



# **facebook** **DATING**

**A guy's only guide to the world's largest online dating site**

**MICHAEL MASTERS**

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# Facebook Dating

A guy's only guide to the world's largest online dating site

By Michael Masters

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## Table of contents

### [Chapter I. Intro why FB is the most amazing way to connect with girls EVER!](#)

Do you get how huge this is for meeting people!!!!????

This is the beauty of FB

I start to understand the potential of Facebook

Safety and comfort first, how FB is an awesome tool to create this

Six Degrees of FB

A blind meeting through FB

### [Chapter II. Setting the Stage to meet a killer girl](#)

Some idiots not to emulate on your FB profile

Now that you know what to avoid, what is important?

Having killer photos

So... What needs to be in the rest of your photo folder?

Average!??? What???

Have the correct profile info

Creating great content for your wall

What people can and can't see

Setting your filters, what non-FB friends should see

### **Chapter III. I have her Facebook what do I do with now??**

Quick start guide to getting more dates on FB □  
Attraction isn't a choice  
Creating rapport  
Breaking the ice, testing the waters of attraction  
Painlessly testing for potential attraction  
testing on her wall  
Testing her on chat, don't do it  
Twitter vs FB – can twitter work for you?  
Moving from FB to Chat and eventually to Phone – How to make the transition without seeming needy

### **Chapter IV. A quick guide to the massive topic of creating and maintaining attraction**

Sexual Tension  
Wipe my face!  
Sexual Tension is positive  
Maintaining sexual tension by understanding Power Balance  
Relationship balance, a teeter-totter  
Why is this important for your FB targets?  
Examples of sexual tension with no sustainable balance  
Maintaining the balance  
But I don't really want a relationship, I just want to get laid!

### **Chapter V. Creating the Connection - My FB strategies**

Building tension  
The biggest tool in your FB arsenal – BANTER  
Banter, the key to taking things to the next level  
Types of banter and communication  
Funny  
Teasing  
Challenge  
Agreement  
Honesty  
The Dig  
Silence  
Being difficult  
Not responding to her qualifying questions and power moves

### **Chapter VI. Beyond banter – other strategies to build attraction**

Contact once and WAIT  
Mass confidence  
Having rock solid boundaries  
Flirting with EVERYONE  
Putting out as many lines as possible  
Create a FB harem  
Social proof - when it rains it pours  
Have a funny, witty status  
Interaction that Rocks  
Assume the best  
Be the first one to exit the conversation  
The hook  
Push and pull

### **Chapter VII. Common FB dating problems what to avoid and how**

The GF status – public commitment  
Piss tagging and picture bombs  
Photo/comment grenades

---

**Chapter VIII. FB rules, what to do what not to do – the typical mistakes guys make**

Be literate  
Don't be creepy  
Talking about sex  
Don't be a pig  
Moving too fast  
The poke  
Private things public  
Commenting on photos before you know her  
Multiple responses

**Chapter IX. Weeding, growing, and maintaining your garden**

Adding friends?  
Setting boundaries  
Protecting your wall/your house  
Defriending  
Blocking

**Chapter X. Facebook is flattening the relationship world**

IYHS - In Your Head Syndrome  
A FB blind date in Vegas! Am I nuts?  
FB is flattening the dating world

**Chapter XI. The wrap-up – A review of putting your best foot forward**

# I. Intro why FB is the most amazing way to connect with girls EVER

I am sitting in a bar in Japan and my server is a gorgeous busty Japanese girl. My Japanese is pretty good and I flirt a bit with her, in the past this would have led to me asking for her number but now I don't bother. Why? Because Facebook is the most AMAZING way ever to passively connect with new people.

Let's say I gave her a big handsome smile and said, "You are such a cutie, what is your number?" Actually, this would probably work because I already had her laughing and she gave me way too much attention. BUT, the problem is that I have put her in an awkward situation, one that she might have said no to.

How about if I said, "What is your Facebook?" and I handed her my iPhone, FB application already installed. She goes, "Oh, I have Facebook." I go, "Is she going to say no???" Would anyone???. Of course she didn't and she happily typed in her name. Later I found out that she had a boyfriend, and if I would have asked for her number she might have said no. Now, via FB I know what's up and it just saved both of us some embarrassment. Not to mention I also got to see some killer pics of her in a bikini while on vacation in Guam, drool...

**Do you get how huge this is for meeting people!!!!????** - Lets say, about 5 years ago you meet a girl that you have to instantly adjust yourself to hide your erection. What are your options? Get her Email? Her Phone number? Not much else you can do but put yourself up for possible rejection with the line, "Hey, you seem interesting what is your number?" As a guy this is one of the most terrifying things you will ever have to do **but FB just eradicated 90% of the rejection.**

**This is the beauty of FB** - Just yesterday I was talking to the chef of a local restaurant, very interesting very cool guy. "Hey Steve, what is your last name, let me add you on FB" he told me his last name without hesitation. His iPhone pinged and I was added.

Now clearly I am not into greasy chefs, the point is you can add someone with ZERO agenda. That's what makes FB so perfect, you don't have to get rejected because you are not asking for anything. You are not asking for a date, a phone number or if she has a boyfriend. Although, you can get all of these things from FB quite easily. With FB you can find out so much about a person with only a little wiggling and creeping. If you like what you see you can easily create some attraction in FB.

