

# MAGIC BULLETS

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**LOVESYSTEMS**

**Preview Pack**  
**Chapters - 2, 4, and 5**

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CHAPTER

# 2

## A Simple System you Can Use Tonight

IN THIS CHAPTER

When you first arrive

The Love System Triad Model

Meeting

Transitioning

Attraction

Qualification

Comfort

Seduction

Getting her phone number

Before you go out

General Rules to Remember

# A Simple System you Can Use Tonight

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Magic Bullets is a long book. Really long.

You're not going to get through it all in a day, or even a week. And it's designed to be something that you keep coming back to, over and over, as your experiences using the material allow you to learn more from it each time. It's designed that way.

If you're new, you probably won't grasp all of the advanced implications of what's in this book until you've been going out for a while and using the material. If you're already advanced, your eyes will skip quickly through the more introductory material and focus on the more advanced material in each chapter.

But there's a third possibility. It might be Friday night, you're going out, and you just bought this book. Maybe you have a couple of hours to skim through it – if you do, I recommend it – or maybe you don't.

Let's say you just have 20 minutes. You don't need to learn how to deal with every possible situation. You don't need to know why Magic Bullets works. You don't need to know what to do on dates, what to do when you call her, or how to respond when there are obstacles in your path. You don't need to know how meeting women through friends or at work is different from meeting them at a bar, or how to meet women during the day, or how to attract the waitress, bartender, or even an exotic dancer. This stuff (and a lot more) is all in the book, but it's not for tonight.

What you need is some quick information that will get you started with a couple of the more common types of social scenarios that you're likely to run across at a typical bar or nightclub.

This will necessarily be very basic and in no way represents the full depth of what you will find in Magic Bullets. It's not a summary and it's certainly not a "best-of." I picked this material because it's the easiest to learn in 20 minutes and go out and use tonight.

## When You First Arrive

- Act like you own the place. Walk in confidently. Keep your head high, walk slowly, don't be afraid to take up space, and smile. How you enter a venue can set the tone for how people react to you the rest of the night.
- If you're alone, approach a group right away (I explain how to do this in a moment). If you're with friends, have fun and joke around with them. Do not wander around to "check out the bar" or scan the area with your eyes looking for attractive women.
- Be louder; almost every sober guy in a bar or club is too quiet.
- Stand up straight, make eye contact, and don't lean in to hear a woman. In fact, never lean in.
- Body language and tonality are covered in detail in [Chapter 20](#).



## The Love Systems Triad Model

- The Love Systems Triad is a model that will always give you an answer to the question: “what do I do next?” We’re not going to go through the model in this chapter – it was included as one of the files when you purchased this book, and if you lost that you can download it again from [www.lovesystems.com/triad](http://www.lovesystems.com/triad).
- We’ll just cover a couple key insights you’ll need tonight:
- Key insight #1: You create mutual attraction before you build comfort. Put another way, you hold off on the “what’s your name?” and “what do you do?” questions as well as the really deep conversations until it’s obvious that you are both interested in each other.
- Key insight #2: She needs to be showing that she is interested in you before you can show her that you are interested in her. Don’t worry; we’re about to show you how to get a woman interested in you.
- **Chapter 4** gives a introduction to the most important of the three legs of the Triad – Emotional Progression.

## Meeting (Approaching)

- The simplest way to meet women at a bar is usually to stay near the bar area. Don’t get drunk. When you see a group of two or three women together, pretend to “spontaneously” notice them and ask them a question like one of these:
- “I’m planning my friend’s birthday party next Friday and I’m trying to decide between an 80s theme and a jungle theme. What do you think?”
- “My friend keeps getting anonymous emails from a secret admirer but he thinks he knows who it is. Should he say something?”
- Ask the question like the situation is really going on, not like you’re taking a survey.
  - These are the beginnings of “opinion openers.” In [Chapter 5](#), we explain how to use them, what comes next, and we go over six other types of ways to start a conversation with a woman, including much more direct methods.
  - Always start talking to a woman within a few seconds of seeing her. This is important. Don’t stare. Don’t lurk. Lurking is creepy. Creepy is bad. Nothing will turn a woman off more than creepy. Any time that you don’t want a woman to be interested in a man, imply that he is “creepy.” Approach right away.
  - You can approach other groups (including women by themselves, larger groups, groups with men in them, groups sitting down, etc.), but a couple of women together at the bar is the easiest to get started with.
  - Approaching is dealt with extensively in [Chapter 5](#).

## Transitioning

Once they’ve started talking about your friend’s birthday or secret admirer for a few seconds, cut them off by noticing something about them. Yes, actually interrupt them. Say something like: “You look like you’d be a schoolteacher,” or “So, she’s the good one and you’re the bad one, right?”.

- The point of the transition is to move from a narrow, one-subject conversation that will eventually exhaust itself (like your friend's birthday or secret admirer) to a normal conversation about all sorts of things. Observing something about the people you're talking to – especially if it's done in a humorous or intriguing way – is a great way to do this.
- There are also other types of transitions (these ones just happen to be easy to use), and we cover them all in [Chapter 6](#).
- Important note: Don't give big compliments or ask personal questions yet. Don't worry about why this is; it's not important right now (it's explained in Chapters 4-11).

## Attraction

- Now that you have a normal conversation going, your next goal is be attractive to the woman you are interested in. This makes for one of the longest sections in the book ([Chapter 7](#)). For now, here are a couple of techniques:
  - Tease her (playfully; don't be mean) – give her a nickname.
  - Tell good stories. Funny is usually good. Tell your stories as if they are emotional journeys, not recitations of facts.
  - Be entertaining, without seeming to try too hard.
- Keep the idea in your head that you've been with more beautiful women than the one(s) you're talking to and that you don't need anything from them; you're just having a good time. Don't say this and don't be negative, but let these thoughts guide and influence your behavior. A challenging man drives women crazy. Why Challenging is one of the eight attraction triggers and how to be challenging is explained in [Chapter 7](#) (Attraction).
- Up to and including this point you will be doing 90% of the talking. Don't let silence happen. Keep talking.
- Never leave a group because you "ran out of things to say." Say anything. Even the most boring thing in the world is better than awkward silence. Forcing yourself to say something – anything – will get you used to improvising and handling social pressure.
- As you get good at this, you should be consistently getting some signs of attraction from her. [Chapter 7](#) goes into a lot more detail on the five basic ways of creating attraction and the eight things you want her to know about you (attraction triggers). Some examples of signs of attraction are: touching you; laughing at your jokes; or staying and talking to you for 20 minutes or so. There are about fifteen other important signs, but for tonight those are the three big ones.
- When you're getting a few signs of attraction, tone it down. You don't need to tease her as much anymore. You can give her sincere compliments now. This is explained in the next section on Qualification.

