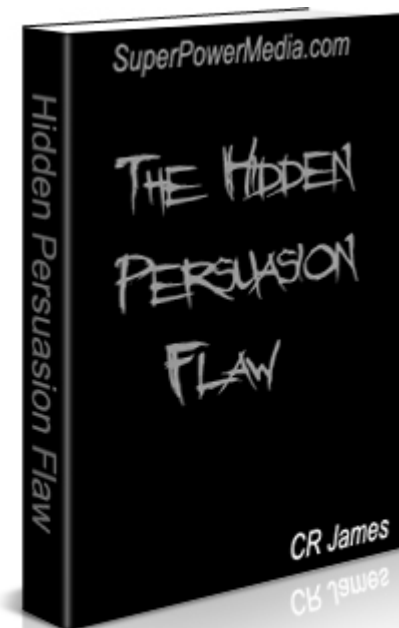


Hello my friend – I had no idea what to call this report, so I just settled for:

The Hidden Persuasion Flaw
+ The World's Funniest Joke +
The *Embarrassed* Prostitute +
Raping Women in 2077



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First of all, let me start out by saying something that may catch you (and a lot of people) off guard.

Some people already realize this.
Some people found out the hard way.
Some people may even get pissed (not literally *pissed*).

So here it is:

You can NOT use persuasion techniques directly for seduction purposes.

(Well, you can – you just won't be as effective to the *alternative* that we'll discuss in this report.)

By the way, is it possible to be literally *pissed*? What does that mean? I know it's short for *pissed off*, but what does *THAT* mean?

Does it have to do with the *pissing sound* of steam coming out one's ears like in the cartoons of the past (by the way, the cartoons of the past like Tom and Jerry are the real cartoons. I watch cartoons with my son and I have no idea what's going on)?

OR...

Does being *pissed* trace back to a time where a well-respected village leader got so angry that he urinated on himself?

I have no idea.

I do know that...

You can NOT use persuasion techniques directly for seduction purposes.

So let's break it down into *mini-chunks* so that you can see exactly what's going on.

I've talked to guys who have said something to the effect of I'm going to do *blah blah blah* because of the *blah blah blah* persuasion principle.

And my reply never changes.

Me: Speak English. Blah-Blah-Blah is not an actual word.

Actually, I explain to them that it doesn't work like that.

There's a *reason* why the effectiveness is tremendously limited when a guy exclusively uses Persuasion, NLP, Hypnosis and Selling Principles as a means of generating a sexual response.

And by *limited*, I'm talking about being **3%** effective (if not **-50%** => meaning the technique is working against you).

Of course, I'm just making those numbers up.

Let's demonstrate a common example of using persuasion directly. This is what some guys actually do in an effort to get sex from a woman.

It's where the guy uses the Reciprocity Principle (or the Law of Reciprocity) - a common persuasion law. To briefly explain how this works, researchers discovered that when a person gives you something, you tend to feel obligated to give back in some way.

I'm sure you've heard of this before.

The most common application of this Persuasion Law (as a seduction technique) is when a guy shows up at his date's front door with an impressive amount of flowers. He smoothly places her into his car and then glides her into an expensive restaurant. Then, at some point during the tasty dinner a thought pops into her head: "Wow. This wonderful guy has done a lot of nice things – just for me."

Suddenly (and predictably), she experiences the feeling of "I need to return the favor in some way."

Of course, the guy had this planned all along. It's only a matter of time when she is presented with offer to go to some place (a hotel, his place, her place) that allows for the opportunity for sex to take place.

He has successfully made her feel obligated to return the favor (sex).

And as a result she may end up sleeping with him – even though she wasn't close to being sexually aroused by him...

