

Ross Jeffries' - GET LAID / PERSUASION NEWSLETTER!!!

Apr / May 1996

How To Totally Mind-Fuck Almost ANY Woman Into Screwing Your Brains Out...And Make It Seem Like You're Just Having A Normal, Innocent, Conversation!

Dear Friend and Wild-Eyed Fan!

First, please accept my apologies for the lateness of this letter. We're going to make up for it by giving you some KILLER stuff in this issue, but just to let you know:

1. We moved. This took up massive amounts of my time, energy and focus, finding a place, taking care of some legal crap, etc.
2. For you folks reading this on the net, our Web master, Lew DePayne ALSO moved, way up north, and had to piss his time away on unimportant stuff like finding a place to live, getting furniture.

But enough chit chat. Let's get on to more important stuff like...

Conversational Structures That Make Getting Laid As Easy As Getting Wet In A Thunderstorm!

Listen: recently I was giving yet ANOTHER interview to a "writer" who is doing a story on yours truly. (In fact, I think I actually convinced this initially skeptical, almost nasty guy to write a POSITIVE story...how's that for persuasion! I'll tell you how I did it in the P.P.P.S. to this issue!)

Anyway, this would-be Ernest Hemingway wanted me to sum up Speed Seduction in a nutshell. I said, "It's basically about two things. First, knowing how to talk to women in suggestive ways that lead and excite their imaginations, and, just as important, knowing how to do that in a conversational framework that makes it all seem like a normal, natural conversation."

It's the second part that I'd like to discuss with you in this newsletter.

The 3-Deep Principle; Your Key To Massive Get Laid Success

As you know by now, one of the main techniques of Speed Seduction is to describe the state or states we want a woman in.

Let's stop for a sec for a pop quiz, to see if you understand this important point. Circle the right answer

Describing states to a woman is important because:

- A. It distracts her attention from the fact that we are whacking off under the table.
- B. It shows her how clever and smart we are

C. It gives her an intellectual understanding of the subject matter.

D. There's no difference between a powerful set of directions and a skillful description; describing puts HER in the state or states.

Ok. We all answered D, right?

Now that we are SURE you've mastered that principle, let me give you another one; when it comes to suggestions, commands, presuppositions or whatever else you are using, it's extremely powerful and effective to "stack" them at least THREE levels deep.

See, what happens, for reasons I'm not even sure of, is once the mind accepts three examples, descriptions, suggestions, etc, all headed in the same direction, it just can't resist. It accepts these as being it's own, and therefore it tends to.....

....Overpoweringly Act On Them!

Is that fair? Is it right to overwhelmingly mind-fuck a woman in that way? Isn't it enough to gently nudge a woman's mind in the right direction...the most gentle, caring little push so that she naturally finds her way to us with a bare bones minimum of suggestion on our part?

Suuuuuure it is...and, hold on a sec while I take this call from the Easter Bunny!

Listen; I'm all for gentleness, but ya gotta use these tools powerfully.....you can be gentle later...when she's gobbling your tube steak!

So, now that I've got that set up, let me show you some of these conversational structures.

Variation #1: Quote An Article, Seminar, T.V. Show, etc.

Let's say you wanted to start out with a connection pattern, and move from there. One way to start would be by quoting something you read, saw or heard in the media.

This is, after all, a normal way for people to converse...quoting something they've seen. So, in this case, you'd start out by saying something like,

You: "You know...I was reading the most interesting article about how men and women fall in love differently. And it was saying that men usually feel an attraction first, but that women, by contrast, usually feel a connection and then become more attracted.

I mean, you know that kind of special connection you sometimes feel...

that mysterious compelling click that takes place right THERE..."

You then go on to do the connection pattern for a while, and say, "So...this article was saying, that when it's really special...that's when you can just STOP..and IMAGINE a time in future...say years from now...blah blah blah".

