

# ATTRACTION FORMULA

DATING TECHNOLOGY FOR THE MODERN MAN

By Paul Janka

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## Preface...

Shortly after moving to New York, I saw Paul on the Today Show.

Fascinated by his story and his uncanny ability to meet women, I sent him an email to meet for lunch. I had a proposition of my own. I wanted him to write this book. My gut told me the experience Paul had accumulated from years of hitting on, picking up, and sleeping with hundreds of women, was something rare, something valuable.

During our first meeting together, I watched Paul approach several attractive women and stroll off—victoriously—with their phone number and in most cases an agreement to meet later on in the week for a drink. He was fearless and unshakable.

When he approaches a woman whom he has never spoken to and wants to meet, his ability to control the interaction to lead to his desired outcome is instructive. Paul knows what he wants (her phone number) and usually walks away with it. These women know immediately that they are dealing with a man who has experienced more than his fair share of the opposite sex, and they respect him as a result.

So as you study this material, keep this in mind—nothing here is theoretical. What you will learn is a practical approach for meeting and dating as many women as you want. Perhaps you have no desire to sleep with hundreds of women. I, for one, do not. It's a lifestyle choice, and it's something for you and you alone to decide.

But the social skill-set that you can develop, simply by implementing a few of these techniques will give you the ability to choose the type of women you want in your life. And it's this freedom of choice and empowerment that I want you to experience.

Regardless of your goals, understand that what you have in front of you is NOT common knowledge. In fact, much of what you will read will probably shock you. But you can learn from the extreme, even if you choose a different path. Only by pushing our limits can we truly find our "edge." And this book will help you cultivate your own edge.

What you have in front of you is, to my knowledge, the most powerful dating technology ever to be made available to the single man. Paul's earlier works went on to become cultural sensations almost overnight and I am confident that this book will quickly take its rightful place as the definitive guide to meeting and dating women. Enjoy.

Warm Regards,

Mike Bradford  
Publisher

## The Limits of Intuition

Some of what you read will seem counterintuitive, and it is. The reason for this is that the information contained in these pages is the result of research I've done as an extreme player and as a consequence, the skills you learn here are designed to elevate your game to extraordinary heights. This stuff is not a simple enhancement that takes common sense – women like flowers, for example – and tells you to buy carnations instead of roses. This material is of a qualitatively different character. Because of this, much of it falls beyond the range of normal men's experience. The common bell curve (known in the physical sciences as normal distribution) describes the arrangement of data from almost any physical circumstance: people's height, rainfall near the Equator, salinity of the ocean at certain depths, etc. It's the same in the realm of human dating/sociology. What I'm disclosing here are tail phenomena: things that are extreme, counterintuitive and because of this, they produce prodigious results. On a normal distribution, tail phenomena occur in less than 10% of the data. A forward-tail event occurs only at the leading edge of the bell curve. For example, extreme height and its effect on income is felt most significantly in the fewer than 1% of humans who are over 6'10". Why? Because they're in the NBA. Same thing here. The skills I'm communicating are known to the top 2% of players and they use them to great effectiveness. That's why it's true that less than 5% of single men fuck over 90% of the single girls.

I've tried to highlight each of these strategies by indicating that they are counter-intuitive. You may have to re-read some of the stuff a couple of times before it sinks in. Even then, it will be theoretical. Only after trying it "in the field" and seeing what happens, will you fully own the technique. Hang in there and stretch beyond your comfort zone. You owe it to yourself to do so!

## It's Not Just About the Girls...

As with anything worthwhile, the skills you learn here are applicable outside the dating realm. I've found that the better I am with the women in my life, the stronger of a male friend I can be, and the more direct I am in business. The clarity necessary for approaching women cold is the same clarity I can focus on any situation in my life. A strong, confident, direct, unapologetic (but kind) man is the type of man who succeeds in dating...and in life.

Let's dispense with another myth: a playboy is preying on women. There are some guys who single out weak, insecure women as targets, sure. When I'm meeting women, I don't discriminate. I'll talk to most women I find attractive and see where it goes. Some are mousy, shy, and insecure and others are confident, fun and humorous. How can you know if you don't engage them? The issue here is that we, as men, must make contact with a lot of women so that we can relate, understand and get comfortable in their energy and point of view. Isolating from women, or spending too much time with a single girl or type won't give you the breadth of knowledge to compare, judge....yes, judge...and decide about the women in your life. The more women you have flowing through your world the better, at least in the beginning. I can't emphasize enough that the important thing is to have contact and interactions with a lot of women. That way, you'll

- **You never get credit for playing by their rules.**

There are many examples of this, such as going out to dinner, stopping by to “meet their friends,” buying her shit, etc. And a key one for your game is that standing around chatting for an extra five minutes (not to mention thirty minutes) when you first meet will rarely have a downstream effect. That’s because women put men in categories: stranger, friend, guy they’ve slept with, boyfriend, etc. For our purpose the categories that matter are “stranger” and “guy they’ve slept with” and getting from one to the other as fast as possible.

