

How Women Think

By John Alanis

“The KING of Let ‘em Come to You”

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Hey guys...

One of the most important things I ever learned in direct response marketing was, that to be successful, you must get into the mind of your prospect. You must know and understand their fear, failures, and frustrations, their hopes and dreams. You must be able to empathize with them. They must feel like you understand them. All persuasion and influence begins with understanding. If you want a woman to want to spend time with you, you must understand how she thinks.

Ever heard a woman say, “He just doesn’t understand me?” If you’re human, and your breathing, you probably have. And the truth is most men do NOT understand how women think. It’s not their fault, really. You can’t take a high school or college course in it, because few teachers or educators know anything about it. Funny how it’s one of the most important things you’ll ever learn, but no one teaches it.

Over the past few years I’ve had quite a bit of success in 1) attracting women, and 2) teaching other men how to attract women. I’ve talked with tons of women on the phone, met them in person, corresponded with them by email, had all kinds of wonderful adventures, and noted all the commonalities in our communications.

That’s the neat thing about my business—I interact with enough women to the point where I do notice patterns of thought and behavior. And because of my background in copywriting and direct marketing, it’s pretty easy for me to interpret those patterns of behavior into predictive “tools” to create and sustain attraction with women.

So, what I’m going to do in this report is share with you the secrets of how women think, and give you some tips on how you can use this knowledge to create attraction with just about any woman you meet. Few guys ever really understand women, and when you demonstrate that you are a guy who understands AND emphasizes with women, you will never lack for female company.

Secret #1: Women Act From Internal Feelings, Not Logic

Let’s go ahead and get started. The first thing you need to know is that women tend to make decisions based on internal emotional states, while men tend to make decisions based on facts, figures and logic. The problems happen when men “map” their thought processes onto women, presuming they make decisions just like men do. When they don’t, both men and women get very frustrated at each other, blaming the other for not “understanding.” And the truth is, neither understands the other.

Let me give you an example. Let’s say a man (not one of my students) asks a woman out, and she agrees (because she hasn’t yet met one of my students). He picks her up, brings her flowers, takes her to a fancy dinner, tells her how attractive she is, acts like the perfect gentleman, and kisses her on the cheek at the end of the night. He walks off feeling like a million bucks because the date “went so well” while she’s talking to her best friend about how boring the evening with the “nice guy” was.

He calls her the next day to set up a second date, but she's vague about when she can meet because she's "so busy" and tells him to call her later. He says he understands, and that he will indeed call her later, still feeling things are going "so well." She doesn't want to see him again, but doesn't want to tell him flat out because he's such a nice guy, and she doesn't want to hurt his feelings. After a few more phone calls on his part, most of which go unanswered and unreturned, he starts to become frustrated, wondering why she's "lying to him." After all she told him to call her later, and appeared to have a good time. Logically, she should want to spend more time with him, and he's frustrated as to why she doesn't see the logic.

On the other hand, she's frustrated that he keeps calling, frustrated that he doesn't recognize there's no attraction there. She doesn't feel anything when she's around him, so why should she spend time with him? Makes sense to her, and her girlfriends, but NOT to him and his guy friends.

So, they both wind up frustrated with each other, simply because they don't understand how the other thinks.

Here's the first thing you need to know about how women think: if she FEELS attraction for you, she'll make time for you. Not if she *should* feel attraction, but if she *does* feel attraction. Her decision to spend time with you or not is based purely on that feeling being present, and nothing else. That's why a woman will not return the calls of a guy she *should* be attracted to (i.e. great looking, high income "perfect gentleman" who makes her feel nothing) while she waits by the phone for a guy who, logically, she should be repulsed by.

Ever know a woman who moons over a guy everyone knows is a complete jerk, loser and freeloader? It's because she feels attraction for him, and she makes decisions based purely on that. Not logic, but that feeling of attraction.

That's why, if you go out with a woman, and you don't hear from her, you know you did a lousy job creating attraction. If she can't wait to spend time with you, you did a good job.

What if you went out with a woman, and did a lousy job of creating attraction, will you get a second chance? The answer is: not likely.

Secret #2: Women Categorize Men INSTANTLY

That brings us to the second thing you need to know about how women think: they instantly categorize the men they meet. If a woman thinks you're a nice guy from the get go, if she doesn't feel any spark of attraction around you, you get shunted to the nice guy category, and it is extremely hard to break out of that. She makes all future decisions based on her perception of you as a nice guy, and the chances of anything romantic happening between you are between slim and none.

If, on the other hand, she does feel attraction, then you go into the attraction category, and, as long as you maintain that attraction, all kinds of wonderful things will happen that the nice guys in her life will never be privy to.

