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## Section 6: Your Action Guide to Create Relationships with the Women of Your Dreams

*Here's what you'll learn and put into action:*

- How to create your ideal life with women. Whether you want to date a variety of women or find a partner for the long term, you will learn how to have an abundance of joy with women in your life.
- How to create a game to keep you motivated and excited.
- One of the most common questions we're asked is "Where do I meet women?" We'll share our top 10 favorite places.
- How to create a simple system to track your results and progress and keep you moving in the right direction.
- The one thing you can change to triple your results over night.

This is where you go out and meet women.

Your action guide will determine the number of conversations you'll want to have to get the results you desire. You can do all the research in the world.

However, without actually taking action, you won't meet and date any woman. It is about going out and having lots and lots of Dynamic Dating conversations.

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This may seem scary at first, but when you remember that Dynamic Dating is about leaving women better than you found them, it becomes a fun game to play.

How many women can you inspire in one day, and how many great interactions can you have while inspiring all those women?

Before we start to talk about what you need to do to start meeting women, we first need make sure you are comfortable being social in general. If you are scared to talk to strangers, men or women, then this section will really be helpful.

If you are excited and pumped to start having Dynamic Dating conversations then these exercises are going to be a lot of fun anyway, and we highly recommend you completing them.

## *Exercise 1: Getting over validation*

If you are scared to talk to strangers, then what you are probably the most scared of is people reacting negatively to you while you attempt to start a conversation. There is a simple and powerful way to get over the need for validation and it just may be the easiest and most powerful exercise in this book.

Go out for an hour and collect as many “No’s” as you can. There are many ways to accomplish this. The most important thing to remember is to have fun and celebrate when you get someone to say “No” to you.

The first time we did this, we went out to a nearby Home Depot and asked people if they would like to sign up for a \$10,000 coaching package.

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The funny thing was, some people couldn't actually say no to us. We had to coach some of them by saying, “Its okay, you can say no.” It was absolutely hilarious.

At first it was nerve wracking but after the 3rd or 4th approach it became incredibly easy. It will shock you how hard it is for some people to say no to your offer, whatever it is.

We had one student go around and ask a bunch of people if they would like to buy life insurance, and he actually found a few clients.

If you are going to do this, you might as well try to sell something that will make you money. If not, ask a homeless person for spare change, ask a waitress if she would like a gift certificate to her own restaurant, ask a man if he would like to buy tampons, just have fun!

You will notice that people are a lot nicer then you think.

If everyone did this exercise everyday, think of how much more amazing this world would be. This exercise will completely desensitize you to rejection and the need for validation.

A man who does not care about validation is far more attractive then one who does, which is why this exercise is so important.

## *Exercise 2: Getting social feedback*

This is a great follow up to exercise 1.

Once you get reasonably comfortable talking to strangers then it is time to get some honest feedback.

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Go out for an hour and approach people. Start the conversation by saying something like this, “Hi, my name is Brian and I am getting over shyness, can you do me a favor and tell me how my approach made you feel? Ask them to be brutally honest. Some people will be annoyed and others will have a lot of fun with this.

But once you do the first exercise, getting a “No” won't matter, so neither will this.

If you do this for a while, you will start to see a pattern. If you keep getting the same feedback then mix up your approach. If everyone says that you seem nice, then try pissing some people off to push your comfort zone a little. Don't forget to have fun with this. Change what you say and play with new ideas.

The important thing is to keep talking to strangers, getting feedback and mixing up your style. As we say throughout this book, it doesn't matter what you say, just focus on who you are being if you are not getting the feedback you are looking for.

### *Exercise 3: When you see a beautiful woman, start walking*

The next step to getting over social anxiety and the fear of approaching women is to take action when you see one.

The worst thing you can do when you see a woman you want to meet is to freeze up and start thinking about what to say.

This will cause you to go into your head and as we mentioned earlier, you are way more attractive when you are grounded in your body.

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This exercise is very simple. The next time you see a woman you are interested in, rather than doing nothing or gawking at her, simply walk towards her.

You don't even have to start a conversation, all you have to do is walk in her direction and stand nearby. This simple action will eliminate a ton of fear because you are not allowing yourself to analyze.

Once you are in her vicinity, feel free to start up a conversation but it is not mandatory. After you do this a few times, you will find it much easier to open your mouth and have a Dynamic Dating conversation. So now we are going to tell you everything you need to know about making those conversation work for you.

## **Creating Your Game**

In order to be successful in this program, you have to have conversations, right? But how many? The point of creating a game is to keep you motivated and excited.

Without one, you are leaving your results to chance. It is essential for your success with women. You simply have to say how many you want and what kind of qualities do you want in them.

Before I created an exciting game, I used to go about my day frustrated with my results.

I was always having these thoughts that I should be meeting more women, or trying different things but I always found a great excuse not to.

