

# ACTION & ATTRACTION

THE FIERY  
"MAN BOOK"  
OF DATING



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# Chapter 1: Introduction

## Action & Attraction: The Fiery Man Book of Dating

*Have you ever been so attracted to a fine woman that you actually blanked out during a date?*

If you said “yes” to the question above then it’s likely that you are also suffering (like millions of other guys) from dating-related problems such as lack of self-confidence, poor conversation skills, etc.

Don’t worry, these dating issues are exceedingly common in men and its main cause is quite simple – many men simply don’t know the first thing about attraction and seduction.

**Attraction and seduction** are twin concepts in dating. If you want a woman to consider you as a potential lover, you need to understand how women select lovers, not friends.

Obviously, it’s easy for anyone to choose people as “friends.” Unfortunately this happens *too often* in the modern dating circuit – and men are usually the most devastated.

Of course, some guys resort to sneaky and sometimes *illegal* methods of seducing women. **Don’t do it!** If a woman doesn’t want you, step back and recalibrate your strategies. If your strategy involves something that could land you in jail, don’t even consider it.

**You already have everything you need to attract women!**

Believe it or not, Mother Nature has already equipped each human male with all of the tools that we could possibly need to attract the women of our dreams.

The book that you are reading now will shine a light on simple yet potent strategies that will enable you to *dominate* in the dating game. Don’t feel embarrassed, anxious or left out ever again!

## Action & Attraction: The Fiery Man Book of Dating

*What's the biggest secret of the masters of the art of seduction?*

Men who come to me for professional advice on dating and relationships eventually ask me about “those guys” who seem to have mastered seduction and dating.

I have heard countless stories about men who seem to have “mystical horseshoes” when it comes to dating and seducing women.

For a while, I thought that my clients were simply imagining things – I believed that they were simply projecting their worries and anxieties when they came to me for advice and these stories helped vent their fears about dating.

**However, as the years wore on, the stories about these “mystical horseshoe men” never stopped.**

It was then that I decided to investigate individuals who fit the profile. When I was finally able to study and collate my interviews and observations, I realized that these “mystical horseshoe men” only had one thing in common.

**They were extremely good with *conversation!***

So this is the first skill that you really have to develop as a budding master seducer: holding a good conversation. It might sound silly to some of you *but* this skill will truly give you access to a much wider and more even playing field when you're on a date.

The number one cause of “cold dates” is bad conversation. You cannot possibly attract women simply by looking good or by wearing expensive clothes (although this does happen, from time to time). If you meet someone who is completely into material things and you're fine with that, then congratulations – you've met an ideal lady.

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However, for 99% of men, a woman who only cares about what a man makes in a year is bad news in any situation. By being a good conversationalist, you will be able to determine if you're date is such a person or not.

*How can you become a good conversationalist?*

**My first advice for men who are terrified of holding a good conversation is to simply be themselves.**

I am aware that a percentage of men who are active in the modern dating circuit are masters of pretension. Sometimes this works but for the purpose of finding a decent lady who just might be "the one" (if you know what I mean) then this simply will not do.

If you don't pretend to be rich, smart or anything else you're not, you will be more relaxed and the positive aspects of your personality and character will shine through. The dating game is actually a formalization of the human mating ritual - nothing more, nothing less.

With this in mind you should be aware that women are naturally drawn to testing potential lovers. Women test for intelligence, ability and stability. These are all pre-requisites of a strong male in our species.

Again, one of the best ways to show all of these things to your date is through conversation. This brings me to my second piece of advice: **make every word count**. I've met many fellows who end up asking their dates about their major in college or the weather in the first few minutes of the date.

There is nothing essentially wrong with asking someone her major in college or telling someone that it's been raining for the past 3 days.

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However, if your main goal is to seduce someone because you're extremely attracted to her; then you need to establish a different line of communication.

I call this line of the communication the attraction factor. You need to make your desire for your date the focal point of your conversation but you must do this without being too obvious.

**If you become too obvious, your date may respond negatively and this will definitely put you in a difficult situation.**

You can establish your desire or the truth of your attraction by focusing on your date and working with the cues and clues that she's giving. For example, if your date starts making deep eye contact, you must reciprocate. This is still part of the overall design of your conversation.

