

THE CHARMINGYOU

...enchanting girls on facebook™ and myspace™

LEONARD
BAUMGARDT

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Okay. We've talked about this.

And now let me show you how to enchant the girls on Facebook and MySpace. ...

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Foundations

“Anyone can be a natural with women. Most guys just don’t know it.”

There are guys that have always been good with women. Guys that are seemingly capable of approaching any girl and instantly get a positive reaction. You know what kind of guys I’m talking about.

“So what do those guys have that I don’t?” you might ask yourself. And there’s an answer to that: “Nothing!” They don’t have anything that you don’t have as well. They only have two arms and two legs – just like you. And their brain only weighs between 2 and 3 pounds – just like yours.

To be successful with women you don’t have to be rich, you don’t need power and you don’t have to look better than the average male. There are guys on this planet that are constantly broke, have no job, are short and have average looks at best – and yet some of those guys have a better sex life than Robbie Williams.

So where’s the difference?

The difference is in the thinking. It’s in your beliefs and paradigms. These are what you are giving expression to with everything that you do. Beliefs are self-fulfilling prophecies: You get what you expect. (And even if you get something that you didn’t expect once in a while, you probably won’t recognize it.)

If you ask those guys that are successful with women what exactly it is that they are doing, they won’t have an answer for you. Why is that? Well, it’s because there is nothing that they are actually DOING. It’s something that they ARE.

However, like anything else that makes up a person this is nothing that they had become by some act of God. Of course, there is a small piece of their attitude that indeed might be innate: Studies have

shown that personal happiness and optimism can be influenced by one's genes. So if you are naturally inclined towards pessimism or depression you might have to do a little more work to be successful with women. (In this case there are also some astoundingly effective remedies that can make you a lastingly happier person within a matter of weeks. You might want to read the book "The Happiness Hypothesis" by Jonathan Haidt. If you want to improve your satisfaction with life I really cannot recommend this one highly enough.)

Yet, the greatest difference between guys that are naturals with women and guys like you and me is something different. They just happened to grow up in an environment where they learned the right strategies by chance. Everyone learns through trial and error or from other people. Those guys have either had the right experiences or were surrounded by the right people. Either way it was nothing that they exclusively "earned" or "deserved." They were just luckier than you and me. That's it.

Now we humans don't settle for chance in all other aspects of our lives. Whenever we want to master a new skill, we work for it. We deliberately learn new things, in order to become good at them.

So why shouldn't we be doing this with flirting as well? After all, this is one of the most important areas in our lives. If you are good with women you'll be able to live in a healthy and stable relationship one day – and maybe even found a family of your own.

Maybe you are reading this book also because you're after one particular girl. In this case let me tell you this:

In order to become good with one girl in particular you've got to be good with girls in general at first. There's no shortcut. There is no technique in the world that could guarantee that you will get one

particular girl. (If there was one you would have heard of it – and probably spent \$13,000 in order to learn it.)

Anyway, there is still some hope for you. There is still something that you can do to dramatically increase the chance of you getting together with that particular girl in the future. And this book will help you on that journey: Take a time-out and concentrate on yourself for a while. Draw Back from the battlefield and work at your skills, gather positive experiences – and then come back.

If you want women to find you funny, confident and attractive, you will have to see yourself that way first. And, secondly, you'll have to show it. We're going to talk about both later in this book.

After reading this book you will own the right mindset and a set of powerful tools that will make it easy and fun to approach and get to know any number of girls on websites like Facebook or MySpace.

Oh, one more thing: There are many specific examples in this book that you can instantly use and test. Please view them as your training wheels. You may want to try them in order to see what's possible – and to get the idea. But your ultimate goal is not accumulating training wheels. It's to ride the bike. So feel free to experiment with the lines you find in this book, to alter them and to make up your own. In the end you'll see that what makes you successful or not is not the words themselves, but your underlying attitude. Don't take my word. Just try, and you'll find out for yourself.

Flirting without goals

Did I just say “without goals?” Yes! Actually – yes and no. Of course, on one level you do have a goal – which is to become good with

women and to learn how to flirt with success naturally. This is the long-term view. But on another level you will have to let go of your goals. I am talking about the short term here. As men we always seek to pursue goals. Whatever we do, we always have some goal in mind. Take shopping as an example. Most men hate it. Why? Because when we want something, we want it immediately. We don't like strolling through shopping malls for several hours, trying on this piece and that one and – in the worst case – returning home without even having bought anything at all. (Yes, girls are much different here.) This hunter-gatherer mentality is rooted deep in our brains. And it once was helpful to us when we tried to slay a mammoth. Even today it is still helpful in some areas – primarily in competitive sports. However, where it doesn't help us at all is in flirting. Think for a moment. I mean – what should there be as a goal in flirting? Her answering your first mail? You kissing her? Winding up in bed with her? Impregnating her? Or maybe marrying her?