## Qualification

- When she is giving you signs that she is interested in you, switch gears. Now you can indulge your curiosity about her. You can ask her "screening questions" like: "So, what do you do for fun?" When she tells you things about herself that you are attracted to, compliment her on them.
- Three compliments are usually enough. And make her earn them; she should have to talk about things that are genuinely interesting to you.

- Once she's done this, you can say something like "when I first met you I wasn't sure about you. Now that I get to know you, you're pretty interesting." (Assuming this is true – if not, go talk to other women who are more compatible with you).
- Use the information she gave you by answering your screening questions to begin building rapport and looking for commonalities.
- **Chapter 8:** Qualification covers this process in more detail; it's a tricky one. There's a ton more to it than I can fit here and it takes some practice, but these tips should get you through tonight.

## Comfort

- Everything up until now should take minutes, not hours. Now you've had the chance to flirt and banter a little bit, and – if you are interested in her – it's time to really get to know each other. The tips in this section (and later in this book) will allow you to do so without awkwardness.
- This is where you can roll out all of the usual "What do you do?" and "Where are you from?" questions.
- Concentrate on getting to know each other across a wide variety of topics as opposed to talking about one subject in detail.
- Don't make your conversation into an interview. Use statements instead of questions whenever possible. Prompt her to tell you about herself by telling stories yourself.
- You should already have begun touching her playfully before this stage, but now it's time to initiate more intimate touches. Start out with playful pushing, tapping, etc., and then move into more intimate stuff like hand holding and kissing... It should be a smooth, upward transition that is comfortable for both of you.
- The Comfort phase is where you decide what to do next: take her home (Seduction) or get her phone number. These are our next two topics.
- **Chapter 9:** covers Comfort in detail.

## Seduction

- Seduction is about being alone with her and progressing toward sex.
- Your challenge in Seduction is to lead her confidently, even apparently effortlessly, toward intimacy without coming across as sleazy, pushy, demanding, etc. The aim is to be so attractive that she deeply wants to have sex with you, as opposed to using tricks to manipulate her into bed.
- **Chapter 10** covers the Seduction process in more detail.

## Getting Her Phone Number

- Make sure you get her number; don't just give her yours.
- You can get a phone number anytime in or after the Attraction phase, but it's best to wait until Comfort. We explain why in **Chapter 23** (Phone Game).
- Make specific plans for what you two will do that is interesting and doesn't involve dinner and a movie.
- Stay for at least 5 minutes after you get her number.



- **Chapter 23** covers how to get a woman's phone number so she'll answer when you call and what to do in the first phone conversation.

## Before you go out

You probably don't have time to make major changes to your wardrobe right now, but here are a few things you can do with what you have:

- Untuck your shirt. Zap nose hairs and unibrows. Women notice.
- Junk any khakis or golf shirts you might be wearing.
- Put on one interesting item – a pendant, a ring, an unusual jacket, something that stands out and will get people talking to you.
- Fashion and grooming are covered extensively in **Chapter 21**: Fashion. It's not the kind of fashion you'd find in GQ; it's what's been proven to work for getting the attention of beautiful women who you meet out in public.

## General Rules to Remember

- Don't introduce yourself to women even if you've been talking for a few minutes. When a woman asks your name, it's a sign she is interested in you.
- Don't ask her about her personal information in the first few minutes you are talking to her. Establish a fun, flirtatious vibe and some attraction first.
- You can give her a light compliment about her looks or what she is wearing, but this shouldn't be the focus of your interest in her.
- Keep a very playful vibe; you can't look like you are taking things too seriously.
- If things don't seem to be going well, change her mood, not her mind.
- Be non-reactive to things that aren't the results you want. Being non-reactive is very attractive to women. Just enjoy yourself and don't seek specific responses from her.
- Always act like everything is going according to plan.
- Have fun! If you're not having fun, she won't have fun.

Again, this isn't a summary of the book or a best-of. It's definitely not the best way to succeed with women, and once you read the rest of the book, you'll probably put this chapter aside. But if you're going out now, you need something, and this is a quick, simple plan that will get you started.

CHAPTER

# 4 Introduction

IN THIS CHAPTER

Emotions and Sexual Behavior

Emotional Triggers

A Comprehensive Model

Insights

Emotional Momentum



# Introduction

---

You see an attractive woman at a restaurant. Or maybe you're introduced to her at a party. What do you do now?

If you're like most men, you don't have a plan beyond "get to know her" or "start talking to her and see what happens." But as for what you actually do, the possibilities are endless. Do you:

- Say hi?
- Ask her name?
- Ask a question?
- Tell her a story?
- Deliver your best "pickup line?"

There are literally billions upon billions of possible things you could be doing, especially when you take your body language and tonality into account. Your actions will combine with her personality and mood to create a particular emotional impression. She will react and then it's your turn again, with another set of infinite choices based on the new situation. There are so many possibilities and variables involved that the world's most powerful computers would not be able to model even the first half-second of your interaction.

This is part of the reason why meeting women can be stressful and frustrating for men. Our brains are configured to break down a big process into a series of smaller, logically-connected tasks. Say you're setting up a campsite with some friends. Your overall goal is to survive the night in some comfort. You know that to do this you need to build a tent, start a fire, and so on. And for each objective, you can learn the steps required to make it happen. Most men are intellectually comfortable in this sort of situation. Even though in today's society most women aren't trying to start a family when they first hook up, the same emotions apply. (But if that's you, don't worry – Love Systems can help you turn this around completely, just like it has for us and tens of thousands of men since 2004)

Succeeding with women is more complicated because meeting women is an interactive process, and people's personalities are unique, complex, and variable. In contrast, your campsite doesn't care how you build a fire. You don't have to be subtle or worry about embarrassing it in front of its friends. Matches don't go in and out of emotional states where they sometimes want to be lit and sometimes they want to go home.

Fortunately, we don't have to throw up our hands in frustration. Human behavior will never be as predictable as building a fire, but through intelligent hypothesis-generation, an amazing amount of testing, and a good dose of humility about the limitations and applicability of any individual insight, we can identify productive paths to succeeding with women.

## Emotions and Sexual Behavior

Most women tend to make sexual decisions based more on their emotional state than pure physical attraction. This does not mean that your looks are not important. They absolutely are, and if you are good-looking, some women will have sex with you based on your looks alone. However, while women vary greatly, most of the time you will need to make an emotional impact. One thing we've

found in our combined tens of thousands of approaches is that there are four emotional triggers that – if you can activate them all – tend to make women say yes.

These are:

Feeling that a man's value is equal to or greater than hers.

Feeling that she's special to him or that she's earned his attention.

Feeling comfort and connection with him.

Feeling aroused by his touch without awkwardness or embarrassment.

In general, your best chance of starting a romantic and/or sexual relationship with a woman is to trigger these four emotions in her.

## Emotional Triggers

Let's briefly look at these triggers to help develop a model for female sexual behavior.