I'll tell you more about conversation, flirting and all the best ways to build attraction *even on the first date*. Onward to the next chapter!

### **Assumptions:**

**This eBook assumes the following:**

1. That you are interested in learning more about seduction, attraction and dating tips for men.
2. That you are not inhibited when it comes to learning new things and you will approach the knowledge contained in this book with an open and inquisitive mind.
3. That you are aware that effective dating includes elements such as seduction and flirtation and you are willing to learn about these topics.

# Chapter 2: Flirtation Nation

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*Why is flirtation essential to seduction?*

At its very core, the goal of flirtation is to encourage someone to develop romantic or intimate feelings for you. There are two kinds of flirting: easy flirting and serious flirting.

**Easy flirting** is usually done to “test the waters.” When you’re in a bar and you happen to sit next to a pretty girl, you may start off the conversation with easy flirting just to see how the lady next to you will respond.

If the girl is responsive and seems to be interested in you as well, you may choose to progress to **serious flirting**, which is already in the domain of seduction.

**Serious flirting** is not without its responsibilities. When you flirt with a woman and you’re able to fan the flames of attraction, the woman expects you to “be a man” – to take the story to its expected conclusion.

Once a woman starts *flirting back* you’re entering a much deeper zone of intimacy and connection, forged out of chemistry and good conversation.

**It’s imperative that you think and act fast!**

Indecisiveness, anxiety and dating fears have no place in a date, especially if you’re serious about being your date’s potential lover. If you want to be a lover, you need to show your strongest, most potent and most adventurous side. Why? Because romance and intimacy are built upon these things!

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*What's the most natural and potent form of serious flirting?*

**Effective, serious flirting has to satisfy the following criteria:**

1. It has to fan the flames of romance and ignite the desire for intimacy.
2. It has to *sound right* and *feel right* as you say it.
3. And most importantly, your date should love it, too!

Men usually fail with the third requirement, which is the most important of all the criteria for effective flirtation. Some men seem to think that women are born to love flirting men. This cannot be farther from the truth!

**Women weren't born with a natural desire for flirtation.**

If you say something degrading or offensive, they will think that you're offensive *and* degrading. Keep this in mind when you start getting ideas about making nasty comments that may sound funny to men but are completely unacceptable to women in general.

**The safest route when you're flirting seriously with a woman for the first time is to use the humor route.**

Humor is one of the best tools for flirtation that you will ever come across. Humor triggers positive feelings, smiles and laughter - all positive experiences that increase a person's trust immediately.

If you can make your date or potential lover smile or laugh with your compliments and "creative confusions," you'll be transported *into the zone* immediately.

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*What is "creative confusion?"*

**Imagine this: you see your potential lover leaving her office building during lunch hour rush.**

She looks so pretty and fresh that you can't help notice that she seems unfazed by the deluge of people rushing to grab a bite. You come up to her and say hi. She notices you and smiles at you - that's a big, genuine smile just for you!

You walk beside her and you match her walking speed and pace. She immediately feels comfortable and you say, out of the blue: "You looked like a queen when I saw you. Absolutely gorgeous."

The fine woman gives you a small smile and accepts the compliment silently. She asks, "Hey, are you busy later, maybe we can grab dinner at eight?"

**Yes brother, this does happen in the real world!**

Strategic flirtation through "creative confusion" is powerful seduction and if you play your cards right, your lady love *will love* the way you flirt with her! Why? Because you're able to present the right mix of flirtiness, genuineness and fun. That's another secret of expert flirtation - you have to let your true self shine through when you flirt.

Flirting can create an extremely intense and private moment between you and your potential lover. The moment is fleeting but soon enough, with enough time and effort, you will be able to prolong the moment until you reach the end of the fateful journey - with your new lover in your arms!

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When you use “creative confusion” you are simply attributing something that you’ve factually observed with something positive yet not completely true (e.g. calling a lady a queen because she looks gorgeous). Can you think of other ways that you can make a woman blush?

*How should you present yourself when flirting?*

Women may say that they like a man that is a little “boyish” as it’s an endearing quality, but there’s difference between charmingly boyish and annoyingly adolescent.