To make a long story short: Success with women has no goal. Success with women is a process.

Of course it is possible to see flirting as some kind of hunt where you invest time and energy in order to be finally rewarded with some gratification. Yet, if you think that way your mind will always be thinking ahead to the future: When you send her an email, you'll be imagining how great you'll feel once she sends you an answer. When she sends you an answer you'll be thinking about what to write next in order to get her phone number. Then, while you're on the phone with her you'll be anxious to get a date out of your conversation, when you're at the date with her you'll be planning how to get your tongue into her mouth and so on. You get the point? You'll never arrive anywhere. And once it's all over you'll hear yourself asking: "Was that really all there is?"

You've got to learn how to enjoy the moment. It's the process that will make you feel good about yourself. It'll be like working out after a long day at the office or like dancing or simply listening to music: You'll be doing it not as a means to anything but because you simply enjoy the activity.

Now this is a mindset that will already help you a lot. Not only in on-line flirting. Women aren't stupid: When she receives an email from a guy that doesn't know her at all who now suddenly pretends as if he really wanted to know how she's doing, she will know the deal! She will know that the whole question is just a pretext and that the guy is actually after something else. If she's being nice she might politely answer such an email anyway. But after the third or fourth email of this kind she'll probably simply feel annoyed. And she will be longing for somebody who is genuinely curious about her without any hidden agenda, and who's actually having fun sending messages back and forth with her.

You might be thinking now: "Ok, having fun sounds nice. But I do want an outcome as well, don't I?" Well, sure you do. Otherwise you wouldn't have bought this book, right? Here's the trick: Once you start simply having fun with girls you will get results automatically. There are some things that you'll have to keep in mind in order to not tread water. But we'll come to that in a later chapter. For now the most important thing is to learn how to relax, forget your goals, have fun and make her enjoy every single moment with you. That's the foundation we're going to build on later.

It's the relationship, stupid!

So here we are at the next crucial issue: Flirting is not about exchanging information. It's not like negotiating with the car dealer or doing a job interview. What counts in flirting is the relationship between you and her. At every single moment! It's never about what you're talking about, but about how she feels with you.

In this sense, flirting has some commonalities with comedy: When you're telling a joke, in the end it really doesn't matter what that joke was about, the main thing is that the people are laughing! What's important is the feelings you create – not the content you deliver.

By the way, this is also important when it comes to arguing with a woman. This is definitely a situation that you won't be able to avoid if you learn how to be successful with women. What do most guys do when they're getting into an argument with their girlfriend or spouse? They do what they've been taught in school: They try to find arguments in order to logically convince her. They think if they can show her reasons for why his position is the right one or if they can provide a solution to her problem she will embrace it and be grateful to him. Guess what – in most cases that won't happen. What is more likely to happen is that the women will start to feel misunderstood, which leads to escalating the argument even further. So whenever you're coming close to an argument with a woman, remember this simple rule: Change her mood, not her mind!

I am not saying that you can't use logic with women. My suggestion is merely that logic is not the right tool for solving emotional issues. So if you ask a girl for her phone number and she says "No," don't try to convince her. Back off with your arguments. Take off the pressure. All you've got to do is go on talking. Make sure she's enjoying

your conversation. Make her laugh. And then, when her mood has changed, ask her again, casually.

Flirting is all about the relationship. That's what you've just learned. And every relationship has three stages:

1. Attention
2. Connection
3. Commitment

So let's take a look at each of them in detail.

Attention

Every day we're surrounded by hundreds of people. Yet we know only a small fraction of them. And again of those that we do know we are only friends with some. Before you get to know anybody new there is one crucial step for them: They have to get your attention at first.

Just remember how you got to know the friends you have today. Maybe you knew one of these people by sight before you got to know them personally. But there was that one point when you realized that there was something about this person – something that made her stand out from the crowd. This is what caught your attention. And this is exactly the first step that you need as well in flirting.

What stands out gets attention. The first Porsche in the neighborhood. The exceptionally beautiful waitress. Or the guy that is fun and exciting in a group of killjoys. And like in advertising there is no such thing as bad publicity: Having negative attention is better than having none at all. You can still show her that you're a sensitive and

caring guy after you've caught her attention by being the biggest asshole she's ever seen. On the other hand, if you show yourself as decent and normal right from the start, you might not have the chance to do so – because chances are that she won't pay any attention to you.