By the way, to pull this off technique off my friend, you need 2 things:

1. A *woman* who is emotionally and/or intellectually weak (because it is an overused and transparent tactic)
2. A *brain* that tells you it's cool to use pressure tactics to have sex with a woman even though she isn't really turned on. (She isn't sexually aroused, but she is just agreeing via a strategic pressure tactic)(She isn't really horny, she is just *making the decision* to have sex because you created the "*feeling of obligation*")

Obviously, I'm not suggesting that you take this path.

That's what *weak guys* do.

That's what *guys who are pussies* do.

You see, that's the biggest, the most hidden, the incredibly deadly (not literally) part of using persuasion principles *directly*.

Many principles like that are designed to increase compliance. In other words, getting the woman to agree (or say "yes") --- even though she isn't desiring sex.

I tell guys that in the year 2077, my prediction is that most judicial systems will classify such tactics as **rape**.

(Simply because the woman tells herself I don't want to have sex with this creepy guy, and then a few minutes later his penis is inside her!)

A record number of husbands will be thrown in prison that year. Because women will be fed up with:

- *"But it's your wifely duty!"*
- *"We haven't had sex in 2 weeks!"*
- *Nonverbal emotional abuses. For example, the guy demonstrates a hostile attitude post rejection in an effort to non-verbally communicate: Every time you are not in the mood, I'm going to create an Emotionally Draining Environment for you!*

Judges around the world will come to the long-awaited decision that such tactics are no differently than rape. (It will be called **Psychological Rape!**)

Judges will be convinced that those things do not make the woman experience sexual desire.

Of course, *guys like us* will laugh at those losers because we secretly know that those tactics are NOT the same as building sexual desire (getting her horny, generating sexual arousal).

We know that there is a difference between:

1. A woman that is so wet and horny (and steamy with lustful intentions) that she is eye-balling her husband like he is piece of meat. She's wearing an evil smile, except she is pissed because she can't take his clothes off fast enough! << OK, so there's that woman, and then there's.... >>

2. ...the wife that gives her husband Courtesy Sex because she doesn't want to hear him whining. The wife who sighs and then says "OK OK. I'll give you some – if she please stop begging."

When your plan is to build sexual desire, that means you are making it your goal to generate sexual arousal. (And as a result, she is very likely to say YES --- and it's only because she is dying for you to screw her.)

So whether a guy experiences a Steamy Horny Wife or a Courtesy Sex Wife has to do with his mind state (not the woman).

There's a difference in mind state.

Your mind state is:

How can I get her horny? (...and THEN have sex with her).

As you know, some guys see a woman and start thinking:

How can I have sex with her?

(By the way, give these guys at least 300 points for not limited themselves to methods that only involve her wanting it, too)

Here's an experiment that you can do to illustrate the importance of mind state.

Step 1: Go to the closest prison.

Step 2: Ask the guard to allow you to talk to 50 'bank robbing' prisoners (he's going to look at you like you're crazy. Persuade him by giving him \$500,000. He'll suddenly feel obligated to grant your strange request.

Step 3: Interview the 50 bank robbers and ask them what was their MINDSTATE before they made the decision (the plan, the strategy, the technique) to rob the bank? Ask them was their mind state closer to. Was it...

A) *"I need to figure out how to get a bunch of money FAST"*

-- OR --

B) *"I need to figure out how to create something valuable so that people are excited about exchanging money for what I have to offer" (or I need to find a job that will give me money for my valuable service)*

You're going to notice the same thing that I noticed every time I performed this expensive experiment:

All 50 bank robbers will chose A.

So after 200 years of analyzing why all of the bank robbers respond with Answer A, I came to the conclusion that these guys want the money even though the frightened bank tellers aren't horny about giving it to them.

So let's discuss a more reasonable approach.

Walk up to the teller and say can you PLEASE give me all the money in the safe.

Ok let's get serious. I meant a reasonable approach to *building sexual desire*.

But first, you need to question everything!

- Ideas/beliefs that are popular.
- Ideas/beliefs that are trendy, new and hot.
- Ideas/beliefs that's been around for awhile.
- Ideas/beliefs from anyone.
- Ideas/beliefs from me.