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I remember when I used to work in an office. One day I told myself that I would go out everyday for lunch with the intention of approaching a beautiful woman in hopes of getting her phone number.

So I'm walking through a beautiful outdoor mall in San Diego that is filled with gorgeous women and every time I see one, I say to myself "Go talk to her," but then that little voice in my head says "No, she probably has a boyfriend," or "No, she looks really busy and probably doesn't want to be bothered," or "No, she doesn't really look like my type," etc...

I was the master at winning the arguments in my head.

Everyday I would come back to the office disappointed that I had not taken the action I really wanted to take.

Then, I created my game. I wrote it down and told my friends to hold me accountable.

Instead of having imaginary arguments in my mind, I started saying "No" to the little voice and "Yes," to my commitments.

Within a couple weeks, I had a steady stream of dates, which lead to some amazing relationships that I still have today.

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## So What do We Mean by a Game?

*Well first, what is a game? Lets take a look at golf for example.*

- It is fun to play.
- There are rules.
- It is challenging.
- Most importantly, it is measurable and specific and you know who wins the game.

Now, you might not like playing games for some reason or other. Maybe you were always picked last on in the schoolyard.

Maybe you don't like competition or coaches yelling at you or maybe you were too shy to play.

Try on this new context: Your game is about competing with yourself and not against anyone else.

And, you are playing the game to make a difference in your life and the lives of the women you meet—one conversation at a time.

### *Answer These Questions for Yourself:*

- Why would you want to play a game to meet more women?
- What would winning your game make available to you and the women you meet and the world?

Now that you have created your reasons for playing the game, it is time to create the specifics.

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Remember, if it is not specific and measurable, you never know how you are really doing and if you are winning or not. Without measurable results, you will never know if you are improving, and you will be putting your success up to chance.

## *A couple of hints:*

1. Don't worry about the size of your game. You know what they say: "Size doesn't matter!" Just create something that will get you excited enough to call you out of bed in the morning.
2. Don't worry about how you are going to win your game. We can help you with the "how" as we've helped many men just like you. The main thing is that you know what you want and you are excited about creating it.

How often are you going on dates?

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How often do you want to be dating 3 months from now?

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What types of qualities do these women have? (Be Specific)

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So... Are you inspired by your game? Are you thinking, “I don't know how I am ever going to win this game, but I know I have to just go for it?”

That's how we play our games, too. We create what we want out there in the future, and a map just always seems to pop up showing us the way.

We also get that we are not alone, and we want you to get that you are not alone either. We created all our programs to make sure you know that, so that you can get all the support you need to live the life you dream of with women.

## **Exercise to Win Your Game.**

*First, lets take a look at your resources by answering these questions:*

1. How often are you going on a date? (Point A)
2. How many dates do you want to be going on over a specific period of time? (Point B)
3. What will it take to get from point (A) to (B)?
4. Name 3 personal strengths that will help you succeed.
5. Name 3 resources that will support your success.

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6. What are your biggest challenges? What has stopped you in the past from having the women you want in your life?
7. On a scale of 1 to 10 how committed are you to moving from (A) to (B)?
8. Scale: 1 = I could care less. 10 = I'll do whatever it takes.
9. What is one thing you could do today to move toward your goal?

So now that you have gathered your resources and looked at your commitment to winning your game, let's look at the formula for the exact steps you'll need to win your game.

## ***Part 1: How Many Hours of Dynamic Dating Conversations / Week?***

1. How many hours/week do you want to date women? (including current women) How many hours do you have available? (A)
2. How many hours are filled with dating time now? (B)
3. How many new hours of available dating time do you want to fill during this program? (A minus B)

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My Example: 10 hours I want to date women minus 5 hours I have been dating women already = new hours of available dating time = 5 hours.

*Here's how this works:*

If you have five hours that you're not dating women currently, you'll want to make sure you have space in your schedule. Otherwise, where is the Universe going to put these new women that you want?

It is really important to put the space in your schedule. We actually recommend you put scheduled time in your calendar for dating. When you're not dating, you can use this time to have conversations!

## ***Part 2: For Guys Who Want to Date Multiple Women)***

How Many New Women Do You Want To Date 90 Days From Now?

1. How many women do you want to be dating 90 days from now?  
(A)
2. How many women are you dating right now? (B)

In 90 days, I am now dating \_\_\_\_\_ (A minus B) women.

## ***Part 3: How Many Dynamic Dating Conversations Do You Want To Have Each Week In Order to Win Your Game?***

A. Multiply your new women # by 20 =

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We say twenty because we want you to have an insurance policy. We want you to win your game no matter what. For example, if you want to be dating five new women, lets imagine it will take twenty conversations to get one date. Thats not necessarily the case, but it is like an insurance policy. While you may be someone for whom it only takes two conversations to get a date, we don't know where you are starting from.

