

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

**Nov / Dec 1994**

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## **Persuasion Power For Pounding Pussy!**

From: Culver City, CA  
Wednesday, 12:30 P.M.

Dear Friend and Subscriber,

What I'm about to tell you today is so profoundly important that it could not only dramatically change your life with women but every other area as well.

Listen: as I've said before there are basically just 4 types of power in the world. These are:

1. Money. Let's face it; if you're Bill Gates, with 8 billion bucks in your checking account, you've got some major clout. I don't just mean with women either; that kinda cash buys you lots of attention and co-operation.

2. Physical beauty. Uh-huh. No question about it; especially if you are a beautiful young woman, your power in our society is enormous. A 19 year old babe with a Penthouse body has the same power as a guy who's worked most of his adult life to build up his fortune.

3. Violence/force. Sad to say, the ability/willingness to use force to achieve your goals is very much in evidence in our world, and more and more members of society seem to be turning to this.

4. Persuasion. Ah-hah. Although there are plenty of examples of folks in the first 3 categories, how many people do you know who have mastered this art? The cool thing is, if you do master persuasion you can...

**TOTALLY CONTROL THE PEOPLE IN THE OTHER THREE!!!**

That's right, Cedric. If you know how to persuade, you can talk that wealthy person out of their money, get that beautiful person to share their body with you, can command those violent folks to either turn their guns on each other or go after whoever you want out of the way.

Now, I'm NOT suggesting you do any of these things. I'm simply pointing out the possibilities.

So, having gotten you all hot on the idea, let's go to a very exciting persuasion skill, that I call...

**THOUGHT BINDING!!!**

(By the way, those of you who are students of my Speed Seduction

methods will recognize some of this. Those of you who attended my 3-day seminar this October heard me spend an afternoon on this. Those of you who haven't yet purchased your Speed Seduction Home Study Course or who previously weren't planning to attend our next seminar in January might begin to recognize now just how much you are missing!)

The first key to understanding Thought Binding is to recognize that people are basically hypnosis machines. If you tell their minds in what direction to move will absolutely DO IT EVERYTIME because people are not use to hearing these kinds of instructions. People are used to hearing babbling about content, in other words, reasons, data and facts, and that kind of stuff they can, do and WILL resist. But binding the direction of their thoughts? NEVER!

Let me give you an example. Suppose there is some very nice young bimbo you want to impress. You could tell her lots of stuff about you. Ya know, say something dumb like:

"Well lots of women like me because I'm smart and funny and make good money, but other's find it's my honesty and looks that they are attracted to".

Yeah. Right. Well, problem is, you are tossing those facts, reasons and info at her, and like as not, she's heard this a zillion times before and isn't gonna buy it. If you must use an approach like this, why not bind the direction of her thoughts first? You'd do it like this:

"Hey, did you ever meet someone, and just instantly know that you had to get to know this person better?(Point to yourself) Maybe as went inside and really got all excited about how much fun it'd be to get to know them and how curious and intrigued you were feeling?

"As you REMEMBER THOSE FEELINGS AS WE'RE TALKING, I'm just curious, do you first imagine how much fun they'd be to hang out with, and then get intrigued, or do you get intrigued first and then imagine how much fun this person would be?(Pointing to yourself!).

Now, what are you doing here? You're setting up a mood and state of mind that's going to make her a lot more receptive by:

1. Having her recall what it's like to be in the mood you want her in.(Setting up the thought direction)

2. Giving her a command to STAY IN THAT MOOD WHILE SHE TALKS WITH YOU by using the phrase "as you remember those feelings as we're talking".(Binding the thought direction)

You've now set her up to be MUCH MORE RECEPTIVE to any "facts" about yourself you want to throw because you've set up and BOUND the direction of her thinking and emotional processes. From here on out, unless you are very stupid, she's dead meat.

And the beauty is THEY NEVER CATCH IT, cause they aren't used to hearing it or looking for it. They just know they find you mesmerizing, hypnotically fascinating and irresistibly attractive.

Notice also that we end by asking them about the order in which they did the process. That's to further mask the fact that we are giving commands by making it seem like the only reason we brought it up in the first place is we we're genuinely interested in learning about them! Ha! Are we sneaks, or what?