If you’re going to flirt with a woman, you must present yourself as a calm yet energized man who is ready for anything. You must exude confidence, charm and most of all, happiness.

Too often, men flirt even if they feel angry, alone or depressed. All those negativities in your life will leak through the cracks and seams and poof: you’re alone and your date will be looking for some other guy who’s not so depressing to be around.

**The fastest way to perk up your public projection is by smiling.**

Just smile – your brain will take that as a cue and soon enough, all the positive body signals will come through as your brain begins to understand what you’re trying to accomplish. It’s not easy, but you have to make sure that you look your best when flirting with someone you find really attractive.

In addition to looking happy you must also be relaxed with yourself and with the situation. I know that this can be tough for some of you since you’re probably reading my book precisely because you’re not very relaxed during dates.

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If you have a lot of stressful energy swirling around, do something to expel that energy before the date. Don't allow that excess energy to ruin your date.

Go for a walk, lift some weights or jog around the neighborhood a few times. Any activity can help dissipate pent up energy that can distract you from your main goal, which is to attract the opposite sex.

Little boys have little control over their public projection, emotions and energy. **Real men** are capable of handling all of these things, and more. Women love men who are capable of exuding stability and sexiness at the same

# Chapter 3: Unstoppable Seduction

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*How can you become a master of seduction?*

There is no magic pill or juice that will instantly transform a shy lad into a virile, archetypal Casanova. With this being said, I do know of certain strategies that can help you *master seduction* over a period of time and once you've mastered these strategies, you will *always be confident* of your ability to seduce women.

I am aware that society frowns upon seduction because it has something to do with sexual intercourse. This very narrow view of things has been stopping males from achieving sexual confidence for many, many decades now.

I am firm believer in the philosophy of "use it or lose it" and by limiting ourselves to very narrow and archaic beliefs; I also believe that we lose parts of ourselves in the process.

If these ideas resonate with you then feel free to read through this chapter – because you're going to learn the most powerful ways to condition yourself to become a natural-born seduction machine!

*What can unlock natural seduction skills?*

The short answer to this question is: **self-confidence**. It sounds so easy when you read it and yet, we all know that self-confidence is something that doesn't come easily *most especially* when you feel pressured to perform (e.g. when you're on a date with a hot lady).

I have read countless books and journals on self-improvement in the past and the one thing that stood out to me was a large percentage of self-help experts viewed confidence as something that you either have or don't have.

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When a man is slow in opening up to a date, we often say that he “lack self-confidence” or some other similar statement. We focus on the seeming absence of a key trait of a dominant male. I’ve been guilty of this type of thinking myself!

**However**, we’ve been completely wrong about self-confidence. If you think about it for a moment, it is impossible *not to have* self-confidence. We all have it – it’s just a matter of building it up so it will be strong enough to shine through.

If we were to compare self-confidence to any part of the human body, it has the most similarity with our muscles. Everyone has muscles but not everyone can lift heavy weights. You *can* lift heavy weights if you train hard enough in the gym. The same principle applies to self-confidence.

If you say things like “I’m not confident *enough*” you are aware that you have self-confidence but only to a degree. Maybe you’re confident enough to talk to coworkers or your college professor. However, you may not be confident enough to seduce a woman.

*How can you strengthen your self-confidence?*

There are two strategies that will allow you to build your confidence from within:

1. Use it whenever you can.
2. Use it even if you’re not so sure of the outcome.

The second strategy might be frightening to some people because no one likes doing something that doesn’t have a guaranteed positive result. The problem with this mindset is that it automatically puts you in a tiny cardboard box.

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**There are no guarantees of good results in the dating world!**

There has never be a guarantee of success – there never was and *there never will be*. This doesn't mean that you're always bound to fail. It just means that there will always be a risk for failure. Failure builds confidence too, because you can learn plenty of things from a single failed date.

**Many men *fail to learn from their experiences*.**

This mindset can hold you back once again because you will feel frightened of the prospect of being rejected once again. Rejection is an exceedingly common occurrence in dating and it's something that you would have to get used to if you're just getting the hang of things.