Being an asshole is of course not the only way to get her attention. Although it is a good example – because being an asshole to her is the very opposite of what most of (or even all) the other guys will do in front of her. They will try to trick her into liking them by being overly kind and pretending to be interested in stuff that they wouldn't even listen to if it came from someone else than an attractive girl. So if you treat her the very opposite way than what she's used to, you can bet that you will get her attention.

However, there are a lot more ways to stand out from the crowd. You can be more funny, more elegant or more romantic than the other men that typically approach her in order to get her attention. It also works the other way by being *less* funny, more indifferent or more cocky than the other guys.

What is important is this: You've got to be authentic. Because if you're not you will, in effect, be doing the same thing that everybody else does when talking to her: Putting on an act in order to intrigue her. If you're not genuine you might get away with it at first. But she will challenge you. And eventually she's going to find out who you really are. Putting on an act is not a solid game. But of course you've got to start somewhere. Without trying something new – something that you are not familiar with yet – you could never change. So again, it's like the training wheels when you were learning to ride a bike: Try out different roles in order to see which one fits you and gets the results that you want. But don't stick with some memorized lines.

Remember – you want flirting not to be something that you *do*, but something that you truly *are*.

If you want to make a girl curious about you there's another thing to bear in mind. As I said earlier nearly all men who approach her are trying to flatter her by pretending to be interested in what she has to say. They will go with anything she says. If you want to stand out from the crowd, you'll have to show her that for you it's really about her as a person. Remember: There is no other goal in flirting than enjoying every single second of your interaction with this person! I'm not saying this because it sounds morally correct. In fact, the reason for this paradigm is a very selfish one: You've got to enjoy the process of interacting with her instead of aiming for an outcome, because this is the only way to get something out of your adventure with her. Only if you're really having fun with her, no matter what you're doing, you will remember your relationship with her as fun and worthwhile. Oh, and of course there's another reason why I'm telling you to let go of your agendas and enjoy the process of interacting with her: Because it helps you in making her curious about you!

Have you ever been approached by some guy on the street who was collecting money or signatures? How did you feel in that moment? Did you feel special and valued? Maybe you did if you've never been approached by someone like that before. Yet, if you've already had this kind of encounter before chances are that you felt rather exploited. What's causing this is your knowledge that this guy on the street has been doing the same approach with every other random pedestrian on the street and will continue to do so no matter how you react. You don't have to think about it. You simply feel that this guy is not interested in you, but only in your money. And so you'll eventually start avoiding those people.

A woman feels the same way with guys that approach her and ask questions that sound canned, stereotypical or trivial. In real life she'll intuitively reject him. She'll say "no" or shake her head even before thinking about it. In fact, two seconds later she might herself regret not having given that guy a chance. But in the moment of his approach her reaction was automatic. It was an autopilot response. And this can happen to you in online flirting as well. Only in this case she'll simply click your message away.

So there is one level of guys online that use those boring lines like "hi, how are you?". Then there is another level: These are the guys that try to be creative and come up with some fancy or witty approach. This is of course an improvement. But it's still not optimal. Often times the very wittiness of their message communicates too much interest from the start: It is obvious for the girl that this guy has put a lot of time and effort into "constructing" his message. Time and effort that he was willing to spend in order to receive a reaction from her. Surely, this can work sometimes. But as a guy you've got to keep in mind the girl's perspective: She's got more than one "especially" thoughtful email in her inbox. In fact, probably all the guys that approach her are sending her either a helplessly thoughtless message or a hard-trying thoughtful one. The first kind of guys are the unconsciously incompetent ones. And the second kind of guys are the consciously competent ones.

By the way, sometimes there's also a kind in between: The conscious incompetent kind. These emails read like this: "Hey, I won't ask you how you are or what you're up to. I also don't want to compliment you on your photos (even though they would deserve it). I'm sure you're getting enough of these kind of messages. Anyway, it would be cool if you wrote back. ;-)."

See what I mean?

So what you are aiming for is the fourth type. It is unconscious competence. You want to write your message to her out of authentic curiosity about her as a person. Don't focus on her answering. Don't focus on her at all. Focus on your own curiosity.

You want to break her out of her autopilot responses and make her think: "Hey stop! Something about this guy is different. He seems not to care about my reaction at all – but at the same time he seems to be interested in my personality."

Never become the beggar who is after anybody with a purse in their pocket. In other words: Never be after a beautiful women just because she is (or seems) beautiful. I know, that's kind of paradoxical. But you know the old saying: "The hungry don't get fed." The very moment that you stop craving her for her beauty – that is when you start becoming genuinely curious about what makes her tick – you will start attracting her automatically.