*Feeling that a man's value is equal to or greater than hers.*

The concept of value is explained in [Chapter 7](#). This is what creates attraction in a woman and explains why we call the time when we are trying to create this emotion in her the Attraction phase.

*Feeling that she's special to him or that she's earned his attention.*

Most women like to feel that they have earned a man's attention and that he is interested in her for more than her looks. They like to feel "qualified," so we call this the Qualification phase. Qualification is where you will start to give her bigger compliments (assuming that she has "earned" them).

*Feeling comfort and connection with him.*

We call this the Comfort phase, which is the longest in the Emotional Progression Model. It begins toward the end of the Qualification phase, when it's clear that both of you are interested in each other. It ends when you have established enough comfort and connection with her that she is comfortable being in a sexual situation with you. A sexual situation is one in which a woman is engaging in sexual behavior (touching that goes beyond kissing) in a place where sex could realistically happen.

*Feeling aroused by his touch without awkwardness or embarrassment.*

We call this the Seduction phase. The closer you are to sex, the further along you are in the phase. Seduction is primarily based on intensifying her willingness to have sex with you and mitigating her reasons not to. Once you have sex, the Seduction phase is over.

Thus these four triggers form the backbone of the Emotional Progression Model. And they generally come in this order:

Attraction ([Chapter 7](#)).

Qualification ([Chapter 8](#)).

Comfort ([Chapter 9](#)).

## A Comprehensive Model

Of course, much of the time you are going to want to meet women who aren't already in your social circle. Whether you see a woman at a nightclub or a bookstore, you need the tools to approach her and start a conversation. We call this the Approaching phase:

*Approaching: Starting a single-subject conversation with someone.*

Approaching focuses on approaching a woman you don't know (or more often approaching her and whatever group of people she is with, since women tend not to go to social events alone) and starting a conversation.

That still leaves a hole in the development of conversation. It's not natural to jump from approaching a group of strangers to spending time with them and conveying value (the Attraction phase). This helped us identify the necessity for the Transitioning phase:

*Transitioning: Turning a single-subject approach into a normal, free-flowing conversation.*

Transitioning turns a simple interaction into a longer conversation by introducing at least one new topic and changing the dynamic of your interaction. This is an important phase – and one newly formalized for this book – that turns approaches into conversations.

Adding these three phases creates the full Emotional Progression Model:

### The Emotional Progression Model

1. Approaching ([Chapter 5](#))
2. Transitioning ([Chapter 6](#))
3. Attraction ([Chapter 7](#))
4. Qualification ([Chapter 8](#))
5. Comfort ([Chapter 9](#))
6. Seduction ([Chapter 10](#))

## Insights

The stages of the model function as intermediate goals and measures of your progress. It's not a strictly linear process – Attraction overlaps a bit into Qualification, both Attraction and Qualification bleed into Comfort, and the Relationship phase done properly starts in Comfort as well – but the phases are essentially sequential.

The general overall linearity of the Emotional Progression Model yields some big insights. For example:

### 1. Attraction comes before Qualification.

- Make a woman attracted to you before showing significant interest in her.



## 2. Attraction comes before Comfort.

- Make a woman attracted to you before looking for commonalities, deep conversations, etc.

## 3. Qualification comes before Comfort

- Have a woman work to win your interest before you open up to each other.

## 4. Comfort comes before Seduction

- Help a woman feel connected to you before progressing sexually.

## 5. Seduction comes before Relationships

- Whatever you want with a woman (long-term relationship, casual dating, friends with benefits, etc.), your medium-term goal is to sleep with her.

The last of these might have been surprising – and has certainly been controversial. A common insight into female sexual behavior is that women will often delay sex for some time with a man she sees as a potential boyfriend. However, this does not mean that the man who is “dating and waiting” has the best chance of becoming her boyfriend. Very little builds as much intimacy with a woman as repeated sexual encounters. Paradoxically, you might have more success by starting a sexual relationship with her first and then showing her you’d be a good boyfriend, as opposed to showing her you’d be a good boyfriend and then trying to start a sexual relationship with her. But this will vary between different women.

# Emotional Momentum

A further insight concerns the principle of emotional momentum. Emotional momentum explains why most interactions need to move forward or die. You can’t stay in any particular phase forever. It will bore or frustrate most women. Even within a phase, you need to be moving forward. Say you had a great three hours meeting a woman at a party and made it all the way to the Comfort phase, but the next two weeks consisted of both of you unluckily leaving messages on each other’s voicemail. You will likely lose emotional momentum and your chances with her. Emotional momentum can work against you through no fault of your own.

Emotional momentum can also work for you. Each phase that you can smoothly pass through builds up your momentum for the next one. When a woman talks about sleeping with you and says “it just happened,” that’s emotional momentum at work (and good Seduction skills). The whole process should happen quickly, not over months.

You’ll find that Physical Momentum and Logistical Momentum work in much the same way. (What we’ve been covering so far is the Emotional Progression Model. That’s one-third of the whole Love Systems Triad Model, which is included in full in the Appendix. Don’t worry. We’ve already covered everything you need to know in the Emotional Progression Model and the other two parts of the Triad (Physical Progression and Logistical Progression) are even simpler. We’ll be integrating these other two legs of the Triad as we go through this book, but, as a teaching and learning tool, we’re going to start with the Emotional Progression Model instead of the full Triad.) Now, let’s turn to Chapter 5 (Approaching) and get started on actually using some of these principles to meet and attract women.

# Approaching

## IN THIS CHAPTER

What is Approaching?

Types of Openers

Functional

Opinion

Situational

No Opener

Screening

Direct

Non-verbal elements in Approaching

Approach anxiety

## What is Approaching?

It's not normal to start conversations with strangers. It can even be intimidating. However, everything that follows in Magic Bullets is based on you being able to approach attractive women without awkwardness and smoothly start a conversation. We call this process "Approaching" and refer to the things we can say to start or open a conversation as "Openers".

You might be wondering why you need to have specific ways to start talking to someone. Can't you just walk up to a woman and say "Hi, I'm Joe" and start a conversation? Yes, you can, and it might even work. We discuss this type of opener later in this chapter in the section entitled "No Opener." In general, however, we find that most attractive women are hit on so often by so many different men that they are used to rejecting strangers as soon as they approach, and only make exceptions for men who seem unusually good-looking, successful, or socially desirable. Still, even though we are skilled at presenting ourselves in this way, we generally prefer to use other types of openers because our success with them is virtually automatic.

"Success," in the context of approaching, means getting to a normal conversation with a woman. A normal conversation is one that can range freely over a variety of topics, including personal ones. As you will see, some openers will get you all the way to a normal conversation, while others will require a Transition ([Chapter 6](#)). Neither approach is inherently better than the other, and we routinely use both.

When you approach, you usually start a conversation about one specific topic. Getting to your Transition or to a normal conversation should take anywhere from ten seconds to two minutes. If you take much longer, both the single topic and the interaction as a whole risks becoming stale and it can become awkward to transition to other topics and develop the conversation.