Therefore, we want to be really conservative and we want to give you everything you need to ensure your success. We have a former client who now coaches for us who gets about six numbers for every ten people he talks to. He is a master at having Dynamic Dating Conversations.

We want you to move in that direction, so we'll say 20 to be conservative.

New Woman # x 20 = \_\_\_\_\_ (A)

My example: NW# x 20 = 5 x 20 = 100

Divide this number (A) by 13 (Number of weeks in the program)

(A)/13 = (B) Dynamic Dating Conversations per week.

My example: 100/13 = 8

Now divide your new number (B) by the number of active days per week. Well use 4. (B)/4 = (C)

My Example: 8/4=2 Dynamic Dating conversations per day = (C)

I commit to having \_\_\_\_\_ conversations per day.

We recommend that you have at least two conversations with new women per day regardless of how many women you want to date.

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You know that mastering these conversations does not happen overnight; it takes time, and just like any other sport, it's going to happen by practicing and by playing the game.

To achieve the best results, I would highly recommend having five conversations per day, four days per week. That's twenty per week.

This amount may sound insane, but once you start getting comfortable with the flow of these conversations, you will want to have even more. They become addicting because you are always leaving women better off than you found them.

Now you can use this number for weekly conversations in your 90 Day Action Plan.

Once you know how many conversations you need to have to win your game, the next obvious question is "Where do I meet these women?"

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## Top 10 Places To Meet Women

1. Through Mutual Friends – The easiest way to meet anyone is to be introduced by a mutual friend. After the introduction, just stand in the elements and you'll be on your way to an amazing conversation.
2. Do What You Love – Just go out and do the things you love. When you are having fun, your energy is higher, you will be happier, and you will be way more likely to attract women. Let's say you love to do Yoga, or you take dance classes. These are the perfect places to meet women because you know you already have a hobby in common.
3. Themed Parties – These are great, because you always have an ice breaker. People are usually in a really fun mood and receptive to meeting new people.
4. Shopping Areas – If you want to meet a lot of women, go where the women go— shopping! Most men don't have the courage to approach women during the day. They wait until they have that liquid courage around 1:15 am in the bar when all the women have been hit on all night and really have their defenses up. You will get extra points for having the balls to go after what you want, anywhere, anytime.
5. Singles Events – A great one is [www.lockandkeyevents.com](http://www.lockandkeyevents.com). With the tools you learned from this program, you will blow the other guys out of the water at any singles event. Speed dating, eye gazing, just go online and do a search for events in your area.
6. Bars, Parties, Clubs – If you like to go out and have fun, these are great places to meet women. Just make sure your energy level is

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slightly higher than the energy level of the venue you are at; otherwise, you will not be noticed or heard. When you start to master these principles, you will feel like you and the woman you're talking to are alone in a quiet coffee shop when you are really in a noisy bar. It is like everything else in the world will fade into the background.

7. Online Dating – Most guys do terrible on online dating sites because they try to start every conversation with the same boring opening lines and then ask a bunch of interview style questions. LAME! You can really stand out from the crowd by using the elements.
8. Online Social Networking Sites – See #5 above.
9. Seminars and Workshops – Remember the example Brian gave about the woman with the beautiful voice? Seminars and workshops are great places to meet women because they have similar interests as you. They are also the type of person you would want to have in your life because they are probably also out to make a difference on the planet.
10. The “3 Foot” Rule – Everyone within 3 feet of you gets to hear your conversation. Be loud, be bold, and be yourself—you will suck people in.

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Remember, you can meet people everywhere! Just be wary of that little voice that will give you every excuse in the book to not do it.

Once you jump in, this will become fun and easy and you will attract more women than you will know what to do with.

Homework: Choose your top 3 places to meet women and start meeting them at those places this week.

## How To Track Your Results

If you don't measure your success and progress, you won't ever know what you need to improve on. Dating incorporates statistics and measures in the same way that sports do.

If you play golf and you notice you hit 90% of the fairways but only 10% of the greens in regulation, you know that you need to work on your approach shots to the green.

If you go out every night and get four numbers and only get one date per month, you know you need to work on your follow-up plan.

Here is a list of questions you should answer after every interaction so you can track your progress.

1. Her name and where you met her.
2. Which dynamic you started the conversation with.
3. Did you use all 7 dynamics?

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4. Did you notice the Attract-o-Meter?
5. Did you ask her to take the next step with you? Email, Phone Number, Set up a date?
6. Did she show up on the date?
7. Did you create the relationship you wanted?

Question #3 is the most important so consider creating multiple sub questions within #3 so you can really see how you are using the dynamics.

If you track your progress every time, you will be amazed how quickly you improve.

When I do private work with clients, I make them use this system so I know where to coach them from and what they really need to work on.

When I started using this system, I went from one or two dates per month to about three per week, and it only took about one month to see that massive improvement.