Another note on this: What you just read is that you need to see the girl that you're talking to as an individual, and that you need to build a genuine interest about her as a person and about what makes her different from all the other girls out there. On the other hand this book is about how to be successful with women – that is, with a lot of them. This might seem like a contradiction, but isn't. Actually this is one of the secrets that made people like Casanova or Bill Clinton so great: Casanova had hundreds of women, yet he made every single one of them feel like she was the only one for him. And Bill Clinton has talked to thousands of people all over the world, and yet he makes every single one of those people feel like they are the most important person he has ever met. In both cases, this has nothing to do with pretending. Both Casanova and Clinton are really feeling this

way in those moments. For them, the person they are with at one point in time is really the only one for them. In such a moment, they really have all their focus on this single person. This skill can help you as well, especially when it comes to flirting. You want to focus your full attention on your curiosity about the girl you are talking to right now. You want to understand what makes her tick and enjoy finding out what she is passionate about. If you do that, you can be sure that she will seek your company.

Connection

Attention is one step. But of course, it isn't enough to build a relationship. You don't have a relationship to everybody who catches your attention. For this to happen you need some kind of connection as well. This applies especially to flirting. After getting her attention, you have to show her at some point that you and her have things in common. These can be little things like a common sense of humor (which, by the way, is a huge one; you might want to read *Comedy Writing Secrets* by Melvin Helitzer – or simply watch Craig Ferguson's monologues on *The Late Late Show*). You can also build that connection by showing her that you understand her in a very deep and special way. In fact, there is nothing that can bring you closer to a woman than being able to tell her things about herself. Again, this is not a skill that you either have by nature or not. It is learnable. The more often you do it, the better you'll get at it. The whole thing is called "Cold Reading." And there are quite a few specific techniques that you can use that will get you results right from the start. And of course you will learn them in this book.

Commitment

This is the last step to any relationship – be it in romance, friendship or business. It is commitment. And it's about accepting responsibility for the other person. It is the point when your thinking shifts: You suddenly feel responsible to answer questions asked by the other person. And you start caring about whether they feel good or not.

You might notice: This is the *last* step. Yet, most guys use it as the first. They actually try to *begin* by committing themselves to the girl. This is exactly what messages like “Did you have a nice weekend?” are all about. (Don't get me wrong: If you simply ask “How do you do?” this might be just a casual substitute for “Hi!” instead of an honest question. You don't expect an answer. But on the other hand, you don't use this kind of greeting with strangers that you are not interested in at all.).

In popular culture it is a common believe, that you can make a woman feel attracted to you by showing her commitment right from the start. Flowers, love letters or a romantic dinner always work in Hollywood movies.

So you don't want to commit yourself to a woman too early – much less communicate such commitment right from the start. As a rule of thumb: View her as a stranger – a stranger that you might feel curious about, but also a stranger whom you wouldn't miss if he suddenly disappeared – until *she* starts to commit herself to *you*. In the meantime, aloofness is your friend, my friend.

No strings attached

Now why should you be aloof? It's simple: Women don't want to carry responsibility. Not in general, and especially not in the early

stages of getting to know each other. They want flirting to be fun, not a burden. They don't want to feel like a guy that they barely know becomes dependent on them. A girl doesn't want to feel responsible for whether you are happy or unhappy. She doesn't want to feel responsible for how you feel about her reactions. She wants to be able to do and not do whatever pleases her – without having to fear hurting your feelings.

You might know people who make you feel responsible for them from your own experience. For instance, when I was at university there was one guy who always used to be insecure and try to please anyone by agreeing to anything that they said. He was eager to talk to anyone – and you could see that from a mile away by his insecure, pleading glance at you. People called him the barnacle. Now, the barnacle wasn't doing anything bad. He wasn't particularly ugly or stupid. Yet people avoided him in whatever way they could. It is the insecurity that those people radiate. It chokes down every conversation. Whenever you talk to people like this you will have to watch every single word you say, because the barnacle will constantly interpret everything that you say in their head and ask himself: "Does he still like me?". You know that he doesn't talk to you because he is interested in you or even in the conversation – but merely because he is craving for your validation. Talking to such a person is not only boring but also unpleasant. And that is exactly what a woman is feeling if one starts committing oneself to her too much and too early on.