Throughout this chapter – indeed, throughout the [Emotional Progression Model](#) – we talk about meeting women. However, women do not tend to be alone in social situations. So when we talk about approaching a woman, we usually mean approaching her group.

By the way, if you are introduced to a woman through someone you already know, you can usually assume that you have the freedom to have a normal conversation. We call these sorts of introductions "meeting through your Social Circle" (see [Chapter 12](#) for more details). In these situations, you don't really need to use the opening techniques from this chapter (or the Transitioning techniques from the following chapter); you can skip straight to the Attraction phase ([Chapter 7](#)).

What follows are six broad types of openers and a discussion of non-verbal elements in approaching. In general, it's your non-verbal elements that will make your opener succeed or fail, so if you're new to this sort of material, I'd pick an easy kind of opener to begin with (such as opinion openers) and then focus heavily on the non-verbal elements. Once your "easier" openers are succeeding, then you know that your non-verbal communication is good, and you can – if you want – move to riskier openers (see next section).

## Types of openers

You can classify openers along a risk-reward continuum. A low risk-reward opener is more likely to get a woman to respond, but is less likely to lead to a normal conversation. For example, if you ask a woman for the time, the social rules of modern society more or less require her to answer. However,

it can be awkward to move from discussing the time (the opener) to discussing subjects that can engage her emotionally (a normal conversation). This makes asking for the time a generally poor choice of opener. Many low risk-reward openers tend to focus on topics that do not relate to you or her.

In contrast, high risk-reward openers tend to be unequivocally about the two of you. The risk is that you will not be successful – that is to say, that she will not want to talk to you. The potential reward is that you will move forward much quicker to a normal conversation. For example, you can open with: “Why don’t we go sit over there and get to know each other?” Most women would say no to such an approach from a stranger – but if the answer is yes, you will already be in a normal conversation. We will discuss better high risk-reward openers toward the end of this chapter.

There are six major types of openers. We will look at these in order of their risk-reward profiles, from the lowest to the highest:

## Functional Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

Functional openers carry the lowest risk-reward profile. They relate to conversational subjects (usually questions) that most people feel socially obligated to answer. For example: “Do you have a light?” or “Do you know how to get to X Street / X Restaurant / X Place?”

It is quite possible to use these and succeed, especially if you are approaching a woman who is alone and there is very little else to distract her attention (waiting in line, on an airplane, etc.). For this reason, functional openers, when they are used at all, are most often employed in Day Game ([Chapter 14](#)). See the “A successful functional opener” sidebar on the following page.

The trouble with functional openers is that they can make Transitioning difficult. However, if you are too shy to start conversations with women you don’t know, you can start building up your confidence (and enjoy the occasional success) with them.

## Opinion Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

An opinion opener is exactly what it sounds like. You ask someone’s opinion about something. For example:

- My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before dating her friend?
- I’m planning my friend’s birthday party next Friday, and I’m trying to decide between an 80s theme and a jungle theme. What do you think?
- My friend keeps getting anonymous emails from a secret admirer but he thinks he knows who it is. Should he say something?

Do not use these! I literally made them up in the last five minutes. They came from my imagination, not

your life. Start by thinking of a subject with broad interest that has happened to you or someone you know, and ask for an opinion on it. Good subjects for opinion openers are ones that generate emotional involvement, such as:

- Dating and relationships (but not about you)
- Gender differences or male-female issues
- Friendships
- Music and popular culture

Opinion openers should not have an obvious answer. If the opener can be answered with a simple “yes” or “no” (such as the “secret admirer” example above), ensure that the topic has sufficient depth that anyone answering the question would naturally want to explain their answer. The content of their answer or the explanation is usually irrelevant; the point is to start a conversation that interests her.

Opinion openers should also be neutral. This means that the opener does not imply that you like or dislike the people you are talking to, nor is your question obviously designed to get them to like or dislike you. Neutrality is important because you want to avoid her consciously having to decide whether she is attracted to you so early in your interaction.

Delaying a woman’s decision can be important. As soon as a man says or does anything that a woman associates with being hit on, she needs to make a yes/no decision about whether she is curious about him. She has to. A desirable woman is approached so often that she can’t possibly get to know every well-meaning man who starts talking to her.

Much of **Part IV** of this book (“Skills”) will help you project yourself immediately as a man who most attractive women would be curious about. Opinion openers can help you delay her decision about whether she is interested in you for a couple of minutes to give you that time to convey attractive qualities of your personality.

An opinion opener – unlike some of the higher risk-reward openers covered later in this chapter – will

## A Successful Functional Opener

It is possible to succeed with a functional opener. The following is an edited version of a field report by Harlequin, a member of The Attraction Forums. I’ve given the woman the arbitrary name of Julia and inserted Harlequin’s commentary into square brackets [like this]. It’s not necessarily an example of an ideal interaction, but it shows a functional opener that worked, and that’s the point.

*Harlequin: “Excuse me, do you have the time?”*

*Julia: “2:20...”*

*Harlequin: “Damn, I’m late... do you know the way to the sports centre? I got a game starting in 10 minutes...”*

[She either knows or she doesn’t...]

*Harlequin: “It’s just over there, huh? Damn what a trek... can I get a piggy back?”*

[I was on the way to Leeds Olympic Pool - which had to be renamed Leeds International Pool because the builders messed up and made it one inch short of 50 meters. I was full of energy and enthusiasm and saw this woman. I approached her less than 500 yards from the pool and asked her for directions and she didn’t know... so I teased her about this and then directed her to the pool. It was zany, but she loved it. Before I approached her, she was standing alone at the bus stop and then some nutter (me) approaches and makes her laugh. That made her happy that I was there; it’s better than being alone. She ended up ignoring her bus when it came by.]

*Harlequin: “What? That was yours? You just missed your bus?”*

*Julia: “Yeah... I’m supposed to signal”*

*Harlequin: “Wow... not only do you not know where the world’s greatest non-Olympic pool is, but you suck with public transport...”*

*Julia: “Well I was kind of distracted...”*

*Harlequin: “Are you one of those women that stands on the street at night... waiting for taxis, or are you the sort that books one in advance?”*

...and off Harlequin and Julia go into a normal conversation.



not generally help you in and of itself. Its primary purpose is to buy time. As such, you want to get through the opener and through the next phase (Transitioning) as quickly as possible, so you can get into the Attraction phase.

Opinion openers often turn into scripts as you get used to the likely range of responses and develop natural follow-on questions. You want to end the opener and get to the Transitioning phase as quickly as possible, but sometimes you need an extra moment or two of dialogue before the moment is right. In these situations, use follow-on statements or questions. See the “Breast Enlargement” sidebar on the following page as an example.