## **I start to understand the potential of Facebook**

A few years back while training at a local outdoor pool in Santa Barbara I met a beautiful girl. She

was swimming with a guy and I couldn't tell if she was with him or not. So I started up a conversation with both her and the guy. Later that week I saw her swimming again but this time on her own. We chatted a bit, about training and what she did. When she finished her workout she asked, "Going to be here again this week?" I answered, "Nope, I am going to start swimming at another pool," she frowned and I, still in the pool, I said, "Maybe we can swim together again sometime, what is your FB?" She told me, "Jennifer Kanayama, the UCSB network." 10 minutes after my workout I added her on my iPhone.

The next day she added me back, and it was rather tempting to contact her right away because I was rather smitten but I restrained myself to creeping her profile. From her profile I found out she was single, and that we had a lot of commonality to start a conversation from, she was:  
A marine bio grad student (something I used to study)  
And a mildly filthy mouthed girl.

I of course felt most comfortable addressing the latter and sent her a FB mail on the subject. I was witty enough to get her to laugh and she responded. We mailed back and forth for a little while and then, nothing... I was tempted to mail her again but I have pretty strict rules as I will explain later.

Out of the BLUE, I ran into her at a coffee shop and since the rapport had already been created on Facebook we picked up where we left off. "So, why did you leave me hanging on FB? I was bummed that I had to go on multiple dates with girls that looked like you." She laughed, "Shut up none of them could be as cute!" I raised my eyebrows in confusion, "Yeah, lookin' pretty hot in the sweats and sweat stained sports bra. Could you shower before the next time you meet me?" She laughed, wrinkled her nose while she shot me dagger eyes, "I didn't know you would be here, and are you always this big a jerk??" I smiled huge knowing a great line was coming, "This is nothing, you should see me with really pretty girls." Her mouth gaped open in understanding and she punched me in the arm, three minutes flat, a new record!!!

The two of us met a bunch more times, became study buddies and over time became quite good friends. The sexual connection wasn't there for us but the friendship was, and we became mildly inseparable for a few weeks until I had to leave the country.

Without a doubt, without FB I would have never made the connection. Without FB I would have had to try and get her number while in the pool! That would have been WAY too awkward and probably would have fallen on its face, especially with some protectively swimming next to her!

### **Safety and comfort first, how FB is an awesome tool to create this**

What a lot of guys don't get is that one of the most important things you can do when you approach a girl for the first time is make her feel safe. When you aggressively trick, coerce or simply rape a girl

phone number from her you are setting up a huge blockade for the next meeting. This creates buyer's remorse, and don't think for a second that she won't process things later and eventually figure you out to be an asshole.

I recently saw a PUA (pick-up artist) video on acquiring a girl's number. The PUA found his target at a magazine stand and stopped to berate her for what she was buying. After aggressively ripping her self-esteem out of her ass, by hinting that she was fat and an idiot for buying such things, he reversed her gears. Suddenly, he became friendly and awkwardly asked for her phone number. Shockingly, she gave it to him. Why? Because he did what I call ego theft, he created a vacuum in her ego that had to be satisfied by his approval of her. What's wrong with that? Well besides the fact that anyone that does this is an asshole and deserves a good beating, it will backfire. This PUA created a breach in her safety by being so aggressive and he may never get her into bed because she will be too afraid of him. If he does succeed, he is going to leave her feeling used and generally shitty, which I hope isn't what you want to do.

Women have hard coded in their DNA to be fearful of men. Why? Because men can be fucking dangerous! Add on to that a few million years of men fighting, killing, raping, and torturing women and you can see the origins of a genetically bound fear.

This is one of the major criteria a woman uses to filter who she is and isn't going to be involved with. If you are creepy, overly aggressive, look scary, act erratic, **she is going to err on the side of safety** and just avoid you. If you are the type of guy that pushes women, her natural response is to push back and the more you push the more she will resist.

This is why I believe that FB is a godsend for men. We don't have to overcome that barrier of fear that most women radiate in the form of a bitch-shield or sweetness-judo to avoid you. FB allows you to get your foot in the door and show her in a safe medium that you are cool and well worth the time she will invest to get to know you.

### **Six Degrees of FB separation**

I think everyone at least mildly understands the power of six degrees of separation. To sum it up; and this means is that everyone on earth is separated by only six people or degrees of separation. Facebook has tapped into this phenomena and because of it your ability to meet someone amazing has increased radically.

*"A Facebook platform application named "Six Degrees" was developed by Karl Bunyan, which calculates the degrees of separation between different people. The average separation for all users of the application is 5.73 degrees, whereas the maximum degree of separation is 12."* – Wikipedia  
<http://www.karlbunyan.co.uk/2009/06/six-degrees-come-in-your-time-is-up.aspx>

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Unfortunately, this application is no longer functioning but the proof is there, FB has connected nearly ALL of us and we are only a few friends away from a ton of killer people. Does this mean that you should start creepin' on your friend's pages, talking to girls you don't know? Hell no! That violates the rules of safety and you will only meet nutters this way. If you can't connect with random people, what's the point? The point is that the potential of meeting a ton more people just went up exponentially just by being a part of FB. Maybe it is a friend of a friend that introduces you on FB. You see a gorgeous girl that is mutual friends with someone and you asked to be introduced. Maybe you decided to introduce yourself in a classy way, explaining you have a mutual friend. Either way, your network of gorgeous interesting ladies has been expanded to greater potentials than you could ever imagine.

