



**The Friend Zone**



# The Friend Zone

Have you ever been forced into the friend zone by a woman you were really attracted to? Have you ever wanted to force a woman into the friend zone because you weren't attracted to her? The friend zone is surprisingly easy to control, but most men aren't able to because they make the same mistakes over and over again.

Falling into the friend zone is almost always an accident, but unfortunately it's an accident that's very difficult to recover from. A man who is a badass with women has learned how to guide interactions so that he will never just be a friend unless he wants to. In this chapter, I'm going to teach you everything you need to know to keep yourself out of the friend zone, and if you ever find yourself in a situation where you want to force a woman into it – because you're not attracted to her, perhaps, or because you're in a relationship – you can do so fairly easily by simply *not* doing the things you're going to learn here.

When a woman starts using “we” verbiage, calls you “a good friend,” or says things like “I'm glad you're around,” you're seeing the beginning signs of being placed into the friend zone. Even though they indicate that the process has just started, it's already too













In general, touch during the phase of attraction should last no longer than 1-3 seconds. Touching longer than that is extremely risky. If she has to pull your hand off because you've allowed your touch to linger too long, you will be catapulted back to the beginning of the map of interaction. Every time you're forced to start over, the process takes longer and your chances of success decrease dramatically. At some point, if this keeps happening, the interaction will be FUBAR – fucked up beyond all repair. There will be no way to fix the situation, and no point in you trying to do so.

When it comes to where to touch, you should touch on the extremities but not on the extreme extremities. That means that, to be on the safe side, you shouldn't touch a woman's hand too early on unless it's to shake it or give her a high five. Stick to the shoulders, the triceps, and the upper back area. The four words to keep in mind, regardless of which of these areas you're touching, are light, friendly, safe, and fleeting. The message all of your actions should send is "I touch a lot, but I'm not going to hurt you in any kind of way. In fact, I'm going to protect you if something happens."

As you move forward, you will find yourself in the phase of rapport. During rapport, you have stopped bantering and have become very real in an effort to establish an emotional connection with a woman. Touches should be both lingering and understanding. Whereas touch during attraction can only last 1-3 seconds, a touch during rapport can last for 4-7 seconds. The guidelines for where to touch during this phase depend on whether you are standing or sitting. When sitting, touching knees is acceptable, as is interlocking fingers when things become more intimate. While standing, the small of a woman's back can be touched. It's also possible, if you move slowly,

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have built a great deal of trust, and are nearing the seduction phase, to touch the hair, neck, and face during rapport.

As you can probably guess, touch during seduction is more aggressive and sexual. Be firm, but also be sensual. The difference between sensual and sexual is simple: the word “sexual” refers to sex, while the word “sensual” refers to one’s senses. Move your hand around a woman’s body to heighten her senses (and your own as well). This will allow her to focus on emotions that will aid in the seduction process.

I know this sounds a little bit mechanical, but you don’t need to be thinking about why you’re touching a woman in a certain way while you’re doing it. You just need to know when to turn it on, and when to turn it off.

You also need to be very careful with your interpretation of the word “aggressive.” When I use the term, I mean being aggressive while also having approval. To tell the difference between a woman who is playing hard-to-get and a woman who actually doesn’t want you to touch her, look for incongruence in her communication. If she says “No, stop!” but has positive body language, you must question further to figure out if she really wants you to quit. It might be tempting to follow only the signals that her body is sending you, but you can’t. She doesn’t necessarily want you to continue just because her body says she does, so be on the safe side and never push too hard. Take a “No, stop!” seriously, but if she says “We shouldn’t be doing this,” you don’t have to take it as seriously, especially if she is still exhibiting positive body language.

When a negative remark is coupled with negative body language, you’re done. Do not keep attempting to be aggressive. A lot of guys

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can't tell the difference between playing hard-to-get and legitimate disinterest, so it's vital that you learn this. Making that mistake – even just once – will destroy your reputation.

Ultimately, your goal should be to make everyone around you as comfortable as possible (especially the women you're attracted to!). Part of that comfort comes from the amount of time you allow your touches to linger, as we've been discussing. The unusual thing about seduction is that there is no touching time limit. You should actually have your hand on a woman for as long as possible during this phase, even if that means sliding it from one location to another.

So, to recap, touches during attraction must be light, friendly, safe, and fleeting, and should last for no longer than 1-3 seconds. Acceptable areas to touch during attraction are: arms, shoulders, and in some situations, hands. Humans accept touches in those areas because they are the parts of the body that we are most able to control, and therefore are most able to pull away quickly if needed.

In rapport, your touches must be lingering and understanding. As far as everyone is concerned – yourself, the woman, anyone around you - you are only trying to be a friend. Contact should last from 4 to 7 seconds, and can occur in areas that are more intimate than the areas touched during attraction, such as the small of the back, the forearms, and interlocking the fingers. You can also occasionally touch a woman's neck during this phase, but keep in mind that when you do so she is literally putting her life in your hands, so make sure you don't attempt to do it until you've built up a lot of rapport.

Lastly, think sexual, firm, and sensual during the phase of seduction. Be aggressive, but not so much so that a woman feels like she needs

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to push you away. You'll need to reassess everything you've done if you ever find yourself in that situation.

When you've screwed something up, it's important to recognize that you have created a problem so that you can go back and fix it. If you've messed up too many times, however, you will have done so much damage that the situation cannot be repaired. The last things that you want are to be overly aggressive or to not be aggressive whatsoever. Calibrate your aggressiveness well, and follow these rules as much as possible, because only after you learn to follow the rules of touch can you start bending them.

Wondering what the consequences of poor calibration are? Acting too aggressive with a woman will cause obvious problems, so I'm not going to go over them here, and not being aggressive enough is the fastest way to condemn yourself to the friend zone.

There are several ways to tell if you are calibrating correctly. During attraction, a woman will begin to touch you in return if you are touching her properly. You might notice an increase in random touches on your shoulder, or she might high-five you back. In the phase of rapport, lean back and study the woman's body language. Did she lean forward? If she did, she's sending you another positive signal. Humans tend to lean towards each other while building rapport in a literal attempt to bridge the gap between them and build a stronger connection. You'll know you're effectively building rapport if she continues to do this even when you lean back or break physical contact with her. When you're in seduction, a woman is indicating interest if she faces you with her hips when you touch her, especially if she places her hips against you.

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Horizontal lines for taking notes.



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You'll know you've failed to touch a woman properly if she A) Removes herself from the interaction by walking away, B) Turns her back on you, especially during rapport or seduction, or C) Takes your hand off her. When I was studying, I found that a good rule to live by was "Remove your hand before she removes it." Use your peripheral vision to keep an eye on her hands at all times. Whenever she starts moving them in a way that you think indicates that she might be about to remove your hand, take your hand off her immediately, take a step back, and keep talking. Don't look at your hand while you do this – in fact, don't ever look at your hands while you're touching. Lots of guys do this, and it ruins the atmosphere of their touches.

All of that being said, don't assume that you must end an interaction just because a woman removes your hand. It's often a sign that you're moving too quickly, not a sign that she wants you to leave her alone. If this is the case, you're probably allowing each touch to linger for too long, or you don't realize what stage you're in. You might think you're in rapport when you're actually still in attraction. So don't freak out if a woman takes your hand off – as long as she doesn't walk away afterwards, she's just asking you to slow down a little bit.

Being able to recognize what stage you're in – "seeing the matrix" – is one of the most important skills you'll ever learn because it's useful in every part of this process, touch included. Pay attention, and practice, practice, practice. You'll be able to have a lot more control over your interactions when you can do this.