Take my word for it since I’ve spent years doing the research (or do it yourself and waste time): you will gain nothing by talking longer and possibly you’ll torpedo the opportunity. Once you’ve gotten her number, move on. First of all, it’s likely that you’ll say something that works against you. The “stranger” light is blinking in her head and plenty can disqualify you. If you’ve got the number, you’ve already been qualified – what more do you want? As I’ve said, women travel this world looking for reasons to disqualify otherwise decent men. If she’s given you the digits, you’re done for the moment. Save that funny line you’re dying to use.

The other reason to move on is that there are other girls around, and since it’s a numbers game, you need to get to work. On a good day, I may get seven numbers of women I think are quite attractive. I’ve found that I sleep with 11% of the women whose numbers I get (more on this later). That breaks down to two girls for every three days of numbers, more-or-less.

But back to the categories in women’s heads. They’re like bins, these categories. And what I’ve found is that you can’t move from *stranger* to *intimate* or even *friend/acquaintance* by bullshitting on the street. You’re better off saving it. When you text her that night, you’re still the “guy from the street,” whether you spent 30 seconds saying “hi” or thirty minutes sharing about where you went to school and what you do for work. This has been corroborated by another player here in NYC. Accept your loss ratio and work on top-line. Trying to make an “impression” on each girl also is futile because you’re up against another tenet of the game:

- **A difficult woman remains difficult.**

Basically, if the girl is fun and carefree, the forty-five seconds you spend are sufficient; she’ll respond and you’ll meet and shag. If she’s difficult – which is a general term for women who are skeptical, suspicious, haughty, bitchy, condescending and/or rude – no amount of chatting is going to overcome her normal disposition. You won’t fuck her with a 30 second stop-and-chat, but you won’t fuck her with the investment of an hour of top game. Let her go. That’s the beauty of the game. Next!

There you have it. Move through the city (or suburb) confidently, smoothly and quickly, getting numbers and work the phonebook later. Even if I like a girl, I’ve found that it’s better to work on her in the comfort of my apartment than accompany her on errands or join for coffee on the spot. At least when I’m home with them, I’ve a shot at sleeping with them!

citing villages that raised children collectively and examples of polygamy, but this isn't an anthropology paper, so I'll refrain.

So, I'll concede that for modern, Western society the family unit is necessary. We men sacrifice a lot for achievement of that ideal; witness a fit, successful man burdened by a fat, unattractive harridan. But, for God's sake, don't give them our single life, too. This, we need to own. The entirety of this guide is designed to allow men to maximize their enjoyment and prerogatives during this period of their life. Anything we unconsciously cede to women during this period is only our own fault.

I wrote something for the blog on The Today Show that gets to the center of this issue.

*Challenge a woman immediately to force her out of her comfort zone.*

Just as in sales, you need to offer a proposition to your prospect. In fact, this is done on the street in the first ten seconds when I ask for a telephone number. Shit or get off the pot, right? I found that unless I force a decision upon the woman, I learn nothing about her. Is she open-minded, a risk-taker, or closed and conservative? Can she adjust to new information, or does it confuse her? In my experience, the real interesting part of dating is the drama that unfolds when I'm unyielding about a position and I get to see how the woman reacts. This is not as hostile as it sounds; I simply believe that in the chaos of NYC dating, I'll only get to see a woman's true colors when she has to decide. The rest is platitudes, pleasantries and bullshit. No one ever reveals themselves by being polite, is my experience.

The discipline comes from recognizing a situation isn't going to work out on your terms and walking away. You must have faith to do this, however: faith that there will be another woman around the corner that may more closely fit your ideal.

What exactly does discipline-in-action-look like? There are two points of contact with a new girl that are profoundly revealing: getting her phone number and asking her up to my apartment. Push-back on either of these that can't be overcome with good "game" disqualifies her. I don't care how hot the girl is... Think about it. If a woman gets you to break on a small point and sees that weakness, you think she's going to relent? Or respect you when you've jumped through all her hoops? I've found (and so have my other male friends who are successful with women) that a difficult woman never becomes easier. In other words, you'll know after two minutes – usually after fifteen seconds – with what type of woman you're dealing. Sticks-in-the-mud never become carefree, spirited women, in my experience.

If I ask for a woman's number and she flat-out refuses, usually citing a boyfriend, I'll just move on. (On occasion, if she's playful and I think she'd do something if she were single I'll take her number and tell her I'll put a two-month forward indicator after her name. Two months later, I'll text her; if she's still involved, good for her. If not, we'll meet then. I've had success with that counter to the boyfriend objection. Just like sales!) But, the discipline comes when the girl wants to bullshit and add layers to the modes of communication: "No. Why don't I give you my email address" or "No, but I'll take yours." I often try to talk through those objections, or just dismiss them while I open my phone saying something like, "Why are you making this more difficult than it has to be?" If they insist on email, business cards, taking my number or any other bullshit, no matter how hot they are, or how much they *seem* to be interested in connecting, I walk. I'm usually not very polite. I just walk away. Clearly, this type of girl wants to do something

## Two Categories of Men and the Immigration Analogy

What's the benefit of being a U.S. citizen? Well, in theory there are many advantages – access to government benefits, suffrage, certain inalienable rights guaranteed by our Constitution and...you can't get deported. Fuck up on American soil and you'll get thrown in the slammer, but you won't get sent to a foreign country. It's the same with women.