### **A blind meeting through FB**

I am currently seeing a girl that I met on FB through a friend. I had no idea who she was prior, a friend of a friend just introduced us. The second I saw her pretty face I creaped her profile, which was no small feat since she had over 100 albums! and was in over 500 tagged photos, holy shit, a little too much info, eh? What I discovered very quickly was that she was not a typical girl (guys, this is extremely important for you to communicate in your photos too, being different is golden) because she was not typical she made me a bit curious and I decided to drop her a line.

Me: You don't look like the typical girl in Japan, and I don't usually see women dress up as zombies for fun.

Saeng: No, I am not Japanese I am Thai, I am studying to be a makeup artist, why are you in Japan?

Me: I didn't think you were Japanese, they usually put on makeup to look prettier, you seem to do the opposite. Why am I talking to you? I have a thing for girls with missing teeth and bloody faces.

Saeng: Hahaha, I look very pretty if I do my makeup right, maybe you should look at other pictures too.

Me: Naw, I think I've seen enough horrible pics of you. My friend said you were pretty and nice but now I am a little nervous to meet you.

Saeng: Who said I was going to meet you??

Me: Of course you want to meet me, how about tomorrow night at Red Rock, bring a friend if you like, my friend will come too.

Saeng: Okay, I will ask my friend Tomoko if she can go, see you maybe...

\*\*\*Please understand that this conversation took place over a couple of days before I asked her out. This shows patience, a huge indicator that I am safe\*\*\*

Really quick, lets analyze the above interaction. My initial mail was very simple and non-threatening. It also posed a question which would prompt her to answer, I didn't answer her questions, I was difficult, I switched sexual roles on her by saying I was the one nervous, I assumed we would meet



without asking, I made her comfortable by asking her to take a friend, and I was funny. You may not see all of that in the interaction and neither did she but I got a date! The same night we did some serious heavy petting in a park. We are dating now and I NEVER would have met her without my F skills.

## II. Setting the Stage to meet a killer girl

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Just like a dating profile you have to put your best foot forward and this takes a little bit of thought but first let's make fun of people, since I am an asshole and I think it will help you not to make the same mistakes on your profile.

### Some boners not to emulate on your FB profile

\*\*\*I've put a couple of typical lady mistakes up as well so that you can totally bag on them if you decide to say hello\*\*\*

**The "I never use Facebook" person** – I recently had someone hit on me via email and although she was pretty good at flirtation I was really disappointed when she added me on FB. All she had was one stinking photo and it was a pretty lousy one at that. I didn't bother to continue the conversation because she looked like one of my grandmother's porcelain dolls with a wax smile that never touched her eyes. Clearly she had worse judgment than a man that thinks a comb-over is okay and she was about as tech savvy as a homeless person. Needless to say, I didn't continue contact after that disappointment.

**The Manly Man** – This is the guy that has a ton of pics up of himself doing his manly things. Shooting small helpless animals, videos of his Harley and his ex bitch on the back, and close-ups of the welts from his last paint ball warfare. Guys guys... I know you think this is cool but most of the ladies would rather drink camel urine than date this kind of guy. Seriously, don't think that this is okay, all you have is a few seconds of her scanning your photos to make a first impression. If all of them are of you killing shit, do you really think she will be impressed? (Of course girls from Michigan will probably get aroused)

**The Alcoholic** – I know a guy, awesome guy btw, that has himself in all of his profile pictures slamming some sort of alcohol. Granted, he has a stellar personality and he attracts women like flies to shit but! this is only going to attract a certain type of girl, one that is in the same state of delight from self abuse. Great if you like to get your drink on 24/7 but what about a girl of substance? Or that real hot girl that doesn't really know you so well and is instantly turned off by your drinking? Maybe you don't want to advertise this so strongly?

**The Narcissist** – This is more of a young girl thing. Maybe she has slightly bigger boobs than other girls and gets a tiny more attention from men so she shapes her Play Doh like ego around her looks and places millions of photos of her with her friends mildly exposing the twins. This profile, although fun to masturbate to, is rather painful and will not attract quality men *ever*. I like to make fun

these girls mercilessly. Their ego is completely based on the physical which means that this particular dartboard has a bulls-eye the size of a beach ball. This type of girl I wouldn't ever consider dating seriously so I am usually not nearly so nice. I will even go as far as to tell them I would only sleep with them if I were drunk.

