

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

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How To Use Principles of Power, Marketing and Persuasion To Get Laid Like Crazy Every Day!

From: Culver City, CA
Saturday, 7:05 P.M.

Dear Friend and Subscriber,

The other day my good buddy and long time pal David S. called me for the second time this week to tell me what an incredible genius I am. (He's using my "Speed Seduction" methods on an unbelievably beautiful, sex crazed young woman who is making his divorce a MUCH more pleasant experience.)

"Ross", he says. "You are an incredible genius!".

Now of course, when it comes to terms like "genius" and "incredible genius" I'd be the last person to deny it! But one of my most important and effective strategies for being innovative and creative (which is a large part of genius, I think) is the ability to take information from one area of life, like martial arts and apply it in another area, like getting laid, that previously no one ever thought to link together.

In this issue, I'd like to share with you some very powerful lessons I've learned from the science of marketing, lessons that will not only supercharge your love life but empower and improve your life in general. I firmly believe there is NO area of life where principles of marketing cannot be applied and be of enormous benefit).

The first rule of marketing that you should be applying in your love life is this:

NEVER TRY TO SELL TO EVERYONE OR YOU'LL GO BROKE! INSTEAD
"SELL" TO A SMALL, SELECT GROUP OF PEOPLE WHO ARE QUALIFIED,
ABLE AND WILLING TO BUY!!

Now listen: this principle is CRITICALLY important, because what it does is switch you from a "hungry" to a "selective" mindset!! If there's one thing you could do to improve your attractiveness to women it's to set standards for yourself and what you're looking for and WALK FROM ANY WOMAN WHO DOESN'T MEET THEM!!!

Let me give you an illustration of this principle in action. Recently, just for kicks, I joined a local voice mail phone dating service. I'll spare you the technical details except to say the way it works is you post your voice mail ad telling

women who you are, what you are looking for, etc and women can call in and respond to your ad. Or, you can call the system and listen to the women's ads and respond privately to them.

Just for kicks, I decided I'd apply this marketing principle to see how well it works. So the first ad I posted was basically a cute little "Mission Impossible" one minute phone drama. The women would call, hear the theme music from Mission Impossible(it's on a CD called T.V. Tunes!!) and hear a brief description about me.

Now, I got a good number of responses, but the problem was THE WOMEN WEREN'T QUALIFIED! Because I didn't tell them much but was amusing they called outta curiosity but..but..but....

ALMOST NONE OF THEM WERE SERIOUSLY IN THE MARKET!!!

That's right, Buckwheat. Plenty of women will call these phone lines(they don't charge women but they DO charge us guys to join...doesn't that suck?) cause they are bored and looking for a cute, fun way to waste guy's time and have a little fun, unlike the "real" world where women are ALWAYS serious customers. Right.

But guess what? Then I decided to be a little(actually a lot!) more picky, take a "this is who I am and get lost if you aren't interested attitude!". My message was something like this:

"Hi ladies. I like jumping rope in the nude, taunting barnyard animals, and doing whatever Mommy tells me. Aren't you sick of these boring, stupid messages that guys leave on this system

Well, I won't waste your time with that. I'll just say my name is Ross, and I'm looking for a lady with a great sense of humor who loves to laugh and who is ready for first class treatment. A bit about me: I'm 6 ft, 170, tall and thin, so if you need a guy with big thick muscles, hang up now!

I'm handsome but I'm not pretty...if you need a pretty boy, someone you can make up to look like a girl, hit that hang up button! I'm Jewish looking...people say I look like Harold Ramis from Ghostbusters, so if you need a surfer type, hang it up!! Finally, I'm looking for a woman who is ready for first class treatment so if you're looking for a jerk, hang up please cause I'm not into that(Ha! What a great liar I am, huh?)

Anyway, I got tons of responses to this ad, and the women were MUCH MORE QUALIFIED! Why? Cause I told 'em who and what I was (with some fibbing!) and those who weren't interested HUNG UP WITHOUT WASTING MY TIME! And those who DID leave messages were incredibly impressed with my "direct, this is who I am, do you want it or not attitude!".