So my best advice for you would be to try your hand in seducing women whom you think are “out of your league.” I know that this sounds like a bad idea from the start and I am aware that there are going to be a lot of complaints about flat-out failures.

Regardless of these circumstances, I want you to try it all the same. I want you to change your view as to what you can achieve and what you deserve in terms of finding new lovers. It's only through fire and struggle that we can all grow – and that applies to you, too!

*What is the biggest obstacle that you have to surmount?*

**Your comfort zone is your biggest enemy.**

I'm not joking when I say that your comfort zone is the biggest obstacle in building self-confidence. Why? Because our comfort zones are designed to keep us immobile and unchanging.

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If your self-confidence is low to begin with, your comfort zone will stop you from engaging in activities and new patterns of behavior that will help increase your self-confidence.

Your comfort zone is indeed a safe haven but it's a haven where progress is very slow, too. In the context of dating we can even say that a man's comfort zone can slowly erode his self-confidence because the real world doesn't quite add up when compared to a person's comfort zone.

*What's the most important step in seduction?*

When you're ready to face the world with unstoppable self-confidence, the next hurdle that you must clear is far more difficult: **taking action.**

Men usually have trouble taking speedy action when opportunities present themselves because they become too preoccupied with timing and doubts as to whether they will succeed or not.

In the end, many don't succeed not because they don't deserve to be a woman's lover but simply because they failed to take action when it was needed the most.

**Don't be afraid to seduce your date!**

Seduction is a two-way street. You're not forcing your date to want you *that way*. You're not pushing her to do something that she doesn't want. What you are doing, through seduction, is leading your date to her own conclusions about you so that you will be viewed as a potentially good lover. In the end, this outcome is what truly matters - nothing else.

# Chapter 4: Demystifying Chemistry

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*What is chemistry all about?*

Chemistry is defined as the way people interact with one another. When two people on a date suddenly find themselves irresistibly drawn to each other, we can say that they have *good* or *excellent chemistry*.

**It's important to realize early on that *excellent chemistry* is one of the building blocks of a successful date and later on, a stable relationship.**

If you're looking for a potential lover, establishing good sexual chemistry is your primary goal. You would want your date to see you in a different light: not as a friend, date or acquaintance but as an exciting, pulse-pounding lover.

Women, even the ones who have been held back sexually for many years because of their beliefs or values, all pass through a phase where they are faced with inexplicable desire or longing for passionate intercourse.

It doesn't matter if a woman is a high-powered CEO of a company or a clerk at a nearby insurance firm. Women, like men, are driven by biological needs and impulses.

We all eat, drink, sleep and make love! With this in mind, you should always be confident of your ability to seduce a woman because there is always a chance that your date would be interested in you, too!

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*What determines chemistry between two people?*

Psychologists have been battling with the concept of chemistry for several decades now and there are actually plenty of theories about the factors that drive attraction between two people:

1. **Secret Flaws** - Both men and women have a natural tendency to project a false façade of perfection.

We do this because we don't want to be rejected and projecting "perfection" however way we can is also a way to integrate ourselves with the rest of modern society.

However, we all know that behind every façade of happiness, contentment and perfection are the *secret flaws* that we keep hidden from view.

When a woman sets out to find a potential *long-term* partner or lover, she secretly wants to meet someone who has *some* of the secret flaws, too.

Not because she wants someone who is "damaged" but rather, she wants someone who understands why she is the way she is. Sparks can fly easily when it has been established that both parties have more or less the same secret flaws.

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**2. Fear of Long-Term Commitment** – Some men and women secretly don't want commitment in their lives. The most common fear is that they will feel trapped in a long-term and committed relationship.

They also fear that their freedom to do what they really want in life will be impeded by having a committed partner. Believe it or not, this primal fear of being trapped is also a driving force between some men and women.

It's important to realize that when a woman is "easy" to get into bed, it's possible that she's doing it because she knows that there will be only a small risk of ending up in a committed relationship afterward. Some women draw a distinct line between having sex and being in a committed, intimate relationship.