**The Nudist** – There is a guy on my FB that I met at a party with some friends, very cool guy. But, the day after I added him he started showing up in my feed... A LOT. At first I thought he was some sort of gay exhibitionist, but turns out he runs a morning boot camp. Clearly the reason he was showing self-shot photos boarding on the profane, was because he thought it was the best way to attract women. Hey, if you have a nice body show ONE or two pictures but there is no reason to pepper your profile with self masturbatory photos. It screams to women that the physical (sex) is your priority which will filter out a lot of decent ladies. I personally am horribly sexual but I would rather they hear this from my mouth rather than from my profile.

**The Scanner** – I am sure everyone has seen this before, this is the person that doesn't have a decent current picture so they recycle something from 20 years ago. This is easy to spot because digital pictures don't have crease marks or fade with time. Sure put some older pictures up to show your friends but LABEL them! I have some modeling photos up from when I was 23 and I say it. I even make fun of myself a bit. Point is, put your best foot forward but being dishonest, even slightly, will drive women away as fast as a tee shirt that says, "Yes I am looking at your tits."

**The Faker** – This is the girl or guy (usually a girl) that is a bloody master at taking flattering shots. Once again I know a girl on my FB that is a perfect example. She is amazing at taking photos that show her very beautiful face but hides her humpty dumpty body. She has tons of these photos and absolutely nothing that shows the bod. Does she think that you aren't going to figure this out? This is like having chlamydia and waiting until after sex to tell her. If this is you, don't be afraid to show a little bit of a gut, ladies are far more forgiving of appearance than men. If you are slightly suspicious of a girl's photos, chances are she is even worse in person, so be cautious with that first date!

**The Celebrity** – Facebook is incredibly narcissistic and self masturbatory. So please don't be one of those people that thinks everyone needs to be glued to your wall. Nothing wrong with putting up a funny comment once in a while but don't expect to passively create the right interest by just being there. You need to interact, tease, poke (don't FB poke, it's stupid) and play with your target. It takes interaction to create attraction and is just isn't a one-way street.

**The Sage** – This is similar to the celebrity. They tend to think everyone is hanging on their every word so they recycle tired, exhausted lines from Anthony Robbins, Mark Twain and my favorite... Yoda. Sure a couple of people give it a "like", but really? Really? If anyone peruses your wall they are going to see how utterly self-absorbed you are. Anyone that needs a daily dose of positivity probably has a ton of negativity.

**The Businessman/woman** – I am a little guilty of this, I mix my business with FB and it has kinda/sorta bit me in the ass. In my case a new girl probably doesn't need to see my most recent article on my wall "Humor, the direct link to her clitoris." Yes, I am a dating expert but often intimidates the hell out of women before we ever go on a date. So... with that said, stop advertising the latest network-marketing scheme, or if you must, keep it to a minimum.

**Now that you know what to avoid, what is important?**

- Having killer photos
- Severely filtering your profile info
- Creating great content for your wall
- What FB friends should and shouldn't see
- Setting your filters, what non-FB friends should see

### **Having killer photos**

Your actual profile picture should be a flattering shot of you that shows your face well. Since you are looking for a lady you should treat this almost as you would an online dating profile. So one more time, no pics of you and your manly hobbies, drinking with your buddies or you and your dog "Buck". Men are visually turned on and women are quick to be visually turned off, trust me here. I don't blow it in the first 5 seconds.

\*\*\*I am a bit of a hypocrite here since I often like to post the most hideous pictures I can find, but I like to set a humor boundary. I like to communicate that I am an immature idiot. If this kind of behavior is a turn off for her then I would rather not know her. This also communicates that you are not trying to jump through hoops. It is a completely different take on meeting women but most guys that do things like this are either inundated by women or haven't been laid since their baby sitter got drunk. So... if this is something you want to do, go for it but make sure you temper it with real photos in your profile photo folder. Please remember that she may not readily accept a friend request from the dude below, but at least someone laughed.\*\*\*



The profile pic is the first thing that everyone sees and is nearly always the first thing she clicks on. ~~your pic is a tiny little thumbnail that you took with your 8 year old Razor, that's not cool.~~ Take a bit more time to make sure that when people land on your profile pic page that they actually have something to look at. I say at least 10 great profile pics will do. Hopefully she will want to know more and will move on the rest of your photos.

Like I said before, **danger** is one of the greatest barriers that you will have to overcome with women, so freakin smile! Most of your pics should have you smiling your ass off and to slap on some extra cheese w/ to this attraction sandwich, have at least one of you and your mom/sister/grandma smiling. It's very important to show that you are super cool with the female contingent of your family. I never realized what a big deal this was until I witnessed how many women absolutely swooned over my friend John's profile. He had multiple pics of him hugging and grinning ear to ear with his mom. Screw puppies, fuck best buddies, it's all about the mom...

**So... What needs to be in the rest of your photo folder?** - The second a girl adds me I go directly to her photos. You know it, I know it, and everyone knows it! So why the hell don't you have a bunch of great pictures here???

The goal is to create a little snap shot of your life and who you are. Your profile pics don't need to be this way but you should have at least a second folder with about **50 pictures** of you, some from the past, some of amazing experiences, a few you are proud of, a few that are sexy and finally a few that are average.