There are three other important elements that improve any opinion opener:

- 1 **Time Constraints:** Somewhere in the first 30 seconds you should say something like “I can only stay a second; I have my friends here.” This will stop the group from feeling uncomfortable and wondering how long you’ll be staying. A time constraint implies that you are not hitting on anyone and also sets you up as a bit of a challenge. But make sure you phrase your time constraint in positive terms. For example, consider the difference in what is communicated by “I can only stay a second; my friends are here” compared to “I will only stay a second, then I’ll stop bothering you.”
- 2 **Rooting:** If a woman does not believe that your opinion opener reflects a real situation that is relevant to you, then she may think you are hitting on her in an amateurish way. Adding specific details to the opener to make the situation feel more real to her is known as rooting. Consider the difference between “My friend Eddie over there in the green shirt just broke up with his girlfriend. How long do you think he has to wait before dating her friend?” and “How long should someone wait after breaking up with their girlfriend to date her friend?” The rooting of the former opener in specific details gives it credibility. If a woman responds to an opinion opener with something like “are you taking a survey?” it often means you did not convincingly root your question.
- 3 **Attention... Pause:** Opinion openers are usually longer than other types of openers, so make sure you have a group’s full attention before you start. We have found opening with “hey guys” in a loud tone of voice to be successful at getting a group’s attention. Pause after you say this. If the group does not stop their conversation to look at you, repeat yourself, a bit louder. If you routinely need a second attempt to get their attention, you are not being loud and authoritative enough. By the way, we use “guys” instead of “girls” or “ladies” even when addressing an all-female group, because using a gender-neutral term [“guys” can be gender-neutral at least in North America] implies that it is irrelevant that they are women, which further implies that you are not hitting on them.

Like we covered earlier, you should usually only be using genuine situations that are relevant to your life anyway.

We love opinion openers. Their ability to start a conversation without communicating interest is invaluable, especially when meeting very attractive women. They can also reduce approach anxiety (see the end of this chapter) because they don't require you think of something "clever" on the spot. They are scripted, they are also great for practicing and improving your tonality and your non-verbal communication, since you already know what you're going to say.

On the other hand, opinion openers have some disadvantages. They tend to be longer, which makes them harder to use in loud nightclubs. You will also need a good transition to move from the specific subject of the opener to a normal conversation.

An opinion opener must appear to be spontaneous to be successful. If you walk across a room to ask a woman's opinion, she'll know that you picked her for a reason and she will start screening you. If you want to use an opinion opener on her, you will need to first maneuver yourself to an adjacent space before "spontaneously" turning to her and using it. This can be a somewhat advanced tactic; save this for when you already feel comfortable using opinion openers on people around you.

## Opinion Opener Example: Breast Enlargement

*Opener: My friend's girlfriend is planning to have breast enlargement surgery as her birthday present to him. He doesn't know about this and I don't think he'll be happy. Should I say something to her? Or to him?*

*Typical Responses: Don't say anything / say something to her / say something to him [The content of her answer is irrelevant. Transition or continue with either or both follow-ons.]*

*Follow-on 1: Here's the thing, I think her real motivation might be that her sister just got her breasts done and they've always been really competitive. But would someone really change their body like that just out of jealousy?*

*Follow-on 2: I wonder if it's even my place to say something because I used to hook up with her sometimes – she's really beautiful but not my type, so I introduced her to my friend. I've tried to stay out of their relationship, but I don't want either of them to be unhappy.*

## Situational Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

A situational opener relates to something relevant to the environment in which you and a woman find yourselves. For example:

- What drink is that?
- Is that [celebrity name] over there?
- I love this music.

Most men who do not have access to the type of material you have in Magic Bullets use situational openers. Therefore, most attractive women have heard them literally hundreds, if not thousands, of times. Moreover, there are only a finite number of interesting conversational subjects that are likely to arise in standard places to meet women. Your odds of coming up with something that she has not heard before are pretty low.

For example, you may think that the situational opener, "where did you get that necklace/bracelet/purse/ring/etc.?" could be original or interesting. However, most women will have heard this before

and will think that it's far more likely that you are hitting on her than it is that you really care where she buys her jewelry. When was the last time you went up to a woman you didn't know and weren't attracted to and asked her about what she was wearing?

Guidelines for situational openers:

- If it isn't something that you would say to someone who you weren't attracted to, then don't say it to her. By definition, doing so would communicate interest.
- Hesitation is always bad when opening. It's especially damaging for situational openers, which rely on spontaneity. If you see a woman and plan to open situationally, do so right away.
- Like opinion openers, you can't walk across a room to open situationally; she will know that you did so to hit on her. If you're going to communicate your interest right away, you are better off using a direct opener, which we will get to shortly.

The primary advantage of a situational opener over an opinion opener is that your Transition (see [Chapter 6](#)) to other subjects will be easier. If a situational opener feels spontaneous and appropriate to her, you are much closer to a normal conversation than if you had opened her with a pretext, like with functional or opinion openers.

If you are generally good at improvisation, you can use these regularly. If not, use the other, more prepared, openers.

## No Opener

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

You actually don't have to use an opener. You can simply start talking to people. For example:

- You look just like my friend/little sister/cousin/niece/etc.
- Hi.

Or you can open in mid-conversation as if you already know them. Just start telling people a story as if they were your friends, without any explicit pretext for talking to them. Of course, this is risky because the group's natural reaction may be: "Why are you talking to us / telling us this?"

If you're going to try this type of "opener" – don't get tempted to try to communicate good qualities about yourself within the story (this is called embedding and is a valuable tool in other situations; see [Chapter 19](#) on Storytelling). When a woman is actively wondering why you are talking to her, she will be more likely to interpret such a story as an amateurish and boastful attempt to hit on her.

I use a "no opener" opener if, and only if:

- I am in a high-energy environment.
- People are mingling freely.
- I am surrounded by other people and clearly being social.

The initial awkwardness and the difficulty of managing your credibility and keeping strangers' attention when they have no idea why you are talking to them make this a risky type of opener. At the same time, it's a high-reward opener if you pull it off because it displays a tremendous amount of confidence and social agility. If successfully executed, no transition will be necessary and you skip straight to the Attraction phase.

## Screening Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

In a screening opener, you are making your intentions fairly clear. However, instead of forcing her to decide whether she is curious about you as in a direct opener, you imply that you are trying to decide whether you are interested in her. For example:

- Are you friendly?
- Is there more to you than meets the eye?
- I saw you from over there and wanted to see what you were like.

You can use these anytime, but they are best used in nighttime environments where flirting is on everybody's mind, such as bars and nightclubs. They work best with small groups, since many women will be reluctant to qualify themselves to you in front of their friends. Qualification is explained in [Chapter 8](#); in this context, a woman qualifying herself to you means that she is telling you why you should be interested in her.

Despite the pretense that you are screening her, women know that most men would not approach them with this sort of challenge unless they were interested. So, screening openers are likely to communicate your intentions; however, if executed properly and in a playful tone, you will have a much better chance of winning her interest because you demonstrated confidence by approaching her in this way.