**In the ideal scenario that modern society has painted for us thus far, intimacy should be limited to married couples.**

We all know that this has never been the case for many decades because there will still be individuals who think less of marriage and think more of simply having sexual intercourse when they feel the desire to do so.

Normally, women are drawn to commitment and monogamy when they become extremely attracted to someone and the first stirrings of love come into play.

Know that this isn't always the case and that there are some women who are terrified of the idea of committing to someone for a long time. Eventually, these women are able to find men who have the same fears of committing to long-term relationships. *This* is when sparks begin to fly!

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**3. Birds of a Feather... End Up Together!** – Similarities are the biggest triggers of attraction in most situations.

We are often drawn to other individuals who have the same belief system, core values, social upbringing, education, etc. There are even some people who are eventually attracted to each other because of proximity and the type of work that they do.

Some relationship experts argue that baseline similarities such as education and beliefs are not necessarily the best indicators of chemistry, as they do not reflect the full personality and emotional makeup of individuals.

You can build attraction initially by focusing on similarities but if you want a deeper and long-term relationship *beyond* the first passionate night in bed, you have to find more substantial common ground with your partner or lover.

**4. The Mysterious Card** – Some guys like playing the “mysterious card” – not saying much, revealing very little to their dates, etc. They do this because some women are attracted to men who showcase unpredictability and therefore, *adventure*.

A woman who is bored with the way her life has been going for many years may feel the need for sexual encounters to “spice up” her otherwise mundane or routine life. Sex becomes a form of personal adventure. Men are also prone to doing this as well.

*Should you use the mysterious card to build chemistry?*

My simple answer is *no* because it’s a fairly unsustainable and unpredictable mode of attracting someone. If you play the mysterious card, you won’t know *why* the woman was attracted to you specifically. Instead of using the mysterious card, just be yourself

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and present your *best side* to your date. That should be enough to build attraction!

**5. Idealisms** - Another common cause of good chemistry between men and women are the individual idealisms that we have regarding the “perfect man” or “perfect woman.”

For example, if you are a shy academic who has the body of a pro bodybuilder, somewhere out there is a lady who likes both characteristics and if you happen to meet this lady, you have a much better chance of becoming her lover because you fit both criteria.

If your date appears to be completely attracted to you because of your social background, work or any other characteristic you might have, now is your chance: work it! Lay down the foundations of seduction around your trait and let the lady play out her fantasies.

**A person’s fantasies are extremely powerful determinants of attraction and chemistry.**

Chemistry is never a rational or logical thing – it’s often spontaneous and unstoppable. Your job is to fan the flames of chemistry to make seduction easier.

The term “melting in your hands” has never been more appropriate – if the lady is attracted to you, you’re already halfway through the effort needed to become her lover.

Once you’ve established that there is definite attraction, the next important step is to ride the seductive momentum. Many men back out at the last moment because they can’t handle the speed and pressure of the seductive momentum.

The seductive momentum can carry you swiftly from point A to point B – sometimes, there is no transit time, no brakes, no stops for

refueling. One moment you're just dating and the next moment, you're passionately unclothing each other. That's the true potency of the seductive momentum. Are you ready for it?

### Ready to meet your dream woman?

The tips given in this guide should come in really useful, but let's be honest, dating is a scary thing, even when armed with all the tips and tricks to help you along.

And to make matters worse, according to countless studies, nothing turns a woman off more than a guy with low confidence.

Confidence tells a woman you're in control, and know what you're doing. It shows them that you're worth fighting for. It's extremely attractive to a woman.

But what if you're not naturally confident (like a lot of guys?)

Should you just resign yourself to a life of Xbox, porn sites and bitterness?

Of course not.

Just because you're not feeling that core confidence that some guys seem to have, doesn't mean you never will.

In fact, there's a way to "hack" your way to rock solid confidence around women, to eliminate anxiety about the way you look, or what to say, or how you sound.

Dating is a total blast when YOU get to pick and choose which women you want to see again...

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... and when YOU get to choose which chick you want to go back for a “night cap” with.

And when you can actually ENJOY the date, instead of sweating, fumbling and stuttering over every little detail.

Want to know how to become the confident, sexually irresistible man that she’s desperate to date again?

[Then keep reading here.](#)