Now, I'm not suggesting you take voice mail dating too seriously, although it IS an excellent and safe way to practice your "Speed Seduction" language patterns.(What's that you say: you HAVEN'T ordered by new book or home study course yet? Whattya waiting for pal....Christmas????) I'm suggesting that you take this principle of "this is me, take it or leave it" instead of "please, please everybody...approve of me!!!" out into the world and.....

KICK SOME MAJOR ASS WITH IT!!

You most especially need to do this if you think you have some major "appearance flaw" that's been holding you back. This attitude is INCREDIBLY sexy, powerful and influential, primarily because we live in a society of cowardly sheep who are trained to conform and go unquestioningly along with ANYONE who displays the slightest authoritative attitude or air. Temper this with a sense of humor so you don't come off as a TOTAL asshole and you can write your own ticket in life!!! Women who might otherwise reject because of that "flaw" will now view it as part of your intricate, sexy, complex personality and may even, in time, come to view that "ugliness" as "character"!!! Ha! Nutso, aren't they? I certainly could never see flabby, droopy tits on a woman as having "character" but I guess that's the wonder of the female mind, huh?

The next marketing principle I'd like you to absorb is this:
EXPECT PROCRASTINATION AND UNCERTAINTY FROM WOMEN!!!

Look: it's sure important to never look hungry and to use the first marketing principle I've explained. But even so, sometimes women are going to be hesitant and will procrastinate. You've got to be prepared for this and have ways to handle it and not let it throw your game cause if you can combine this preparation with the "not hungry" attitude, you'll kick ass like you wouldn't believe!(Again this applies in ANY area..not just getting Winky wet!).

Now, it's not hard to see why your "prospect" might procrastinate. Just look at how frantic modern life is. Between working her little ass off to pay the bills, doing errands, chatting with "the girls", going to the gym, etc., many women don't even have time to piss! The solutions to this of course are to use my "Speed Seduction" methods(plug, plug, plug)to make an IMMEDIATE powerful impact, and also to be prepared for some procrastination on her part nonetheless.

I guess this can be summed up by in the words of the great basketball coach John Wooden who used to tell his players, "Be quick, but don't hurry!".

Next principle is:

WATCH WHAT YOUR PROSPECT DOES AND NOT WHAT THEY SAY!!

Especially with women who are excellent excuse makers and bamboozlers. The ONLY real key to a prospect's being qualified is THE ACTION THEY TAKE!

If, for example, you were selling cars, and every weekend for 6 months the same "customer" came around, looking at the same model of car and telling you they really wanted to buy, but they NEVER SIGNED A CONTRACT, you'd tell that customer to take a walk!!!

Now, a good corollary of this is:

ALWAYS LOOK FIRST AND FOREMOST AT HOW A WOMAN IS TREATING YOU
AND IF YOU ARE BEING TREATED WITH PRIORITY AND RESPECT. ONLY

THEN LOOK AT THE CHARACTERISTICS AND QUALITIES YOU LIKE IN THAT WOMAN!

One of the primary differences between "jerks" and "nice guys" is what they focus on. The jerk is first and foremost focused on how he is being treated and each move he makes is put through the test: "will this increase or decrease the priority she gives me?". If the answer is decrease.....

THE JERK DOESN'T DO IT!!!

Nice guys, (chronic masturbators) by way of contrast, focus on the characteristics they like in the girl. They ignore or overlook rude behavior from her. They act to show their appreciation and interest in her rather than to get respect which is why, like Rodney Dangerfield....

THEY DON'T GET ANY!!!

If you'll just change the focus of what you look at and aim for and don't do anything else, this alone will dramatically increase your success with the split-tails.

The Mail Bag

Dear Ross,

I want you to know that I have seen you being grilled on stage by the Heinz 57 variety of pseudo-intellectual talk show hosts along with their hand picked bunch of man bashing, pro-feminist idiots. I for one can testify to the fact that you have a right to be confident because you know what the hell you are talking about.