**Average!??? What???** - Look, if you really want to create a relationship with someone via FB you need to put your best foot forward but at the same time show a little reality. Show that you are a normal person. A little bit chubby? Show it! Got a pic that isn't incredibly flattering? Put it up there. The point is that you need to show you are open and comfortable with who you are. For the people we have never met, we need to let them know what to expect. Of course we need as many killer pics as possible too but the inclusion of the average shows you to have a little more substance and confidence than most guys.

### **Severely filtering your profile info**

Like most of you, I first ran into problems in FB with my damn relationship status. My kinda sorta girlfriend at the time, that I hadn't seen in three months, was upset that my status said "It's complicated" while hers said, "In a relationship" this virtual ownership just wasn't cool and I decided to really tweak what was being displayed on my wall.

Age, politics, religion, etc?? Nobody's f\*ing business and whoever on the FB team that thought this was a good idea needs a good ear drum slap. All the information she needs can be gleaned from your pictures and your wall, there is absolutely no reason to put a cheesy quote in the corner or explain

19 year old Jenny, that you are a 29 year old catholic republican in an open relationship with Sal VanderHosen. Let her imagination work in your favor, and don't mess it up with too many details.

Here is a great example of what NOT to do:



Send [Message](#) a Message  
Poke [Poke](#)

Liars, don't come closer!  
I'm a mental, you'd better not to  
treat me like a little innocent girl.

I love only people who have  
honest and beautiful mind.  
I love only people who can see  
the priceless things which are  
impossible to see with eyes.

**Information**

Relationship Status:  
In a Relationship

Doesn't she just terrify you a bit?? And I know for a fact that the "In a relationship" status was only put there to make her kinda sorta boyfriend upset, craziness...

This is where FB is totally different than a dating site. She isn't reading a bunch of garbage you make up to sound interesting. She is assessing you by your photos and by what you say and do on your wall.

### **Creating great content for your wall**

As I just said, rather than reading your assessment of yourself as she might on Match.com She will learn about you by the interactions she sees on your wall. She will pay special attention to the girls that are interacting with you. She will even click over to their profile to see how attractive they are. This is why it is important to keep your wall under control. You wouldn't believe how insanely

woman will “research” you on your wall (or google) to find out if you are a good guy. You also wouldn’t believe the radical conclusions they will jump too if there is anything “suspicious”. So be a good guy, have a bunch of hilarious conversations, and interact with as many women as possible.

Having hilarious status updates as much as possible, communicates that you are a safe, funny, and interesting guy that gets a ton of female attention. Your wall is yours so add what looks good and remove comments from Joe like, “Dude those chicks from last night were such bitches!!” this is not going to help you.

### **What people can and can’t see**

My FB page is connected to my website and I let about anyone join me. With this said I have a bit of public image to maintain. So when friends started to tag photos of me, such as me vomiting in a public restroom, I wasn’t cool with it. I had NO control over what they tagged and if your friends do anything like mine they greatly enjoyed tagging me in as many compromising pics as possible. I even had a buddy post a pic of me at a strip club posing with a stripper in a position that was only lacking the stirrups of a gynecological chair. He blurred out the happy zones but to most women I communicated, “Mike is a pig.” Yes of course I am but I would rather be the one to communicate this than not my friends.

**Setting your filters, what non-FB friends should see** - Who do you want to have access to your profile? If you join FB right now the default setting is completely closed down (not so in the past). That means that if a girl is curious about you she can’t take a look at your photos without friending you first. I think this is a bad thing. At the bare minimum you should open up your profile pics so that she can make a bit more of an informed decision. If you so desire you can open up your photos too but then why should she friend you? Leave your profile pics open as a teaser, if she wants to creep you a bit more she will have to friend your ass.  
(You can change this at Account => Privacy settings => Customize settings => Edit album privacy)

**Open profile and non-FB friends** - Leave the worrying to the ladies, you are a guy and the only thing you have to worry about is a jealous lady creating problems. So moderate photos and comments that will cause trouble but be an honest guy at the same time.

I would make sure to keep my wall and info private to strangers and even friends of friends. It is incredibly creepy how FB can backfire on you. Even the most vague comments about some problem with a coworker or a random hookup can get to the wrong people instantly. The 6 degrees of separation can work against you in frightening ways so make sure that only the right people have full access to your page.

### **Getting her info**

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Hopefully, I don't have to go into massive detail about how to acquire someone's FB info. It is about as hard as asking for someone's business card. There is no need to over-think this, just ask in a friendly way after you have chatted a bit.

The way I usually approach this is to create a little rapport before jumping on her with "What is your Facebook!!?" Talk to her a bit, see if she is actually someone you wish to talk to rather than focus on the T & A that she might provide you. Relax, be cool and when things are winding down say, "You seem pretty cool, what is your FB?" or "Hey, I would like to keep in touch, what is your FB?" or "I am friends with your friend \_\_\_\_ I will add you later" or "Damn... what is your FB?? I have got to add your photos to my masturbation collection!" (I actually have gotten away with something like this sometimes it is rather fun to test your skills by diving into a pool with no water)



### III. I have her Facebook what do I do with it now??

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This is an excellent question and one that the majority of the book is about. We want to engage the appropriate girl's attention while creating massive attraction. We then want to move her to another digital medium that will allow you to get to know each other even better. Eventually, we want to create enough attraction that she is chaffing at the bit to meet you in person! Easy stuff, and with F in your corner there is no reason why you can't be doing this with 10 ladies at the same time.