Ok...that's stacked it one level. And it seems like a normal

conversation. You then listen for her feedback, if she gives you any, and then proceed to go to...

...Step Two: Quote What A "Friend" Had To Say To You About It!

Ok. Now, you can quite agreeably move on to tell her what your friend had to say about it. You can either hit on the same theme, or add in something else your friend said,

You: You know, I was telling my friend about this, and she was saying, when she really starts to FEEL THAT CONNECTION....

...and GROW even more attracted...she begins to pay attention in a special way. First, becomes aware...of the rhythm of her breathing...the beating of her heart...and that sense of growing fascination...such that as she continues to be aware of all this...one particular feature of the guy's face begins to rivet her attention...so as she just continues to keep looking...it's like the rest of the environment disappears...and the entire world becomes this face...this voice that just starts to wrap itself around her like a pair of powerful but gentle arms...pulling her in...deeper....just allowing that warmth..etc..etc

(Of course, if you're sharp, you'll recognize this as an adaptation of my "stacking realities" pattern from my original classic book, "How To Get The Women You Desire Into Bed". If you've got the book, go back and re-read Chapter 18...if not...call Yates and BUY a copy NOW! 703-791-6421!)

Well...so now you've got her really sizzling, right? What could we do to stack one more level? Well, Buckwheat...how's about...

Step 3: Giving Her YOUR Opinion On the Subject!!

Now, what could be more natural after all this then throwing in YOUR opinion on the subject? And...of course...you could take it anywhere

You: Now...what really fascinates me about all this is not just how people connect so powerfully with someone...but how people connect with their own needs and wants and desires...like...think about the difference between compulsions and anticipation....

Here of course, you launch into my famous "Blow Job Pattern" which I won't go into in full here, since it is contained in its entirety, word for friggin' brilliant word, in my Advanced Speed Seduction Home Study Course....(703)791-6421...NOW!

As an interesting side note to this "three level stacking"...my top student, Mark Cunningham, as pointed out that this pattern really helps to "normalize" the responses she has.

In other words...by quoting something you've seen or heard or read in the media...you're keeping it several steps removed from her. It's not like SHE is the one having the response.

You then move closer to her with each step...by describing a female friend's opinion or response, that moves it a step closer to being her...it's saying another woman has these responses.

To move it even closer, when you give your opinion, throw in an

"I-You" shift, by saying something like, "I find when I HAVE THOSE RESPONSES...it's like you just LET YOURSELF GO COMPLETELY...and GO WILD WITH IT...NOW...That's how I see it so clearly..".

Now...are there OTHER ways to use this structure? Sure...you could for example, start off by quoting the friend and THEN moving on to quoting something you saw, read, or heard in the media, and then finish with your opinion. That will work just as well.

I do NOT however, recommend you start out with your opinion first... as that might make you seem like a self-focused, arrogant, selfish bastard. You want to HIDE that fact; not expose it!

The Mail Bag

Ross:

How you doin' bud. I wish I could have stayed longer at your last seminar. The stuff I heard in the short time I was there was killer, so I'm sure I missed some other killer stuff.

The one pattern I did hear was the one where you start off quoting a "public" authority ("I saw something interesting on TV"), then quoting a friend ("My friend Kim says that when that happens to her") then quoting yourself ("And I think that when that happens").

Do you realize how brilliant this pattern is? Even when this pattern is used without weasel phrases and embedded commands, it still works great because it takes full advantage of several of Cialdini's "weapons of automatic influence."

First, it uses the weapon of authority. Three people are saying the same thing so it must be true. Second, it uses the weapon of social acceptance. Three people believe this to be true, so I should believe it too.

Finally, it uses the magic of the number three. Like you told us that three presuppositions heading in the same direction will cause a person to presume that it is true, it is also true with three authorities or three socially acceptable persons. I've found that any information, be it evidence in a lawsuit, emotional states for seduction or persuasion, or even examples of proof, presented three times in three unique ways has an almost magical effect on people. They tend to accept it automatically without even thinking about it.

