with them.

Some of these tips are simply to help you break out of your old habits, while others are to help you explore your personality and help you cultivate and demonstrate it. Both of these will make you more attractive to women and both will help you have more *fun* in your life.

Women love being with a guy that's "real". Don't you think it's time you give them that?

Part 1. Your Personality

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Being yourself really only "works" on women if you are *actually confident* in your personality. This is critical to dating and seduction, but more importantly, it's critical to your happiness in general. If you are not confident in the value of your own personality, you have a larger problem than being nervous around women. So, let's go ahead and address that.

The truth is, you really have a lot of choices when you decide which attributes you have that define you as *you*. You really do get to choose. If you decide that there are certain things about yourself that you like and decide to make that a defining characteristic of "you", then that attribute is much more deeply rooted than your other, peripheral attributes. The same goes for those attributes that you don't like or think are negative.

Think about this: have you noticed that it's a lot harder for someone to get out of a depressed period in his life if he feels like depression defines who he is? It makes sense that this would be the case, since the belief that you can't *change* prevents you from ever even making a solid effort.

The same goes for confidence, skill with women, happiness, or whatever other aspect of your personality that you have. If you believe that not having confidence is part of who you are, you are doomed from the beginning.

When I mention things like "the real you", I'm talking specifically about the *positive* attributes that you see in yourself that you feel identify you as an individual. That could be anything - your humor, your "go with the flow" attitude, your intelligence, your persistence, and the list goes on. I am specifically *not* talking about the things that you don't like about yourself or about some abstract and

ideal "you" that you've conjured up in your head.

Why is that? Because it's not *useful* to define yourself by behaviors you have that you feel are negative. If you want to be confident in *you*, you need to actually think of your personality as something *worth having*.

This does NOT mean that you can't or shouldn't change those behaviors that you feel negatively impact your life. You should!

Do this for yourself: make a list of all of the things you like about your personality.

Don't think about why you like those things, just write them down. Decide *today* that those are going to be the qualities that define you as an individual. Not depression, or loneliness, or being bad with women, or getting nervous, or any other BS that you want to change. Just forget that stuff for now; it's not important.

Now it's up to you to nurture and expand those qualities of your personality that you like. If you feel like you are a funny guy, then be involved in humor. Read funny books, watch funny movies, listen to funny music, take a stand up comedy class, whatever, just make it part of your daily activities. If you feel like you are intelligent, then do the crossword, be well read, and exercise your mind. It doesn't matter what that quality is you like so much; what's important is that you find a way to intentionally incorporate it into your daily life with some sort of activity.

And really get passionate about it!

Allow me to let you in on a secret: beautiful women love men who are passionate. It doesn't matter what their passionate about - it can be anything. You just have to be passionate.

This little bit of knowledge is the most important part of "the game" for a couple of reasons: 1) everyone has different passions so it's easy to stand out and 2) the only way to get better is to do the things that you love doing. Imagine this: doing the things you love while *simultaneously* improving your game. It's mind boggling, isn't it?

Well, there are behaviors that people have that they would rather not do. Being nervous around women is *not* part of who you are. It is simply a habit you have that you should probably change.

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