I have used your techniques to get laid, to combat the telephone games and silly mind games that women instinctively play in order to gain control. I let my new girlfriend know that there will be no games and that she can never control me and ever time she tried, she faced losing me and gave up. This is the exciting part. She admitted to me that she has had many boy friends and they were wimps, they put up with her shit, and she did not respect them and moved on to someone who would give her a challenge. ONE OF THESE WIMPS IS A DOCTOR WITH ALMOST EVERYTHING A GIRL WOULD WANT, except a back bone. This woman adores me, not because I am a hunk (because I am not), not because I am rich (because I am not) but because I know what I want, I go after it, and I don't put up with any shit! So there is no shit and a life without shit is better for both of us. Now there are two people who respect and love me..my girlfriend and best of all ME!

Pat McMillen
Crestline, CA

Dear Pat,

Wow! Preach on, brother! This is the birthright and destiny of any man who is willing to stand up for himself and take control of his affairs. I'm proud of you and a hearty, "well done!".

Hello Ross,

Greetings and Salutations, O Guru and Savior of the solo bedtime guy.

I am 35 and in a relationship with a 29 year old woman, the only woman with whom I've had a serious relationship. I met her when I was 29. She chased me. I wasn't interested. If she hadn't, going by my past track record, I would be still be in a position of repeating the mistakes I was making with women.

I wish I had had your book when i was 14 or 15 years old. What a different life I would have had. Somewhere during our youth our parents or somebody does a snow job on most of us guys and it takes years to realize through mistakes what makes a woman tick.

I had been sucked in at some stage into believing that what a woman said was exactly what she meant.

It used to bug me when I'd see a good looking woman on the arm of a guy I knew wasn't worthy of her. Now I realize what these guys knew how to do and I didn't.

Keith D.
Victoria, Australia

P.S. I like the way you write. It seems it is the way you speak. You call a spade a spade and don't talk like a college educated, dictionary for a brain, verbal diarrhea speaking person with letters after their name!

P.P.S I have a new attitude toward women: I DON'T TAKE SHIT FROM SHEILAS(sheila is an Aussie word for woman!)

Dear Keith,

Wow! What a touching letter from a fan down under!(How come you guys don't fall off into space when you're eating a girl out? Is is suction or gravity that keeps you in place?)

If I've said it once, I've said it a million-jillion times:
NEVER PAY ATTENTION TO WHAT A WOMAN SAYS! JUST WATCH WHAT SHE FRIGGIN' DOES!! Behavior IS the highest quality information.

Yes, mom, dad, school and society in general sure does a good brainwash(though for some it's just a light drizzle) on the subject of women, pounding it in to our suggestive little young minds to be "gentlemen" "nice" "polite" and the dumbest one of all: just be yourself. Right. Honestly anyone who tries to spread this crap should be horsewhipped and locked away, honestly hanging is too good for them!

Now, I would certainly encourage you to get a little "side action" going with regard to your girlfriend. Don't let these new tools go to waste!

Oh..one more thing. It's "Great and Mighty Guru and Savior", ok?

Ross,

First of all, let me say that the "Speed Seductoin" tapes are excellent! Your treatment of the persuasive side of NLP was far superior to the coverage of these same patterns in my NLP trainings.

Are you considering doing a similar tape set of persuasion in sales? What about a tape series on time distortion?

Finally, is there anything in the new Speed Seduction book that isn't already in the Speed Seduction tapes?

Hugh T.

(Address unknown to me cause Yates didn't foward it to me with Hugh's letter! Damnit..don't make me kick your ass, Yates!)

Dear Hugh,

If there's one thing I can't stand it's a letter that not only helps me shamelessly plug my current stuff but asks if I've got anything new coming! Ten demerits, bud.

To answer your questions:

1. No, I'm not currently planing to do a series on sales applications, but ALL of the principles apply and MANY students report results in these other areas.
2. I am planning on doing a video on using time distortion patterns to make women fall madly in love with you on the spot! Will be ready in a month or so.
3. Geez, does this ever seem like a set up letter, but I swear it's real. The Book/Workbook contains structured exercises and in-depth explanations of the patterns given out on the tapes, plus it gives every pattern word for word, plus a few that aren't even on the tapes. You should get both.