There are only two types of men, in women's eyes: those they've slept with and those they haven't. Only those men who have legitimately been inside a woman have true citizenship. The others may be resident aliens, green card holders, or straight illegals, and they all run the risk of permanent removal if they fuck up. This is helpful to know because it makes getting sexual with a woman quickly key if you want access to her soil in the future. And getting close doesn't count. You can be fifty yards off shore in a dingy (hand-job), running through the border zone north of Mexico (fingering), sitting in a way-station at JFK (cunnilingus) – Fuck, you can be working as an illegal in North Florida (just the tip) – but if you don't have legitimate land rights, you can always be deported. Only natural citizens have claim to the soil.

In truth, there's a third category that trumps the first two – baby daddy – but I'm not writing for that audience and I don't want to stretch the analogy. The point is that once you've slept with a woman you're in a different category. She will hear you out, take your call, meet with you, give you the benefit of the doubt, grant you access to her soil. This is true in general, but some women here in NYC – hustlers in their own right – have cut me off, nonetheless, so there are no guarantees. But, there's something that undoubtedly happens to a woman once she's had sex with a bloke. He's been promoted in her company, somehow.

## Touchy, Feely

Most men somehow get a woman alone in a comfortable setting, but then they freeze up: “You mean I have to invade her space and put my mouth on her?” Yes, that's right. If you want to fuck women, you need to develop that precious commodity called *physical comfort*. Women have tremendous powers of intuition and they'll know if you are shy, hesitant, nervous, etc. For a woman, the best aphrodisiac is a man who is comfortable with his physical self, and can playful handle a woman. This means touching, nuzzling, cuddling, laughing together (clothed or not), hugging, smooching, whispering sweet-nothings, etc. Most women have an innate sense of physical comfort – they are, for the most part, sensual creatures. A man needs to know this and he needs to become *part of their physical reality immediately*. If you don't do this right-off, you will build a virtual wall of “personal space” around each other that may be hard to breach. I know some of you may think, “Well, when we haven't touched, then the tension builds. So, when we do, it's electric!” That sometimes holds true, but more often, the man gets too nervous and abandons his prey or lunges and bites her lip off, freaking her out. I'd say that it's much more comfortable and easy to establish physical rapport straight off. In the seduction community it's called “kino.”

Never shake a woman's hand, unless you know you're not interested in her, sexually. Instead, give a nice, full hug and a kiss on the cheek when you meet for the first

sores, but not negligible. I was lucky. The lesson here is that a seemingly-clean pussy may still have infection. Careful.

Pregnancy is also a concern, unless you want a litter of illegitimate kids running around and baby mamas coming after you for child support. Condoms take care of this for the most part, but as humans we're not 100% with anything. I have two male friends – erstwhile players – who have recently become unplanned fathers with women they had as casual sex partners. One got her pregnant as a result of a one night stand; the other was banging this college freshman while he was taking some graduate classes. (Full disclosure: I got a Northeastern freshman pregnant in 2002 but she had an abortion.)

So now, these men, despite relative youth and independence, have had to assume responsibility for another life, in several ways. The financial contribution will continue for at least 18 years, enforceable by law. Both still chase girls and have successful sex lives, but as this baby grows up, their lives will become more complicated, for better or worse.

This isn't a parenting guide of any sort. I just want to drive home the point that if you go from having no sex to having sex with multiple women your percentage chance of unintended pregnancy goes from 0% to some positive number.

## Loneliness

Certainly, loneliness is an element of the general human condition and isn't a subject of concern for players, only. It also seems that different people are more-or-less prone to loneliness. I enjoy the continued company and presence of a girl I really love, but if I'm single, I don't always want a casual girl around. They can become a burden for any number of reasons, including limiting my ability to meet others or limiting my freedom of movement and activity in my already tiny apartment. And, additional carrying-costs develop because the issue of "who pays" comes up. Generally speaking, a woman that is giving you consistent sex wants to spend time with you outside of the bedroom.

I don't suffer from acute loneliness (at least not consciously) and I have enjoyed being single these last six months. But, I want options when I choose to be social. I'm part of an organization that is very social, and I see those folks a few times a week. Also, I've maintained strong relationships with the men in my life, which I recommend.

This is a key point for an aspiring player. Women – even the serious ones – come and go, but real male friends remain. The exception, of course, is a woman you marry, but then there's the 50% chance of divorce. You're really going to need your men when that happens! I may not see some of my college buddies for a bit, but they're always reliably there, if I need them. That changes a bit after men get married and start families, but for the most part, the male friends in my life are consistent and easy to connect with – there's no drama.

Here's another key way in which your male relationships are different from the relationships you develop with women: *for the most part, men have unconditional relationships with each other, whereas men and women develop highly conditional relationships*. It's rare that a long-term buddy will "break-up" with you or leave you. Men and women, on the other hand, leave each other for financial reasons, sexual reasons, family reasons, etc. Little Sally, who was your world, won't be there after a