I want you to get started right away so this chapter is a quick start guide. Chapters following will focus more on your game and the tools you need to drive the ladies nuts. However, if you have a decent looking profile and you are not too awkward with women, you can pull the trigger right out the gate. Make sure you start with an easy target. There is a lot to be said for trial by fire but for most people it just discourages them.

#### **Quick start guide to getting more dates on FB**

I hope I can assume that you have already dialed in your FB profile to something that will set the best possible stage for your FB performance. Without this set up properly you will greatly hinder your chances. This is kinda like proper grooming, you got some yellow funky teeth? B.O.? She can smell smegma through your jeans? Not cool buddy. You can be the best PUA in the world but she will instantly back off from certain negative triggers. Women are always looking for reasons to disqualify you, don't give them one! Take an hour to go polish your profile now.

**Attraction isn't a choice** - Before you jump head long into interacting with the girl that has avoided you since grade school, let's talk briefly about attraction. The next chapter goes pretty heavily into this so I will keep this short. The phrase "Attraction isn't a choice" has been around the PUA community for about 15 years now and it is still very true.

Unfortunately, creating such attraction with any girl takes some time to master. This is very similar to learning a language and in the mastery of that language you gain confidence. This is a catch 22 in the dating world, since one needs that confidence to master attraction.

This is one of the reasons why FB is such a great place to hone your skills. We have many many more targets and we have the time to think about what we are doing. In other words we can learn the language of attraction at our own pace, with a minimum of pain.

In later chapters I will teach you the language of attraction in the most moral way I know. Something that you will thank me for later but first lets use FB in concert with the skills you already possess.

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## Creating rapport

**What is Rapport?** – Wikipedia says, “**Rapport** is one of the most important features characteristics of subconscious communication. It is commonality of perspective: being "in syn with, or being "on the same wavelength" as the person with whom you are talking.” (Clearly this was written by someone in the PUA community.)

I am going to bend the definition a bit to include simple comfort. She doesn't need to be mirroring your body language or digesting at the same rate, she only needs to be relaxed and receptive to you. So to create rapport with a girl simply means that she is comfortable and open to more communication.

In the digital world we can't pull any NLP (Neuro Linguistic Programming) tricks on her like mirroring her breathing patterns (please don't pull crap like this). So we can't create rapport in the traditional cheesy original meaning. What we can do is be interesting and allow her imagination to run away with itself. One of the greatest things about the digital age is that when one doesn't have a concrete flesh and blood person in front of them they have to make something up and if you are a cool guy right off the get go, she will make some awesome assumptions about you.

### Breaking the ice, testing the waters of attraction

Creating attraction is both a strength and weakness of FB. It is a strength because you have time to craft the right thing to say. It is a weakness because she could easily slam the door by not responding. If this were a face to face interaction you can create far more attraction far more quickly but that shouldn't be a problem because we will be so cool and non-threatening that there is no reason for her to close that door. The second it is open a crack we will create the attraction that will have her want to stalk you for the next ten years.

**Painlessly testing for potential attraction** - Super simple, all you do is see if the fish is interested by wiggling the bait. I recently did this with the girl from the bar that had such a nice bikini bod. Initially I wasn't sure about the BF thing so I tested the water a bit, and I just dropped her a simple email. “Hi Tomoko, nice pictures! I didn't realize you were so cute.” This was a tiny bit of a dig and she were interested it will certainly elicit a response. **Turns out I got no response**, which you need to be prepared for and totally cool with.

Please understand that you are going to get a lot of Noes with the Yeses. That is totally fine! There really isn't any failure here, at least none that needs to hurt. Getting rejected in a virtual medium isn't all that painful since most people just don't respond, big deal! I have a very high success rate with FB but sometimes I run into resistance, rather than seeing this as a negative I let it pass through me or

twist it in my favor.

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**Twist rejection to your favor** - What that means is that I don't allow a simple rejection to force me to back off. I usually radiate so much confidence that I get her to come my way in given time. Ever see Ghostbusters? Remember when Bill Murry's advances were shot down by Sigourney Weaver about ten times? Did he give up? Slink away? No, he realized that this was a test, an actual opportunity. If he gave up she would have dismissed him as unworthy but because he stuck it out and maintained his unshakeable confidence she bent to his will. Women enjoy being chased and often the signal of that race is her saying, "No."

**Testing on her wall** - This is a little less assertive and I will comment on her wall if I really don't know her at all. I will take a look at her most recent wall post and spend a little time thinking of a creative response. This is pretty easy, all you have to do is remember that funny and challenging comments get the best results.

For example, a girl just added me to her FB from my website. I don't know her at all, but she looks very cute so I will comment on her most **recent** status update.

Her current status is:

"Just had the most amazing dinner stuffed and baked steak fillet.... I cannot move.:)"

Whew, tough one! But maybe I will respond with:

"Are you still stuck at the table?"

or

"So what was the stuff the steak was stuffed with, stuffing??"