Ross,

What you say about women makes a lot of sense. Have you ever heard of an 18th Century English novel by Samuel Richrdson called Clarissa? The hero of the book, Lovelace, makes many of the same points you do.

Also, I know a beautiful babe who says that she met her husband when he approached her at a party and said, "you really thing you're hot stuff, don't you?" She says that her immediate reaction was, "what a JERK!" But, interestingly, she ended up marrying him-yet more evidence that being a jerk pays!

Your fan
Ed Yarborough
Grass Valley, CA

Dear Ed,

Well, it's probably more accurate to say that interrupting a person's expected pattern and approaching/treating them different to what they are used to pays. Obviously this girl was used to having her ass licked instead of kicked!

With regard to your English novel: Lovelace? A guy named Lovelace could get laid? It's gotta be fiction!

Any of you out there in reader land want me to carry this one in the next edition of my catalog?

Pick-Up Line Of The Month

Of course, this one comes from yours truly, good old Ross. I was in the Marina, and I spotted two GORGEOUS women sitting in a BMW convertible, talking to some older guy. So I strolled up to them and said,

"Excuse me. Could I use your car phone?"

To which they replied, "Are you serious?"

To which I answered, "Yeah. I gotta phone heaven and tell them I found the missing angels!".

God I'm slick, aren't I?

Ross's Plug Corner

You boys have been bugging me for MONTHS now about when I'm gonna do another "Speed Seduction" weekend seminar. Well, bug me enough and it works: we'll be doing a bang-up, Grand-daddy of get laid, 3 DAY SUPER-SEMINAR October 21,22 and 23rd, here in the L.A. area! It's gonna be a can't miss event with my latest breakthroughs, top students revealing their new secrets and my own teacher, Kenrick Cleveland, co-teaching an afternoon of super-seduction patterns. Plus individual hot seats where me and my top students work out immediate solutions, right then and there to ANY get laid/dating problems or challenges you might be having.

The first 25 people who pre-enroll will get a special discount so you might want to PICK UP the phone and CALL YATES RIGHT NOW at (703)791-6421.

Peace and piece,

Ross

P.S. I am pissed that you guys aren't writing enough letters

to me. This newsletter will only work if YOU contribute.
Don't make me come over there and kick your ass, Beavis!

PPS: If you want to hear secrets from my "Speed Seduction" book and course call 1-900-988-6666, \$2.00/minute, touch tone phone only, must be 18!

PPPS: I thought some of you might want to order either your Delux or Basic Speed Seduction Home Study Course, so I've enclosed a green order form along with this issue of the newsletter!

PPPPS: Order the Basic or Delux Course and we'll renew your Get Laid Newsletter Subscription for another year, FREE, a \$39.95 value!!

PPPPPS: For you masochists who want to try voice mail dating, I've included the chart on the next page to assist you in dealing with what you are likely to encounter....

Female Voice Dating Self-Description Translation Chart

When She Says:	It Really Means:
Pleasingly built....	Fat
Curvy...	F-A-T, FAT!
Full-figured....	Amazingly fat!!
Heavy.....	Mind-blowingly fat!!
Rubinesque..	Fat beyond description!!!!
Large.....	Readings are off the scale Captain, we have not encountered this phenomena before!!
Overweight.....	BLARFF!! Gag!!!

PPPPPPS: Hey, if you are on the Internet, there is a raging discussion/flame war going on in soc.singles about yours truly, Ross Jeffries! Jump in there and post, willya? (If you want to send me E-mail or otherwise electronically correspond, for the time being anyway you can reach me at Sandworm1@aol.com. E-mail always gets here and always gets answered first and promptly!!!) And, you net junkies, get ready, cause we're gonna start alt.fan.rossjeffries! Yahoo! Pissing off people world wide...YEAH!!!!

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