I have been using a personal version of this pattern for a while without knowing I was doing it. Since the seminar, I have modified it and used in in business situations, in social situations (including sport wenching), and with my wife and our daughter, (The kid is 17, and needs some serious re-programming and de-programming. What can I say, she's a teenager. She knows everything and she's always right). It is extremely effective the vast majority of the time.

Also, if you want some cool info on mind control and behavior modification, check out an article on the web called "Spiritual Responsibility" by Steven Hassan and Lama Surya Das. It discusses

behavior control, thought control, and emotional control, plus gives you "The Three Steps of Gaining Control of the Mind." The article is about religious cults, but we can modify it for wenching.

Mark C.,
Santa Ana, Ca

Dear Mark,

Eenie, meanie, Cialdini, Ross has got a giant weenie!

Hey...if there's one thing I can't stand, it's a pandering letter, agreeing with me, supplying yet more evidence that everything I have to say is true, and making me look like even more of a genius.

Seriously, thank you for your very kind and intelligent letter. While I realize the brilliance of the pattern I did NOT, I confess, see the Cialdini angle. I think the social acceptance angle is of greater import on that score; I don't know that people would necessarily accept a T.V. show or an anonymous friend of someone they just met as any kind of "authority" on any subject. If they do, then they are malleable little sheep who deserve the inevitable ass-ramming life will give them!

Speaking of which...how many times have I told you guys to STOP applying these tools in other areas of your life, besides sex. Mark...I must insist that you use these skills ONLY for seduction and not to improve every other area of your make your entire existence a fun-filled party! So knock it off...ok.

And...how about a picture of your 17 year old? I've got a Catholic school girl outfit I can loan her.

(received via internet e-mail)

From: GOLDMAKH@UTSW.SWMED.EDU
Date: Thu, 29 Feb 1996 12:04:40 -0500 (CDT)
Subject: Ok, here it is.
To: sandworm@via.net
MIME-version: 1.0
Status:

I have heard over and over again from women how their ideal date involves the man cooking them dinner. You have pointed out that the best places to pick up women are those where they go to eat. Women are truly slaves to the sensuality of food. If you make a dinner, you are providing them with sensual pleasure that they will associate with you.

Moreover, there is an air of competence and self-assurance that this automatically gives a man in their eyes. Women LOVE feeling taken care of and provided for (for obvious evolutionary reasons), and you making them dinner brings all of that. Last, but very much not least, this turns your date, instead of an encounter in a public place, into a private rendez-vous in a place where you can go right to bed when you decide to make your move.

It is very disappointing to have the occasional problem where during

the date the woman is quite ready to go and in the right frame of mind,
but during the drive back, in spite of all thought-binding strategies,
she slips out of the mood, either due to internal considerations, or due to something that happens (believe me, anything close to an accident, or getting pulled over, or even passing by something bad like a bust or an accident can pull a woman out of that warm glow that she is in when she is ready and willing)

On a final note, food gives a GREAT lead in for sexual metaphor. For all these reasons, whatever strategy or pattern you were going to run on her, doing it in the context of a date at her apartment when you've just finished a dinner that you prepared is going to make it ten times more likely to succeed.

As I've already said, this is good for just getting laid, but if you want to do the serious relationship thing, this will sure start it off with a bang (so to speak). If you want to just get laid, then keep lightly in touch with her afterwards anyway. When she describes the evening to her friends, believe me all the ones who are single (and some who aren't) are going to wish they got that treatment, and then you can scam on them as well.

Well, Ross, what do you think?

Greg

Dear Greg,

What's that...SCAM on the friends of someone you are already banging? How dare you sir...have you no decency?

Actually...I like your style, in terms of having them in a place where you can "close the deal" right away. I do think that if you can create the requisite rapport to get a strange woman to come over to your place, then you probably could move right on to a sexual arousal strategy. If she's at all adventurous, she'll jump you then and there, no matter where you are.