She will probably respond to one of the above comments since they are questions and like a ringing phone people love to answer them. After we have gone back and forth a little bit (keep it to one or two responses) move it to a FB mail. Ask her something a little bit more personal. Maybe I would email something like:

So this was a date where you were stuffed with steak? I am so jealous, I haven't had steak in years (This is witty because she initially thinks your jealousy is referring to the date)

~~Go back and forth here as well and get to know her, take your time, and keep this email exchange to a few days in order to increase the feeling of safety. If the two of you are getting along move it to another medium or get her on the phone. This will be very easy as long as you have created a safe environment for her. If she feels you are a non-threatening guy she will have no problem giving you her number. The only reason she wouldn't is because it is next to impossible for her to block your number if you turn out to be a freak, so be cautious here.~~

I used to be an underwater welder (seriously) the secret to being a killer welder is 90% preparation and 10% application. As long as all the conditions are laid out perfectly, the actual welding part is effortless. A surprising amount of professional welders really suck at welding, because they are too impatient to prepare properly. Rather they jump in and try to get the job done without any groundwork, and they create welds that look like clusters of bird droppings. Take the extra time to prep your work and there will be far less bird poop to deal with.

**Testing her on chat, don't do it** – I feel FB chat stinks in general because I find it to be unreliable and an enormous distraction. I keep it turned off 90% of the time so I don't get harassed by the random girl while I am working. Not every one feels this way about FB chat and I certainly think it is possible to connect with someone here. However, it leaves you hanging on whether or not they are going to respond to you or just pretend they weren't at their computer. Do you see what I mean here? You are chatting away just fine and suddenly she disappears. This just isn't cool and it leaves you looking a bit needy. I am sure ideally you could pull it off but why take the risk? I give a big thumbs down to using FB chat to initiate contact. Maintaining or escalating the relationship sure, but not to create interest.

### **Twitter vs FB – can twitter work for you?**

Not a huge fan of twitter because it can be so ridiculously time consuming but if you are one of those people that need to play with your phone constantly, twitter is a very suitable distraction. If you must use twitter, I suggest working it to guide people to your Facebook.

You want to send people up the chain of familiarity, until you are face to face. Twitter is very impersonal but it is pretty easy to create connections since most people are on an Ashton Kutcher race to have as many twitter followers as possible. This need to be a rock star totally works in your favor since most people will not deny your following them.

Creating an interaction with someone on twitter is really easy, just create a little banter with them and see if they bite. Once they bite move it to DM (Direct Message) and then move them to your Facebook where both of you can get to know each other better.

I have had quite a few dates generated from twitter but all of them eventually moved to FB, a much better place to get to know each other.

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## **Moving from FB to Chat and eventually to Phone – How to make the transition without seeming needy**

Once again, our goal of course is to move up the intimacy scale and make a real human connection. This should be done with a little bit of patience, since moving too quickly will trigger her danger alarms. With this said you shouldn't over-think this either. If the two of you are enjoying communication on FB it shouldn't be that hard to move things to phone.

It is totally okay to be assertive here as long as you can sense that she is into you. (Even if she isn't she might very much enjoy the attention only to find out later she really is attracted) If there is any doubt I would be cautious, you are only going to get one shot at this so I would progress slowly unless she is giving you major green lights. Guys need to realize that women want to be chased but only by men they want to chase them. You must show them that you are this guy or you will meet a brick wall of resistance.

Don't over think this, there are no magic NLP techniques to get someone to move up the ladder of intimacy. Don't be creepy, don't be needy, and don't be pushy. Do be funny, do be friendly, do be challenging and they will be happy to allow that progression. All I have ever really said to anyone to go to the next level of connection was, "FB mail is too slow, do you have skype or gmail chat?" or "You **seem** interesting and I would like to get to know you better, what is your skype?" Once you have them in a more intimate medium keep going, keep mildly prompting her to the next level until you finally get her on that face to face date.

The leap from chat or FB chat to phone is probably the more daunting one for women but I find that if you make it more her idea things progress easily. Something like, "You really should call me since you send me so many messages on FB." Or, "It would be a lot easier to answer that on the phone, give me a call." Making this her idea is another way to disarm her danger instinct. She may resist you by saying, "I never call a guy first, you should call me!" which is a green light. She feels safe and wants you to call, now all you have to do is ask for the number.

## IV. A quick guide to the massive topic of creating and maintaining attraction

The remainder of this book will be focused on the details of what to do and not to do to land your fish but these details may not pull into focus some of the major concepts behind attraction. This is a pretty massive topic and one I can't completely cover in a few pages but I will try to give you a framework to nail my later FB advice to. Attraction boils down to one thing: Sexual tension. And maintaining that tension boils down to one thing: Power balance.

### Sexual Tension

All attraction can be boiled down to one simple concept, tension. Humans and animals are programmed to seek out the highest quality mate that they can in order to have the highest quality offspring. How do they gauge this? Tension.

Humans and animals constantly push the boundaries of what is acceptable to test that tension in a potential mate. This is why one must accept and increase the tension being created by the other person as well as create your own.