If you succeed with this kind of opener then you will find yourself in the Qualification phase. At this point it is safe to assume that attraction already exists. Later you will have to go back and fill in the blanks in her mind about who you are and why she is interested in you; however, it is easier to help someone who is already attracted to you figure out why she is attracted to you than it is to attract someone who is not already interested in you.

## Direct Openers

The Opener Risk/Reward Continuum					
Functional	Opinion	Situational	No Opener	Screening	Direct

Direct openers are the highest-risk and offer the greatest reward. Such openers are especially useful when approaching a woman who is by herself. They are also popular in continental Europe and in other cultures where talking to strangers is not common. In such cultures, approaching a group of strangers will carry a high risk of failure whatever type of opener you use, so you may as well use a direct opener since it has the highest reward. These work, but only if your body language and tonality are very strong.

Examples of Direct Openers

- I like you. I want to get to know you.
- You're cute / attractive.
- You're the woman here I most want to meet.

Direct openers usually force a woman to decide whether she is interested in getting to know you. However, she may know nothing about you except how you look, dress, and carry yourself, as well as the opener you just gave her. Thus, your initial verbal and your non-verbal communication must be very strong.

Your chances of quickly winning a woman's interest are better if you deliberately state your interest in her with a direct opener than if you clumsily betray your interest by delivering an opinion opener improperly. Most women will at least give you credit for your confidence if you "go direct." As we've seen, confidence is one of the eight key "attraction switches" that make a woman interested. If you are successful, you move straight to a normal conversation without needing to Transition.

Still, I wouldn't recommend direct openers unless one of these three factors are present:

- Your skills are particularly advanced.
- You are approaching a woman who is by herself during the day and you could reasonably expect her to be attracted to you by your looks and non-verbal communication alone. If she's a supermodel and you're an average Joe, then you'll usually need time to make her interested in you based on your personality, and this time is best won with a more neutral opener such as an opinion opener.

## Non-verbal elements in Approaching

It is a truism that non-verbal communication carries more weight than verbal communication. This is especially true in Approaching since a woman does not know much about you other than what you communicate by your non-verbal cues.

A key to success with all of these openers is to act as if you are simply a friendly, outgoing person, to whom talking to complete strangers is a normal everyday occurrence. If you set this sort of frame, people you talk to will be more likely to respond positively.

### Before you Approach

Watch what you do before you Approach. Many women will notice you, consciously or subconsciously, before you start talking to them. Use this to your advantage. For example:

Watch for women already interested in you. Very little of what women do in social gatherings is random. When a group of women stops in a specific place, there's often a reason. And that reason is often a nearby man doing some of the things listed in the Before You Approach Checklist (on this page). They want you to approach them. Similarly, a woman who makes repeated eye contact with you is likely inviting you to start a conversation with her. In this situation, use a higher risk/reward opener like No Opener, Screening, or Direct, since there is less need to try to fly "under the radar."

### Before You Approach Checklist



- Be laughing, smiling, and having a good time.
- Display confident body language.
- Be the leader of whatever social group you are in (be making the biggest gestures, get the attention focused on you, etc.).
- Have women already around you. Having a couple of even average-looking women around you – even ones you met that night – will do wonders for your ability to interest a beautiful one. This is “pre-selection,” another of the eight attraction triggers, explained in [Chapter 7](#) (Attraction).
- Don’t move around too much. The party is where you are.
- Don’t look around too much. The party is where you are.
- Don’t be obviously picking up women. Having them around and interested is great. Observably hitting on every woman in the bar is not.
- Being with cool people (even if you met them that night) also conveys high social value. Being the cool guy in a group of losers just makes you King of the Losers.
- Be social, not predatory. If you are staring around like a shark, looking for women to approach, they will notice and be defensive.

When you see someone you are interested in, approach them right away. This has also been called using your “Eyes-Feet Reflex” (see her with your eyes, start moving your feet to walk toward her—immediately, even if you don’t know what you’ll say), or the “3 second rule.” Doing so will make your opener appear more spontaneous, she will not notice you hesitate, and you won’t have time to make yourself more nervous. If you approach right away, you also don’t have to worry about the group moving or becoming engaged in something else.

Women like confidence and spontaneity. They don’t like to be stalked. Wandering around, circling her, looking at her, and trying to figure out what to say to her will just turn her off and creep her out. Get into the habit of seeing an attractive woman and approaching her group. You’ve already got a couple of openers ready, right?

Smile for the first few seconds. Don’t grin like an eccentric goblin throughout the entire interaction, but smile as you approach the group and during the first few seconds of the opener. Smile with your eyes, not just your mouth.

### Body Language and Tonality

Your opener should be loud enough that it cuts across whatever conversations the group is already having and gets their attention. Don’t shout, but make it socially awkward for people not to pay attention to your opener. Practice speaking - loudly - from your chest, not your throat. If you put your hand on your chest, you should be able to talk in two ways: one in which you can feel the vibrations on your hand, and one where you can’t. Train yourself to speak in the way where you can feel the vibrations. This will be a deeper, powerful, and more resonant voice.

Don’t lean in. It makes you seem like you have lower status than the person you’re talking to. Raise and project your voice enough that a woman can hear you from a normal standing position.

## Approach Anxiety

Starting a conversation with a woman you don't know can be very scary. We call this fear "Approach Anxiety." Almost every man has it. We've learned how to deal with it and so will you.

If approach anxiety did not exist, bars and nightclubs would make a lot less money from liquor sales. Some men refer to alcohol as "liquid courage" and drink to lower their inhibitions and increase their confidence to approach women. Unfortunately, you cannot just send alcohol to the part of your brain that governs your inhibitions; it also goes to the parts of your brain that stop you from slurring, knocking things over, and remembering what just happened. Furthermore, if you depend on alcohol to get over approach anxiety, you will be restricting your opportunities for meeting women to those times and places where alcohol is easily accessible. Theoretically, you could walk around drunk all day meeting women. This might even be fun for a day or two. Actually it is fun. At my college, we called this "Spring Break." However, in normal life, you're going to need to approach women when you're sober. This is hard, but necessary. Here are some ideas that may help:

### Realize that rejection isn't bad

Approaching is a skill, not a personality test.

Before I learned to approach, I remember one night at a popular nightclub when I approached 15 groups, and none of the conversations lasted for more than 2 minutes. I did not successfully approach a single group.

A few weeks later, I was out with someone who had learned from someone who knew what he was doing (he is currently an instructor with Love Systems). I saw how to approach effectively, and got a little bit better. With practice, I became proficient. Did I become a different person? No. I just learned to approach. No one was rejecting me during the awful 0 for 15 night. They were rejecting my approach, and rightly so since it was terrible. They could not possibly have been rejecting me, since no woman knew me for more than two minutes. They did not know anything about me. You as a person can no more be rejected by a woman after your opener than the game of basketball could reject you because you missed a shot. Practice the shot – or the opener – and you will succeed.