Every one of us has enough problems of his own to deal with: Family, work, friends, etc. We just don't want another responsibility. Much less if there's nothing given in return yet. So whenever you talk to a woman, let her breathe. Let her see that she is not responsible for your feelings, but that only you are. Show her that no matter what she does, you are in control of yourself. Accept that everything she

does is not targeted against you as a person but is merely a reaction to one specific situation. Change the situation, and she will react in a different manner. It's that easy. It doesn't matter how she reacts. You can feel good about yourself sitting alone on a park bench, and you can still feel good about yourself when one in a million girls that you might be curious about doesn't give you positive feedback. (If you want to go deeper into that I recommend you take a look at the book "The Power of the Now" by Eckhart Tolle. However, be warned: This book sounds pretty whoo-whoop at first. I actually threw it away after having read the first pages, but in the time after that I realized that some of its ideas kept spinning in my mind, and that they suddenly began to make sense. And now I'm reading it again – from cover to cover, with a highlighter at hand.)

Another thing you can keep in mind is this: The very fact that she is talking to you alone is a clear indicator for her being interested in you. Even if she argues with you. Remember: The opposite of love is not hatred, but indifference. And as long as she's not indifferent to you, you're on the right track! So just take it easy, look forward and enjoy yourself. She will love you for it.

A Matter of Attitude

One can often see in relationships is that it's the girl who is making all the judgments: She decides what is okay and what is not. And she often even tells the guy how to act, what to wear or what to think – just like she was his mom. I suggest that you take this whole paradigm and turn it around right from the start. Imagine every single girl that you meet as your bratty little sister. That's right: Treat the girl your flirting with like your bratty little sister. You love her. You care for her. But you don't take it serious when she throws a tantrum or acts like a brat. You

know that she can be nerve-racking sometimes. After all, she's your bratty little sister. She's complicated sometimes. But that's who she is, right? I mean if she were a nice girl all the time that would be kind of boring.

Of course, you don't have to tell her: "Hey, you know what? You're my bratty little sister now!" Just do it. It's a thing for your head – for your attitude. By changing your attitude alone you'll change the whole situation. Your taking out the pressure for her of having to act like a decent, grown up person all the time. Give her the chance to drop her guard with you. That is what treating her like your bratty little sister is all about.

Try to look at it this way: An attractive women is approached by guys all the time, no matter where she is. It's normal for her that guys would do ANYTHING in order to get her attention. This applies also and especially for websites like Facebook or MySpace. On the internet, it's easy for any guy to approach some unknown beauty. The risk of rejection is just way lower than in real life – not because the chances of success were higher, but because a rejection via email doesn't hurt as much as in real life.

If you really want to make a girl curious about you you've got to be the complete opposite. You've got to be someone who is unaffected by her beauty. Someone who is curious about her, but at the same time skeptic. And someone who's got a slightly arrogant, but damn funny (!) charisma. This way she'll be thinking: "Damn. This guy is so cocky and says whatever is on his mind. Just like he wasn't interested in impressing me at all. I can't believe he doesn't crave my validation like all the other guys do. I mean he's funny, he's clever... There just has to be a way to make him want me. Let's see if he's really all that. Or if deep down he's the same kind of loser like the other guys that

need me for feeling good about themselves. It could be fun to find out...hehe.”

Now, again, I am not saying that all girls are thinking that way, but it helps your attitude if you assume it. Just view the whole process as a game – and play along.

Here are some beliefs that will help you:

Your Beliefs

“I’m curious what makes this girl tick.”

“She’s bored and my message is a welcome relief. I am her source of fun.”

“If she doesn’t answer, she’s playing with me – Rrrr!”

Thank you for reading the sample chapter of this book!

Now you've got an impression what you can expect from the next chapters.

There you will learn...

- What really counts when setting up your profile (p. 22).
- How to make a hundred friends in just a couple of days (pp. 23-25).
- How to impress her without trying to (p. 28).
- How to get her interested in you with your first e-mail (p. 30).
- What do do if she doesn't answer right away (p. 39).
- How to be one of the most captivating chat partners she'll ever meet (pp. 44-51).
- How to make your messages stand out in style (pp. 51-55).
- How to deal with questions from her (p. 59).
- A simple personality test that will tell you things about her which even her best friends don't know (pp. 61-63).
- How to escalate every online relationship into your life (pp. 66-72).
- How to take awkwardness out of your first phone call and make it cool and fun instead (p. 72).
- What common mistakes to avoid on your first meeting (pp. 74-76).
- How to find interesting women on Facebook and MySpace (pp. 77-84).

To activate the full content of this book now please visit www.thecharmingyou.com/ivereadthesample.

Oh, and please let me know what you think about the book. Is it valuable for you? Are you missing something? Was it a waste of time? The above link will bring up a feedback form – it'll take just a minute.

Your

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