**Example: Wipe my face!** - I am out with a group of people and a girl that I find very attractive. While ordering a beer I realize that I left my iPhone at the last bar, AHH! Crap! I bail out of the bar and go in a full sprint over half a mile. Then to not leave my buddy waiting I sprint back with my iPhone in tow. The humidity is ridiculous and I am wearing jeans, you can only imagine how much sweat is running down my face and soaking my shirt.

"Whew! Found it!" I said, the girl I am with shrinks away from me in disgust. "Oh my god, you are sweating so much!" she says in a thick Indonesian accent. I smile at her and move to hug her, she recoils again this time curling her lip. "Don't touch me! You gross!" she takes a towel out of her bag and throws it down in front of me, "You wipe your face." I look at her with a smile, "No, do it for me," I lean my head her direction and buckle my knees a bit to accommodate her tiny stature. "No! I do not want to touch!" she says even though she is now holding the towel and is reaching half way towards me. The scenario repeats itself three more times and my male friend watches, horribly amused. Finally she touches the towel to my face and starts to wipe off my dripping sweat. I stop her, grin in triumph, and walk to the bathroom to rinse off.

To the normal observer this situation would seem a little strange, maybe even rude on my part but I understand this type of interaction well, and I will play it to my advantage every time. This was the first time I met the girl in question and it is the time when boundaries are pushed and tension

created. She was a bit of a princess and being busty and gorgeous she was used to getting her way with all men. ~~There was no way I was going to be one of her minions of worshipful men, waiting in the wings for an inkling of chance.~~ Screw that, I am going to take the risk to piss her off, I am going to take the risk of being totally myself, I am NOT going to comply to her. When she finally came around and bent to my will not only did I shatter the bitch shield that she set up but I also created tons of tension, making myself ridiculously interesting.

This is a bit of an extreme example and would be a bit hard to emulate if you didn't feel really, really comfortable in your own shoes. This story shows a lot of tension being created very quickly by riding the fine line of what is socially acceptable, so be cautious in these waters, there are sharks!

**Sexual Tension is positive** - Tension does not need to be negative, healthy tension is an expression of power perceived by the opposite sex as attractive. Here are some more examples of what tension can be:

- Beauty
- Intelligence
- Confidence
- Fearlessness
- Kindness
- Fitness
- Sexuality
- Creativity
- Drive
- Passion

When you excel in one of these categories and you are proud and unapologetic, this creates tension for the person that may not excel to the same degree in that area. When one finds another that has equal power in different areas and mutual respect for the other's qualities exist, you have a level of tension that can lead to some amazing sex and a possible killer girlfriend.

It is your job to make sure that your power is well expressed, that you are proud of it, that you don't apologize for it. It is also your job to defend your boundaries, your sense of right and wrong without anger or self-doubt. It is your job to be comfortable in your own skin and radiate the level of confidence great enough to attract a girl that blows your mind.

Since sexual tension is really beyond the scope of this book I recommend a little more reading on the subject. Here is a video I did on sexual tension with another author for a woman's book but it is still excellent for men. <http://vimeo.com/12219750> (password: backinthegame) my website also has some more info on it <http://www.mikethemasterdater.com/sexual-tension/sexual-tension-the-thc-in-the-brownie-of-attraction-part-one/> make sure to follow the links at the bottom for more posts on the subject.

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## Maintaining sexual tension by understanding Power Balance

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Every relationship demands balance because without it tension no longer exists and without tension there is boredom. This is ultimately the reason for the failure of most relationships including friendships. When I explain this concept to most people they balk because they seem to think that tension is only a negative quality but nothing could be further from the truth. The reason we need tension is because we need to grow. This is why we are drawn to people that push our worldviews and just balance out our poor behavior.

I have an excellent friend of mine in Southern California. He is a very, very intelligent guy that looks like a member of the Hells Angels. Jon affectionately calls me a scrawny, noodle-armed tree-hugger (I am 190 pounds in my defense) Why are we friends? Because we push each other's comfort zones in a way that is respectful and encourages mutual growth. If at one point I have learned all I can from Jon or one of us damages the balance, the friendship will end. This is identical to a relationship with the opposite sex because unless it is maintained and nurtured, it will fail.

**Relationship balance, the teeter-totter** - Imagine you are standing on a teeter-totter with your partner. Now picture yourself taking a large step towards them, if they don't move what will happen? Her side will head towards the ground, once on the ground your partner might think it is rather boring there and decide to step off. What will happen to you? Well you will go crashing to the ground hard enough to shatter your teeth.

This is what happens when you move aggressively towards or away from your partner, you destroy the balance and both of you end up on the ground.

This is an absolutely enormous topic, one that I have written about ad nauseum on my website. However if you get the basic concept you will be far beyond most people.

There are a ton of ways to maintain and nurture power balance but the truth is that you probably do most of them already with your friends and family. All you need to do is learn to apply them a little bit more towards the opposite sex and realize that the maintenance of balance in a physical relationship is ten times more important than you might have thought.

**Why is this important for your FB targets?** - Because all of the advice, tips and tricks I will give you will help you to either create, manipulate or maintain tension and power balance. Above is the skeleton that all the muscle is built on. I don't care what kind of PUA technique or "Rule" that you learn, it all goes back to the same two concepts of sexual tension and power balance.



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