Go out somewhere where people don't know you and use a ridiculous opener – one that you expect would not work. Do it 10 times. You will not die. Instead, you should become less stressed and have more fun with the process. Keep that attitude when you use a "real" opener.

### Get warmed up

Think of your first couple approaches as "warm ups." Most people generally need to ease into the process of being social with strangers. Before you go out, do things to get your social energy up. Call friends. Listen to high-energy music. Interact with random people. It's very difficult to go directly from being alone with your computer to being the life of the party.

### Use opinion openers

Opinion openers are great for getting over approach anxiety because, after all, you're just asking a question. You're not hitting on anyone (yet). And because they are scripted, you can focus on their delivery. Good or bad delivery is usually what will make an opener work, so giving yourself a chance to focus on this – knowing that the content of your opener is fine – can only benefit you in the long run.

## Create incentives

Very few people like approaching strangers. Some people set targets of a certain number of approaches per day or per week. Others take it a step further and create systems to reward themselves if they succeed or punish themselves if they fail. One thing I've often seen work is to go out with a friend and give him \$200, and have him give you \$20 back every time you approach someone new. Or you can tell your friend not to drive you home until you've opened 8 new groups.

## Dealing with other men

Don't be afraid of mixed groups (groups with men and women in them). Mixed groups are actually easier than all-female groups if you are using an opinion opener, since you can direct your opening conversation at the men in a group. If you are sufficiently interesting, the women will want to also get your attention. By playfully ignoring or teasing the woman you're interested in, you may start to create the type of emotional tension that often leads to attraction. See Chapter 7.

You can and should approach mixed groups even when such groups include more men than women. The relationships between the men and women in such groups will become obvious early in your interaction with them (or will become so when you ask how everyone knows each other), and you will earn credit with the women in the group for having the guts to approach when most other men would be too timid.

Do not initiate conflict with the other men in the group. A woman will be less interested in you if she senses that you cannot get along with the men in her life. If you appear to disrespect a woman's brother, sister's boyfriend, coworker, platonic male friend, or any other man in her social circle, you will demonstrate poor Social Intelligence. You will also end up making enemies within her social circle, who will try to convince her not to date you.

Befriending other men does not mean kissing up to them – neither they, nor the women in the group, will be interested in you if you do – but it does mean treating them with respect. Imagine that you are at the park with your younger sister. What would a man have to do for you to want her to date him, or at least for you to be neutral about it? One technique for bonding with someone is to act as if he is already your friend. Act toward other men in her group as you would act around your own friends. Sports, gadgets (comparing cell phones often works), cars, alcohol, and movies are often good sources of conversation with other men.

Now, that being said, how does approaching a mixed group differ from approaching an all-female group?

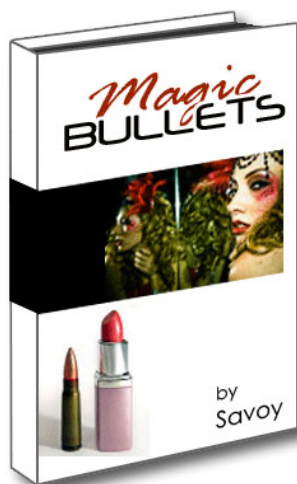
- Address the men in the group primarily, at least at first.
- Quickly find out how they all know each other (so you know which women in the group are single and which have their boyfriends or husbands in the group).
- Use an opener that is more about events and actions and less about emotions and “getting a woman's opinion.”

If the other men in the group are guys who have just approached her that night and are hitting on her, just give them the minimum amount of polite contact and do your thing. There are advanced Love Systems techniques on how to get rid of other guys, or even use their presence to your advantage. But for now, you'll have a lot of success just by using the techniques in this book and not letting rivals distract you. You'll find that most "rivals" who just met her that night will end up quietly slinking away as you hold court. However, if they are hitting on her friends and doing so competently, then befriend them. They are now your "wingmen" and you will likely sink or swim together. See [Chapter 22](#) on Winging for advanced strategies on how to work with other men so you all succeed.

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*"The Secret and Unwritten Rules for Men"*  
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**- The New York Times**

*"Whether you're looking for sex or romance (or both), dates are going to be part of the process. We all have horrible date stories, but with a little bit of Love Systems strategy, you can improve your odds dramatically."*

**- FHM Magazine**

AS SEEN ON:





# Here's what people are saying about Magic Bullets

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*"To put it simply, the book is a wonderful piece of work. I highly recommend it to all beginners who wish to learn the steps to becoming great at the art... From your approach to seduction everything is mapped out to the 'letter' with more than enough freedom for the imagination to run wild. As with most technology in this day and age, if Magic Bullets were a computer program I would call it very 'user friendly.' I found it extremely helpful to have a book like this bring me back into the dating 'shark tank' as the shark instead of the bait. My advice to all is to get this book and let it do the same for you."*

— John Kingman

*"Magic Bullets is one of the best books ever written on the subject of improving success with women. It's probably one of the most honest, well rounded, information-packed books you will read. One unique aspect of Magic Bullets that sets it apart is each chapter is written in logical order, but can be read on its own even without reading the others. This is great because you can just review those chapters that you need to refresh separately. Or for example, if you are a beginner and want a quick primer on what will help you in clubs tonight, there is a chapter that will do that for you that you can skip to right away."*

*"Another thing that was extremely impressive about the book was just how in-depth and well researched it was and yet it still included very subtle advice at the same time. The book was full of deep, masterful detail in every chapter. One of my favorite things about this book was the extreme level of detail, which is definitely lacking in most books of its type. In the book you get some real 'magic bullets' on how to reach your goals faster and with higher probability of success. These tips and gems alone are well worth the price of the book."*

*"For those looking for very niche and advanced material, there is no shortage of that either. The book is truly well rounded for beginners and veteran students of the game alike. Whether you are a beginner or an advanced student of the arts, you owe it to yourself to begin your education with this book or add it to your collection. The information contained in it is state of the art and hard hitting. Get your copy now, and start enjoying your own magic results with women."*

*When I first 'met' Savoy it was actually over the phone over a distance of thousands of miles, and at the time I had no idea he knew so much about seduction. In the years that have ensued, it is clear to me from meeting him in person finally and reading Magic Bullets that Savoy has become even more knowledgeable and one of the true experts in the field."*

— Rey Lonsdale

*"Magic Bullets gives you a system you can use the same day, without reading the whole book. No other book can beat that. No book gives you a plan in 10 minutes of reading of what you can do that night. Unlike a lot of dating material, this book touches on female psychology. Magic Bullets includes the ever popular 'he said/she said' teaching examples. Every chapter in this book is important. The night I ordered it I read the entire thing. Even though I was tired, I took a NoDoz because I was so determined to finish it and not miss anything because of my fatigue. Everyone who hasn't yet bought*