I know this is true from my own experience and those students who have told me time and again that they've banged women on the hoods of cars, underneath swing sets in parks, parking lots, etc. If they are hot and bothered enough, they'll come at you no matter where you are!

But...congratulations on finding a variation that works for you, and I am VERY proud to see my students dovetailing what I teach with sociological and other factors that all move to get the same results...
getting their weenies wet!

(received via internet e-mail)
Date: Wed, 28 Feb 1996 20:51:11 -0500
From:
Mime-Version: 1.0
To: Ross Jeffries

Subject: Is there a happy customer in Boston?
Status:

Hey Ross,

I bought your first book "How To Get The Women You Want Into Bed."

I never tried out your practices, which probably explains why I go through more Vaseline than rubbers. I'm thinking about buying a book or two more (not sure yet which ones) and making a serious effort towards trying your methods.

I'd like to communicate with someone who has made it work. Is there a satisfied customer in the Boston area who would be willing to talk to me either by phone or by e-mail about how it's worked for him?

Thanks,
Mike

P.S. Have you stopped putting Get Laid Newsletters on the Web?

Dear Mike,

I am printing your letter here in the newsletter and direct any takers to please contact you via your e-mail address cited above.

I don't know why you haven't tried out my stuff; it certainly does NO good to just read it and then not DO IT...now, don't you think so as well?

And, no. We haven't stopped putting the newsletters on the web. I've just been too buried in bullshit to be bringing on brilliance. I'm back in the swing of things now!

Ross's Plug Corner

Hey..this time I'm gonna plug an absolutely brilliant book that I'm not even selling and don't even make so much as a penny off of!

It's an incredible book by my favorite marketing guru, Dan Kennedy, called "How To Make Millions With Your Ideas". Dan's ideas have been responsible for me making about 5 times as much money with a third of the effort and expense.

He is a master marketer, not just on the small chunk levels like how to write brilliant sales copy, but also on the bigger chunk levels, like which marketing models you should use; single step ads that sell right away, multiple step models that get your prospect to jump through hoops to pre-qualify themselves, etc.

To give you an idea of how good I think Dan is, I currently subscribe to about 6 marketing newsletters, and his is the ONLY subscription I'm gonna renew! You can reach Dan's office at 800-223-7180. Tell 'em you read about him in the Get Laid Newsletter and that Ross Jeffries says "hi"!

Peace and piece,

Ross

P.S. We are doing another killer Advanced Speed Seduction Seminar in Los Angeles, May 17th, 18th and 19th. As a newsletter subscriber, you get \$100 off the admission price, plus, if you call 703-791-6421 by April 15, we'll give you an additional \$100 early sign-up discount...

a total of \$200 off! This one's gonna be the best we've done in a while because BOTH of my top students, Mark Cunningham AND Glen Hughes, have committed to be there, and teach together with me. Three different styles...three different masters to learn from! Getcha ass out here to L.A!

P.P.S. The newsletter discount is ONLY good for those who receive the newsletter, hard-copy. Sorry web-readers....you gotta be a SUBSCRIBER. You web-heads can STILL however, get the early sign-up discount...and we WILL extend the \$100 subscriber discount to you as well if you purchase something from us of any value(no minimum purchase required..you just gotta buy SOMETHING) by April 15th. That's

like our PAYING for the first \$100 of stuff you buy from us by then! So whattya waiting for? Call Yates now...703-791-6421.

P.P.P.S. How did I handle that snotty writer? Simple..first...I knew he was a mismatcher or polarity responder. So I got rapport by saying,

"Look...I know the way you learn is to find counter-examples. And that's very useful..a powerful way to guard yourself against error and untruths. But what if what you are learning about is SO new..so revolutionary..that you've got nothing to compare it to? Then you just have to shut up....open your mind...and listen!" Which he actually

proceeded to exactly do! Ha..that's handling the media!

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