If every expert is suggesting a certain way of getting results and it doesn't make sense, then question it. Using an effective strategy has nothing to do with how many experts believe it. There was a time when many experts believed the world was flat. As time goes on we get smarter. Many years from now, popular ideas will be intellectually superior than today's popular ideas.

With that said, decide whether it makes sense to use persuasion techniques directly...

...or whether it makes sense to use them as *tools* based on a sensible formula that involves **a more complete form** of generating sexual arousal.

As mentioned exhaustingly in the past....

Here is the **Basic CR James Seduction Formula**... If you've heard me make reference to it a hundred times in the past, please don't urinate on yourself or throw an ACME anvil on my head...

Basic CR James Seduction Formula:

Seduction = Make Her Feel Good + Increase Your Sexual Value + Increase Sexual Tension

Does it make sense?

Let's break it down a little bit more like we ever have before **ALONG WITH** providing a *new perspective*.

Let's look at the first element in the formula [**Make Her Feel Good**]

When a woman isn't feeling good (about herself, about situation, about the world she lives in) there are two approaches that you can take.

One approach is to acknowledge that her brain chemistry could be off. Brain scans reveal that when a person is feeling down, certain neurotransmitters (like Dopamine, Epinephrine, Norepinephrine and Serotonin) are out of wack.

So you could argue that the low levels caused the sad mood – or you could make a case the sad mood caused the low levels. It doesn't matter as much as knowing that something can be done to restore the balance. For example, a small piece of dark chocolate, the amino acid Tyrosine (found in oats, bananas, meat, fish, and eggs), well balanced diet, and aerobic exercises.

So you could encourage/persuade her to do those things.

You can't directly persuade her to feel good.

You'll find that many approaches out there take this approach. To me, it makes no sense. It's seems prehistoric.

I want you to pay attention to what is meant by this type of approach. As you can see, it addresses brain chemistry (brain chemicals/ "natural brain drugs") & brain health.

So if your goal is to convince her to be **more calm**, but she drinks 10 cups of coffee per day.

Would it make sense to persuade her to be calm after she has gulped down 10 cups of coffee?

Would it make sense to hypnosis her to be calm after she has gulped down 10 cups of coffee?

(Some guys are thinking, "That's not a bad approach CR!")

But the reality is caffeine is drug. By the way, this is coming from someone who drinks espresso every morning. If it is a drug enters your body, you mind and body tends to respond to it. Could you imagine swallowing a lethal dosage of about 50 pills – and then going to the planet's best hypnotist and saying "I want you to hypnotize me --- or persuade me --- so that my unconscious mind believes that I'm healthy enough to continue living!?"

His Response: Can you pay me first ---- in *cash*?

An NLP, hypnosis or whatever kind of persuasion technique --- regardless of how effective it is --- is only as good as the application and timing...

And I'm only making this point because you have to consider "brain chemistry" because what she puts into her body and what she *doesn't* put into her body affects her mood.

(Again, that was the first part of the seduction formula.)

Many people (including doctors) rely *exclusively* on drugs, diet, exercise as a means of affecting mood.

Again, there are 2 approaches. And neither should be used exclusively.

Remember, our goal is to secretly follow the approach that makes the most sense – which is typically the things that are not taught in most courses --- which is typically not the most popular ideas...

Another approach (but not to be used *exclusively*) is reminding her of times when she felt good about herself.

In my opinion, the best methods for doing this is in NLP + Using Common Sense.

As a general approach, you could have a game plan for making her feel good about:

- Herself (physical traits and character traits)
- Her current situation and experiences
- The world she lives in

This is a simple (brain dead easy) approach I developed when I noticed that 98% methods tend to address her physical traits and character traits.

When you think about, failing to do all 3 tends to lead to short term results (if any).