*Magic Bullets... stop thinking about it and just do it... the price of the book was worth it after just a few pages."*

*"If I haven't convinced you yet, know this: Savoy does a great job at teaching this material. The format of the book is designed so you can go back and read a chapter on phone game or the Qualification phase. I even e-mailed Savoy with a question about the book and got a prompt response. It's not every day you can ask the author a question and get an answer, especially with someone as busy as he is."*

— Randall Stoss

*"Magic Bullets does a fine job breaking down the seduction process from meeting women all the way to relationships. It does so while unifying pretty much every 'system' out there, be it indirect, direct, natural routines, phone game, social circles, strip clubs, day game, body language etc. via the F. All in all, it was a very informative and entertaining read. It taught me a couple of cool concepts that helped clear up a lot of aspects in pickup that were still pretty vague."*

— Phillip Allred

*"It was a long hard road to admit to myself that I needed to get this part of my life sorted out. I searched the web for a long time seeking a solution to my problem. I wasted a lot of money on 'gurus' only to find myself back reading Magic Bullets. I was hesitant at first but after seeing the money back guarantee I decided to go for it. I read it in 4 hours straight, going back over sentences four times to sink them into my brain. After finishing it, I decided to go and try it. That was the hardest part. I did it and I got my first phone number after almost 2 years! So I got the number and now it's been 4 months since I bought Magic Bullets, and I have to say I'm so much better now. I have a girlfriend, and things are perfect."*

— Jan Fikse

*"It definitely made a huge difference, especially in my second week after reading the book. The improvement was dramatic."*

*"Stunning! My success in meeting new women went up dramatically the first night."*

*"I was frankly skeptical at first, but after a week I found myself taking home women who I normally would have been admiring from a distance. Also the seduction tips improved my effectiveness after I got them back to my place."*

— Brink Magazine

*"Magic Bullets is a leader in the seduction community and learning how to pick up, date, and have more women in your life for a reason. It works. Thousands of guys have gone from being frozen stone-cold in approaching a woman to being 'the man' in a nightclub and even during the day. I highly recommend you grab your copy now!"*

— Earthling Communication

*"The techniques in the book are practical and easy to use, and you can start using what you learn right away. We really cannot recommend this book enough. Magic Bullets is an essential must read for any man aspiring to be better with women, no matter where you're at in the dating game."*

— SSS Dating Review

*"I'd like to say that this is probably the best book online at the moment. If you're just starting out, this will be the book to learn 'the game' from start to finish. If you're an old pro, this is a handy reference manual to help you refine the game you already have."*

— TSB Magazine

*"I have found Magic Bullets to be extraordinarily useful. Look forward to cover most of what you need to know and most of your blind spots too. Magic Bullets is going to help most men establish their first steps on their social adventure and yet they'll also be able to refer back to reinforce their basics. A guaranteed book to pick up for your pick-ups."*

— Eric Palter

*"It's a great book with a great structure... Buy it and you won't be disappointed."*

— Walter Chiu

*"I will be honest, Magic Bullets is one of the best investments I have made in the field of dating. This book really explains every little detail of pickup, and I have had a very easy time translating what I have read into what I do. I would say that it is a great investment for a good price."*

— Martin Bauer

*"Magic Bullets is the best. It's the only book that really teaches in a way that is easy to understand and goes right to the chase. It's a guide that you can read over and over again and it also gives you a simple technique that you can read in 10 minutes to apply it the very same day you start reading it! For me it has been most helpful."*

— Grant Reid

*"Hey, finished reading Magic Bullets and it's great! You can go back to it whenever you need; you don't even have to read it in order although if you are new to the game then I recommend it."*

— Rick Hofstadt

*"By learning just one new thing from this book, your dating life will improve..."*

— Sam Binasco

*"This is awesome! It worked. I went to the club yesterday, and I got four phone numbers."*

— Brian Cooper.

*"The book is comprehensive and delivers. Savoy did a great job with his writing, and I recommend this book in full."*

— Mike Zimmerman

*"I've always been hopeless at getting women to be interested in me. Well, after I picked up Magic Bullets it was all pistons firing. I now have three dates lined up this week. That's more than in the past 6 months combined."*

— Matt Haden

*"What do I think of Magic Bullets? Was I expecting it to change my dating life? Maybe. Did it? Yes!"*

— Joe Neville

*"You really hit the head on the nail with this one mate. I've read heaps of other stuff on the internet but none have given me an outlined plan like yours has. Thanks."*

— Andy Maier

*"I like how this book is compiled. No fluff, easy to read, straight to the point. Most of the content is presented in short sentences or bullet point format. You can just jump to specific parts of the book like to bolster your understanding before going out. Most of the subchapters take 5-10 minutes to read and you're good to go, no need to read 3 pages of solid text to 'get it.'"*

— Richard Lee

*"The book is called Magic Bullets because the tips in the book are so good that they will seem like magic!"*

— Adam Marks

*"Magic Bullets is beautifully written because it deals with the reader on a few different levels. There's a lot of stuff for newbies, so if you aren't already good, the book is perfect. But even within the newbie-ish stuff, there is a lot of stuff for advanced guys. Often major pearls of wisdom are inside sections that appear at first to be more general."*

— William Kim

*"I love how Magic Bullets is written so that you can browse through the chapters for something specific. Savoy captures the whole concept of 'game' in an easy to understand, easy to follow way. Savoy just refines 'game' in general."*

— Mark Fieldman

*"The way Savoy organized the book is fantastic, and the book is incredibly dense with material. Since I ordered it, I've read it 3 times through with tons of quick readings over specific chapters I had questions about after that particular night's interactions. I highly recommend it."*

— Michel Sauve

*"Magic Bullets is the only book on dating that is worth the time and money invested in it."*

— Paul Esmerelda

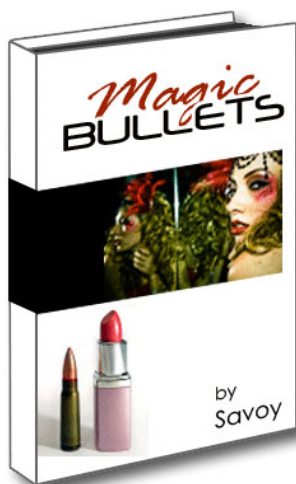
*"You're giving people the tools to go meet women."*

— Dr. Phil, on *The Dr. Phil Show*

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*"The Secret and Unwritten Rules for Men"*  
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*"When looking for advice on everything from flirting to long-term relationship, the New York Times goes to the expert: Savoy."*

**- The New York Times**

*"Whether you're looking for sex or romance (or both), dates are going to be part of the process. We all have horrible date stories, but with a little bit of Love Systems strategy, you can improve your odds dramatically."*

**- FHM Magazine**

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