

## The Specificity Matrix

### **SECRET:**

### **(For Women) *Feeling Feminine = Attraction***

So how do you get a woman to feel her most feminine? You get a woman to feel her most feminine by **leading**. Which is the core of this week.

Leading is what differentiates you from other men. It's what attracts women and what will keep you out of the friend zone forever.

Leading means taking charge by pulling a woman into your world. Leading is the unification of everything we talked about so far; it is a demonstration of strength, character, and value.

Leading allows a woman to let down her guard and really feel like a woman. A woman does not want to be with another woman, she wants to be with a man. A man who can make her feel like a woman.

This is the most important point of all. As a woman, I experience a heightened sense of attraction when I am able to feel like my most feminine self.

When I am with a man and I take on the masculine role, attraction is shot.

For example, when being approached, if a man comes up to me and starts talking and then expects ME to take the lead in the conversation, attraction squashed.

Another example, if a man asks me out on a date and then says; "so what do you want to?" ugh!!! Turn off.

As a woman, I DO NOT want to step into a masculine role. I do not want to ask a guy out. I do not want to initiate the first kiss. I do not want to ask for the second date. I want to be a lady and ladies don't do that.

You may think women are lazy and not willing to contribute anything but this is the way it is and realizing it is the first step to dealing with it.

A woman does not go out with a guy expecting to tell him where she wants to go and what she wants to do, she expects him to have a plan and then to lead in that direction. When you are out on the town with your friends, pulling a girl into your world and "leading", means pulling her into your plans for the night and

inviting her along with you, not vice versa. This does not mean not listening to her and not taking her wants and needs into account, you should still treat her like a human being, just not like the leader.



Let me give you a quick example:

You see a woman you like from across the room. Do you approach her and:

- A)** Say hi and wait for her to initiate conversation with you and then follow HER conversation, or do you:
- B)** Introduce yourself, looking her straight in the eye with a slight smile, and tell her she caught your eye.

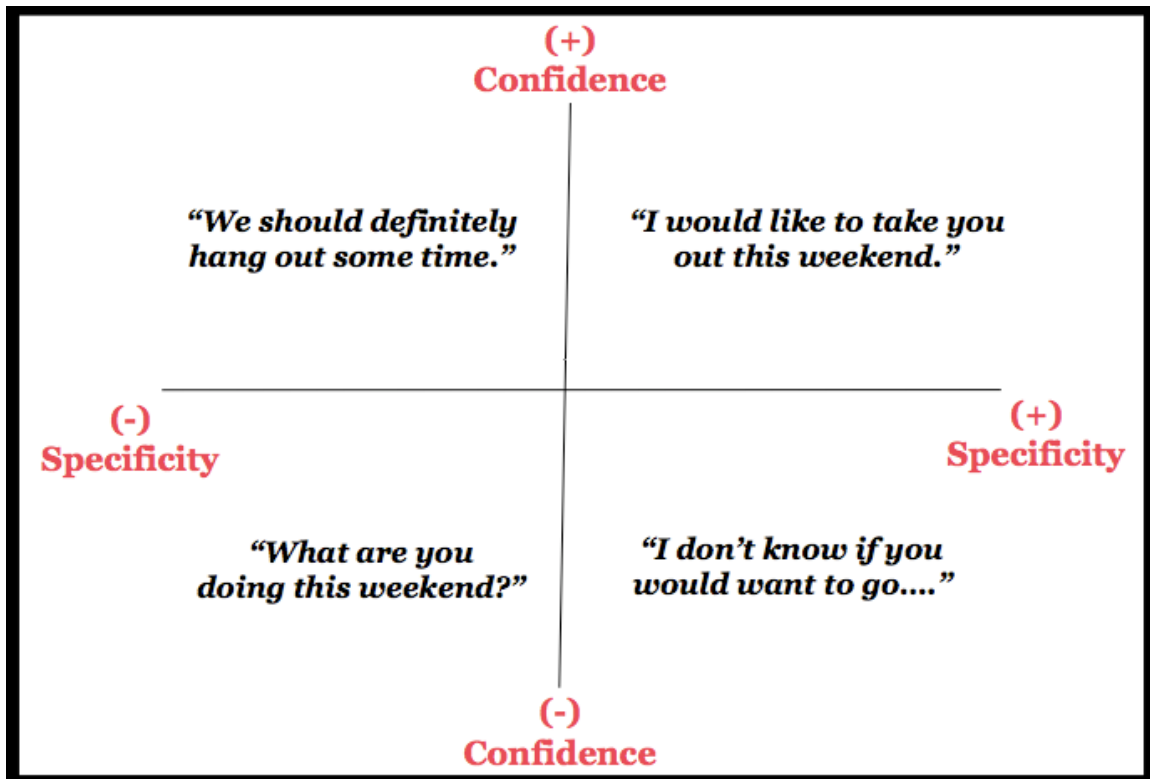
Answer, B, the direct approach. Then you LEAD the conversation in the direction you please. Ask her questions about herself that require more than a 1-word response, share things about yourself (but sparingly), and don't dominate the conversation, instead LEAD it in the right direction.

As a leader be direct and specific with what you want.

Have you ever asked a woman "what are you doing this weekend?" Well in a few seconds, I am going to show you why this statement and statements just like it, will always make women view you as a follower not a leader.

Below you will see something I created called the **Confidence & Specificity Matrix**.

It shows you 4 different ways to ask a woman out.



The way that gets the best results is the quadrant where you are the most specific and the most confident.

The ability to directly state your needs and ask for what you want is a characteristic of leadership and an indicator of strength and as such by far one of the most attractive characteristics a man can possess.

Being direct is almost always the best path to getting what you want. (Being direct does not mean being uncouth or obscene.)

If you can lead, you can attract any woman and keep her forever (if you want).

Have fun!

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