You could help her realize that her situation isn't that bad. You could help her see it from a different perspective. You could persuasion techniques to convince her that her situation is actually good in some way.

You could get her to perceive the world in a better way by focusing on the amazing things that take place in the world: the kind things that people do for each other, the amazing places that exist all over the world, the amount of good people that the world has and the opportunities that exist in today's world.

If she is watching too much news or anything that elicits negative feelings (i.e. the feeling of a gloomy world, the feeling that the world is going to hell), you could use a *selling technique* to convince her that she has the power to choose what kind of world she lives in.

You could make her laugh.

You could remind her of a time when she had lots of fun.

You could tell her funny stories.

You could tell her funny jokes.

For example, according to research, this was determined to be
The World's Funniest Joke:

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Official! World's funniest joke

Monday, October 7, 2002 Posted: 8:24 AM EDT (1224 GMT)

LONDON, England -- The world's funniest joke has been revealed after a year-long search by scientists.

In an experiment conducted in Britain, people around the world were invited to judge jokes on an Internet site as well as contribute their own.

The LaughLab research, carried out by psychologist Dr. Richard Wiseman, from the University of Hertfordshire, attracted more than 40,000 jokes and almost two million ratings.

And here it is...

Two hunters are out in the woods when one of them collapses. He doesn't seem to be breathing and his eyes are glazed. The other guy takes out his phone and calls the emergency services.

He gasps: "My friend is dead! What can I do?" The operator says: "Calm down, I can help. First, let's make sure he's dead." There is a silence, then a gunshot is heard. Back on the phone, the guy says: "OK, now what?"

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Just in case, you couldn't read it:

Two hunters are out in the woods when one of them collapses. He doesn't seem to be breathing and his eyes are glazed. The other guy whips out his phone and calls the emergency services. He gasps, "My friend is dead! What can I do?". The operator says "Calm down. I can help. First, let's make sure he's dead." There is a silence, then a shot is heard. Back on the phone, the guy says "OK, now what?"

You could also go to http://en.wikipedia.org/wiki/World's_funniest_joke to read it.

On that site, they have the second place joke:

Sherlock Holmes and Dr. Watson go on a camping trip. After a good dinner, they retire for the night, and go to sleep. Some hours later, Holmes wakes up and nudges his faithful friend. "Watson, look up at the sky and tell me what you see."

*"I see millions and millions of stars, Holmes" exclaims Watson.
 "And what do you deduce from that?"
 Watson ponders for a minute.*

"Well, astronomically, it tells me that there are millions of galaxies and potentially billions of planets. Astrologically, I observe that Saturn is in Leo. Horologically, I deduce that the time is approximately a quarter past three. Meteorologically, I suspect that we will have a beautiful day tomorrow.

Theologically, I can see that God is all powerful, and that we are a small and insignificant part of the universe. What does it tell you, Holmes?"

And Holmes said: "Watson, you idiot, it means that somebody stole our tent."

Since we are having a knee slapping good time my friend, we might as well take a look at the top joke in the UK:

A woman gets on a bus with her baby. The bus driver says: "That's the ugliest baby that I've ever seen. Ugh!" The woman goes to the rear of the bus and sits down, fuming [meaning she was PISSED]. She says to a man next to her: "The driver just insulted me!" The man says: "You go right up there and tell him off – go ahead, I'll hold your monkey for you."

Ok let's get back on track...

It's pretty obvious that that are many "other things" you can do to be effective at getting her in a good mood. Brain research (based on the levels of various neurotransmitters) supports that:

"Women who are in a good/happy mood and dramatically more prepared for sexual arousal (biologically) than a sad woman."

Wow! Who would have thought?

Let's now look at something else important. Let me give you the background.

For the past 5 years I've been collecting various *laws* of persuasion. For example, Robert Cialdini (author of Influence) has 7 Laws of Persuasion. Other experts have 7 or 8 different laws of persuasion - or 10 principles of influence, or whatever...