Understand that this categorization happens IMMEDIATELY, and if you get stuck in the wrong category, you're going to have problems. The way around this is to create attraction with every woman you meet, even if you have no intention of carrying the interaction further. If she's attracted, she ALWAYS has time to talk to you, basing her decision on the feeling of attraction.

Here's something important to keep in mind. When a woman makes a decision based on whether or not attraction is present, she's not going through a conscious process where she actively asks herself, "Do I feel attraction for this guy? Yes, I do, therefore I will return his call." That's a logical process, something men tend to do. Women go through an unconscious process, acting when the feeling is present. Many women know a guy is not good for them (and will tell their friends that), but will continue to see him anyways, pulled by the power of the feeling of attraction, even though she consciously knows nothing good is going to come from it.

Secret #3: Women Act NOT to Hurt Others Feelings in the Moment

Here's the third thing to understand about how women think: since women tend to make decisions based on internal feelings, they will often act in ways to avoid hurting the other's feelings. For example, instead of telling a guy straight up she's not interested in him, she may return his calls, even see him for a bit to avoid "hurting him." As men we see this as "she's stringing me a long, she's using me" but this is not the case. She's simply acting out of a desire not to create bad feelings in the moment. To us as men, this is very frustrating because LOGICALLY, she should just tell us, but to women it makes perfect sense. Women like to feel good, like to make others feel good, and telling a guy she's not attracted to him, produces bad feelings in the moment. So, she takes actions to avoid bad feelings in the moment, even if they lead to bad feelings down the road.

Secret #4: ALL Women Have a "Naughty Side"

The fourth way women think is actually a lot of fun, once you understand it. ALL women have a "naughty side" to them, and enjoy expressing it to a man who appreciates it. The key here is "a man who appreciates it." Women are very careful about letting this side out to men, and rightfully so.

Why? Because many men are scared or intimidated by it and classify it as "dirty" or "slutty," making a woman feel bad about her own self image. Remember, women seek to avoid bad feelings, and seek out good feelings, so they are very careful about which man they show their "naughty side" to.

I have recently completed an interesting research project where, I simply talked on the phone to women I've never met, or ever talked to. Naughtiness was a huge topic, both on the recorded session, and off. I talked to women all over the world, and no matter her upbringing, what I found was this: women WANT a man who appreciates their "naughty side" and can bring it out in a way that makes them feel sexy and attractive.

This held true whether or not she came from a very liberal family, or a culturally strict upbringing where sex was taboo. I talked to several women who'd been brought up in ultra-conservative India, and once they got away from those restrictions, and met a man who appreciated the naughty side of a woman, they did all kinds of wild things.

Secret #5: Women Are Highly Attracted to Men Who Appreciate A Woman's Naughty Side

If you truly appreciate a woman's naughty side, and let her know it, she will always be attracted to you. HOWEVER, you must do this in a subtle way. Keep in mind, even in this day and age, women still face tremendous pressures to conform to a certain "pure and chaste" image. It's unfortunate, but women who enjoy spending time with different men, and who are not interested in long term relationship are labeled as "sluts" while men who do the same thing are looked at with envy.

What you want to do is subtly acknowledge that you understand the social pressures she faces, but that her naughty side will be secret between just the two of you. The way to do this is by simply acting playful and funny, with minor sexual overtones and innuendo from the beginning, moving onto more intimate stuff as she responds to you.

As she reveals this side to you, it is important you express your sincere appreciation and admiration for that side of her, letting her know you consider her to be "quite a woman." Once a woman reveals that side to me, I always tell her what a "naughty girl she is" and how much I like "naughty girls." The more I express my sincere appreciation (and it must be sincere), the naughtier she is, and the more attracted she is.

This sets me apart from just about every other man she meets. Many men criticize that part of a woman, and women tend to withdraw from a man like that. If you appreciate instead of criticize she will open herself up to. Why? Because she feels she can trust you. She feels good around you, and the better she feels, the more she opens up. Women make decisions about men based on internal feelings, and the more you go out of your way to deliberately make her feel good (and let her know you know how to), the more attracted to you she'll be.

If you want to sum up how women think, it's very simple: women tend to do things that make them feel good inside, and avoid things that make them feel bad. If you actively do the things that create those good feelings inside, she'll want to spend as much

time with you as possible. The reality is, most men do things that either make a woman feel nothing at all, or make her feel bad and as a result, don't spend much time with women. When you know how to truly make a woman feel all kinds of wonderful things in her mind and body, you stand out for both your ability to do that, and the fact that most men are so boring that when a woman meets a man like you, it's like a beacon cutting through the fog.

On with the fun...

-John Alanis,
The "King of Let 'em Come to You"