Can this work for sales? Can it work for any form of persuasion? YOU BET!  
BIND THE DIRECTION OF YOUR TARGET'S THOUGHT BEFORE YOU SET OUT TO DO ANY KIND OF PERSUASION AND WATCH YOUR SUCCESS SKYROCKET!!!!

By the way, the phrase "AS YOU REMEMBER"...is what we call a pre-supposition. A pre-supposition is just anything that HAS to be ASSUMED to be true in order for the sentence to make sense and be understood.

Thus, with "AS YOU REMEMBER",the presupposition is that they WILL remember.

Slick, isn't it?

Are there plenty of other ways to use presuppositions to get what you want from the beaver brigade by binding the direction of their thoughts?

But of course, loyal reader, but of course. Would good old Ross disappoint you? But before I get on to that, let me give you the second basic principle which is:

2. Every decision people make is based in and dependent on their state of mind. If you don't like their decision, change their state of mind before you try to change the decision.

Now, kids instinctively know this. If a kid wants a toy, does he ask when Mom or Dad are in a sour, bitter, rejecting mood? Nope, he watches his folks like a hawk for the moment they are in a "up" mood and then he pounces, gets their agreement and then makes 'em get up and execute the agreement right away!

We as adults, however, are not quite as bright. We just go for what we want regardless of the state the other person is in, and if what we do doesn't work, do we try to change their state or wait till another time when their state is different? Nope, usually we just do the same thing again, but we do it....

LOUDER, STRONGER, AND HARDER!

So the key here, is to set up the right state using some of the thought binding techniques we've discussed, but also to recognize, that if you're getting resistance from a woman in the form of broken dates, calls promised but not made, etc., you need to back up and ask yourself the following questions:

1. Hmmm. What state of mind is she in right now with regard to me?
2. What's the final state I want her in?
3. How can I have fun transitioning her to the state I want her to be in when I pounce?

You can think of this as building a chain of states, with the state she's currently in as the first link, and the final state you want her in as the dog collar that's gonna go 'round her neck!

So let's say she, for whatever reason, is in a state of INDIFFERENCE about going out with you. And let's say the final state you want her in is DROOLING, CHOMPING AT THE BIT DESIRE TO BE WITH YOU.

Bit of a gap, huh?

So what you need to do here is come up with a state in between as a nice transition, like say, curiosity or intrigue, using some of our thought binding/pre-supposition techniques.

You could try something like this:

"You know, when we go out, I don't know whether it will be an incredibly exciting adventure or just a wonderfully fun time, but it sure is going to feel good to laugh alot, isn't it? When you think about it like that, are you aware of how much more it makes you really look forward to doing it?"

Now, that's LOADED with presuppositions. They are:

1. That we are GOING to go out.
2. That it's either going to be incredibly exciting or wonderfully fun.
3. That we are going to laugh alot.
4. That she's thinking about it like that.
5. That it DOES make her look forward to doing it(The only question is how aware of it she is and how much more it does it.....This is a whole sub-class of "awareness" presuppositions, using words like "aware" "recognize" "know" "realize" etc.)

Now, does this sort thing work? YES! IF...you deliver it with a smile and a laugh and say it like you MEAN it and expect that it's going to work! See, you need to make your tonality and delivery convey that YOU presuppose a POSITIVE outcome for your entire communication!!!

So, the rule is to ALWAYS presuppose a positive outcome in your communication and ALWAYS present a communication that forces her to presuppose accepting AND(and this is a VERY important "and") ENJOYING IT! If you don't link fun and pleasure she's going to reject the entire communication!!! If you DO link pleasure and communication she won't resist cause she WON'T WANT TO!!!

As I'd say in my seminars, "Does that make sense?".

Now, another very simple and powerful way to thought bind is to use a pattern my good friend and teacher Kenrick Cleveland calls "the more the more pattern".

A simple way to use this, in a pickup, is to get a woman laughing. Once she laughs, call attention to it by saying something like, "See...you're laughing. It feels good to laugh. And the more you laugh, the more you'll discover that you really want to go out with me!".

Now, it sounds too simple, but it works! The more..the more basically is saying that doing one thing causes you or makes you do something else. Here's some other possible uses:

"The more you try to think of reasons why you can't, the more you realize just how much you can!"

"The more you laugh the more you recognize how much fun it would be to spend time together, NOW. Do you want to have coffee, or would lunch work better?"