I've been collecting them and writing them all down on one single sheet of paper.

If you ever decide to create a master sheet like this, it would look like this:

<p><u>Robert Cialdini Influence</u> Law #1 Reciprocit Law #2 Scarcity Law #3 Social Proof</p> <p>Blah Blah Blah</p> <p><u>Another Persuasion Expert</u> Principle #1 whatever it is Principle #1 whatever it is Principle #1 whatever it is</p> <p><u>Someone Else</u> The first law: whatever it is The second law: whatever it is The third law: whatever it is</p> <p><u>Someone Else</u> The first law: whatever it is The second law: whatever it is The third law: whatever it is</p> <p><u>Someone Else</u> The first law: whatever it is The second law: whatever it is The third law: whatever it is</p> <p><u>Someone Else</u> The first law: whatever it is The second law: whatever it is The third law: whatever it is</p> <p><u>Someone Else</u> The first law: whatever it is The second law: whatever it is The third law: whatever it is</p> <p><< You get the point >></p>
--

It's pretty cool to see how many laws overlap. Most of them seem to have their own original list. Some of them give certain laws different names. To me, these laws are brilliant and incredibly useful (when used the right way, obviously). Many of them are supported by research and experimentation.

However, if you look closely at all of these laws/principles you are going to quickly discover something.

And that is most of them are about *gaining compliance* (getting the person to say "YES"). Of course, this isn't good or bad, it's just what it is.

So that means only a small percentage of these laws are about creating value – (which is the second element in the formula).

CR James Seduction Formula:

Seduction = Make Her Feel Good + Increase Your Sexual Value + Increase Sexual Tension

So what does that mean? Why is it important to know that most persuasion laws are about gaining compliance?

It's simple.

If we already demonstrated that 'building desire' is more effective than 'getting her to agree' PLUS we can witness with our own eyes that most persuasive techniques are about increasing compliance (or manipulating the decision making process)...

Then, we now know that using persuasion directly isn't an effective way to get sex, right?

We now know that 'building desire' (building value) is effective. (Assuming that women *desire* things that are *valuable* – for example, a guy who is **sexually valuable**. Right?

Again, we must acknowledge that there are a few (not all – and not even half) persuasion laws are methods that build value.

For example:

Social Proof – as a sexual value builder, is when you get the woman to experience the “idea” that other women are into you. This will definitely build your value (if done the right way). If she already believes this (or knows this), then you are picking up Desirability Points whether you realize it or not.

So it's important to know that there are other 'sexual value builders' that you'll never see as a Law of Persuasion. (By the way, we'll discuss them at a later time when the time is right. Also, you'll be very pleased to know that I have created 10 Laws of Value – simply because no one has ever created Value Laws, but more important because you'll find them very useful.

But again, that's not the point (at least, today it's not).

The point is using persuasion laws, should be used as “tools” (not direct application).

So if really understand what this means, then you might get a 100% on the following Quiz....

(scroll down my friend)

Question #1: What happens when you point a loaded gun at a bank teller?

- A) She feels obligated to give you the money, but she is not happy to see you.
- B) She cheerfully gives you the money and she is happy to see you.
- C) She asks you to prove that it's not a water gun.

Answer _____

Question #2: What happens when a guy gives a prostitute \$200 for sex?

- A) She feels obligated to give him sex and she really isn't turned on by him.
- B) Regardless of who he is, she will become instantly sexually aroused.
- C) She embarrassingly hands him \$180 and says "Here's your change."

Answer _____

Question #3: What happens when a guy takes a woman to an expensive dinner and buys her gifts?

- A) She feels obligated to give him sex and she really isn't turned on by him.
- B) Regardless of who he is, she will become instantly sexually aroused.
- C) He counts how many \$20 it took to pay the bill.

Answer _____

[Note: The answers will be revealed next week.]

Take care my friend...

Warmly
CR James



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