"The more you try to think of your boyfriend, the more you find yourself thinking of me."

Whew! Aren't those great? We'll be covering more on this in future issues if you want.

Pick-Up Line Of The Month

Hey all you turds! You aren't contributing at all, so once again, I have to come up with the best one. Actually, this is to be used when she's with a group of women and talking to her would be difficult or awkward. Simply get a card with your name and number on it. On the other side of the card, write this messages.

"Hi. I'm writing a book on angels, and have to interview one for my final chapter. Are you available for coffee or would lunch be better?"

(Hey...do you see the presupposition/false choice we're giving her????)

Now come up with your own lines, using presupposition, damn it!

The Mail Bag

Dear Ross,

I attended your seminar last weekend, the first time I was exposed to your materials and techniques. You'll be glad to know I've worked diligently at absorbing, understanding and intergrating your methods. Has it paid off so far?

You said we were obligated to share our success stories, so I am taking this break to reflect on the progress of JUST ONE WEEK. I honestly had more real connections with women during this week than I had in several months before. I'm reporting that every technique can be applied and becomes more and more effortless to utilize. This week, I made "incredible" connections (and more) with women ranging in ages from 23 to 42, in height from 5'2" to 6' and from looks from average to exotic.

Some highlights:

The Teacher(married)-Just luck, I suppose, that the husband was out of town for the weekend. Within 15 minutes of being in her house she literally threw herself into my lap before she turned and asked me to unzip her dress.(Real improvement during the week, wouldn't you say?) You can picture how the rest of the afternoon was spent.

The Art Director-Young, very sexy, outgoing-like a smaller, younger Claudia Schiffer. It was easy enough to get under her skin (I can tell you the color of her panties), but I decided I wasn't going to snag her from her boyfriend due to a mutual friend.

The Medical Student-Secured a date with a single phone call. She "can't believe" the incredible connection between us either etc. etc. Date secure two days from now.

The Artist-Ah, now this is what I've been leading up to,the culmination of the first week. I've just got home from spending the night with this very tall(6')exotic, highly-intelligent artist/beauty. I went to that party knowing I would discover or create what I wanted. I laid out my foundations, sized up the competition, and made my choice. We let the party together and within 20 minutes of being in her apartment, I was safely hand-cuffed and tied to the bed.(Yes, it's true.) Hours of please and tease followed way past dawn. We, naturally, reversed roles later, and well, you can imagine the rest. She had a hard time letting me go this morning-kept grabbing me and throwing me back into bed.

A week ago, I would not have been able to deal with obstacles or resistance with such persuasive confidence. A week ago, I would not have found myself in a bathroom at a party being mercilessly stroked by a beautiful woman who couldn't keep her hands off me. The success caught me off-guard as the world is a different place for me now.

Jason S.,  
Los Angeles, CA

Dear Jason,

Wow! Preach on, bro! I told all you guys at my seminar that I wasn't kidding around with this "Speed Seduction" stuff. But what's this bullshit about letting that art director slide "because of a mutual friend"? Ten demerits unless you go back and fuck her, dude.

Ross' Plug Corner

Well, after a testimonial like that, whattya think I'd be plugging? MY SPEED SEDUCTION HOME STUDY COURSE, THAT'S WHAT!

Look, if after reading a testimonial like that, plus seeing the stuff I've revealed in this issue, you need any more persuading to ORDER YOUR HOME STUDY COURSE RIGHT NOW, then you are truly hopeless. So I'm not gonna say anymore, except that:

1. Come January 1st, I'm upping the price of the Delux and Basic Home Study Courses 20%. With the results people like Jason are reporting, I feel I'm getting underpaid. I shit you not: this is your last chance to buy at these prices.

2. There's a green order coupon enclosed with this issue. Order NOW! Don't be a dumb shit! 1995 is just a few weeks away and with these tools it can be the best year of your life or more of the same. It's truly up to you.

**Peace and piece,**

**Ross**

P.S. My new e-mail address is: sandworm@earthlink.net. E-mail always gets read and answered immediately. Plus we are working on our own Usenet discussion group and an FTP site.

P.P.S. We will be doing another 3 day Speed Seduction Seminar at the end of January. Call Yates for more info and expect a letter inviting you soon!

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