

# The Director

A stealth way to build sexual value

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## Act 1: Playing Offense

I've glazed over this topic a little in the past, but now I feel it's time to take it to a new level!

If you recognize the beginning of this report, it's because a few pages were extracted from another report and then expanded on.

Before I get into this clever value building technique, I want you to consider a few things.

Have you ever noticed that when two cars approach an intersection, one car goes through while the other car waits. (because if they went at the same time, they would crash!)

Have you noticed that in a normally functioning conversation one person does the talking and the other person is listening?

Right?

One person talks; the other listens - then the other person talks and one who was previously talking is now listening.

Well it works the same way with people in a *certain area*.

In other words, there is a real dynamic out there in human to human interactions... and I'm going to show you that *it exists*, and then I'm going to show you how it can be used to **increase your sexual value**.

Here is it.

In many cases in human to human interactions:

*A person is either trying to impress the other person or they are observing (or being exposed to) the person trying to impress them.*

Think about this for a second...

This happens in relationships. It happens whenever you are meeting a female for the first time. Whenever you are talking to a friend. It happens when you are talking to anyone. (on some level)

It's not a bad thing, btw.

99.9% of people do not have this hyper awareness when they are talking to someone. Don't worry you will, because you are about to learn something very interesting.

The next time you are talking to a female, just pretend like you are having a regular conversation with her - but secretly - and deep down inside, I want you to focus on how much she is trying to impress you and to what degree...

...and her method!

What's funny is if you challenge her attempts to impress you in some way, you will create tension and a desire for her to fix it...

(Read that again if you have to.)

I'll get to the actual technique, but I also want you to try this. (in a safe & non-dangerous way of course)

It's fun.

Whenever you challenge someone's attempt to impress you, you are essentially robbing them of the 'good feelings' they *expected* to receive... (in nanoseconds, people create tons of miniature expectations throughout the course of the day)

Humans want other humans to see them as great. And it will always be that way...

**The magic number:** If you are talking to a female you just met, there is a "magic number" that describes how much she is trying to impress you.

This number ranges from 0 - 100. If the number is low (like a 2 or 3) then she could care less about you. If the number is high (like 91 or 95) **she is reeeeeeeeeaaaaaaaaally trying to impress you.**

So does that make sense so far?

Good.

Another way you'll want to look at this is a woman can't "truly be impressed" if she is observing your attempts to impress her.

In others words, the cars traveling through an intersection don't all go at the same time. Otherwise they would crash.

There's a reason why there are traffic lights. Two people talking to each other don't talk at the same time (for the most part).

Could you imagine two people talking to each other at the same exact time for an extended period of time? So for like 15 minutes, imagine seeing two people talking at the same time and looking directly at each other...

It doesn't work like that... (unless it's a couple and they're in a heated screaming-argument. In other words, if they have a disagreement with each other and they are trying to work things out, then it makes perfect sense to utilize an inefficient means of communication.)

Let's dig deeper into this "impressive" dynamic...

This may seem a little strange so let me clear it up... when a woman is trying to impress you she'll either be saying something to impress you or doing something to impress you... if you are already in a conversation with her, then 92% of the time, her method of impressing you will be with her words...

This should make sense.

Now I want you to realize something, when she is trying to impress you she is performing, right?

When she is talking about this and that (in an attempt to impress you), she is *performing*...

I want you to realize that when guys are blabbing about themselves (in effort to impress her) they are PREVENTING the woman from *performing*...

Guys do this.

97% of guys attempt to increase their value with a woman by performing, when the more powerful way takes place by getting her to perform.

You already understand this, but I want to focus on this because you'll be going to learn how to take it to the next level.

Also be sure to realize, that you CAN effectively increase your sexual value when you are operating as the "talker" but for this technique you'll want her to be the talker for the most part...

You're going to be the **director**. (directing the conversation)  
She's the **performer**.

And if you really really "get" and understand this technique, then you will be blown away because I made another very unique discovery.

And this discovery is that most humans want other humans to like them.

Yeah, I know. You already knew this, but I want you to really tune in as we explore some fascinating stuff that goes along with it...

But first you'll have to agree with the statement that most humans want other humans to like them and approve of them. (that include me, that includes you, that includes 99% of people on earth and probably 100% of every sexy woman you've seen in the past and the ones you'll see in the future)...

And I'm a big believer in using your existing *human value* as a tool to increase your sexual value...

In other words, every person that will ever exist on the planet earth has the ability to use their "human value" to increase their **sexual value**...

Here's a demonstration that proves that *you* have enough human value...

If you walk up to any female that speaks your language and say to her something like "Why would you do your hair like that?"

She has **no choice** but to analyze what you have said... (right?)

*The automatic things she does with her brain allows you to build sexual value for yourself.*

It doesn't matter if she said "Really? What's wrong with it?" or "Get lost you \$\$\$& asshole!!" she WILL eventually (and probably immediately) get to a point where she wonders about her hair...

So you have enough "human value" to create an **effect** on her...

And in this case, she will focus on her *hair* (even if it's for one millisecond)...

If a bum walked up to a woman and said: "You are an alien from outer space" she is not likely to generate the same kind of response... for two reasons:

Reason #1: He has little perceived "human value" (according to her).

Reason #2: She is "100% certain" about that fact that she is not an alien from outer space.

If it were someone she liked, she might at least be curious to why he said that.

If the bum said something that she was not too certain about, then she might begin to focus on it...

So if you are talking to her and you say "Why did you decide to wear your hair like that" she is going to reveal her **decision making process...**

**That's the key!**

It's time to get to the good stuff!  
...PLUS she is going to *wonder* if you actually like it or not...

So this demonstration should allow you to realize that you have enough *human value* - so you can use this powerful technique as a sneaky way of increasing your sexual value...

So let's talk about *how*.

Here's what this technique involves on a basic level.

Saying things that follow this basic structure:

You seem like a **smart woman**, why did you decide to wear those shoes...

People do not like losing things (especially if they believe they worked hard for them).

That's very important.

What's fascinating about the quote in red is it also includes a "certain perception" (smart woman) - you might not understand it completely but stay with me...

And in this case, it could be the perception that she is smart. I have found that many women take a lot of pride in **the effort** it took to achieve a certain perception that most people have of them.

So if you challenge this *perception* that she has of herself, she'll actually feel a need to defend it. As if she has to fight to hold on to it (especially if she felt that she had to *earn* that perception)...

**To me, this is absolutely incredible!**

And because you uncontrollably have **human value** she has to address it when it's structured the right way...

Here are the steps:

Step 1: Understand how she wants to be perceived

Step 2: Challenge her decision making.

Step 3: Keep bombarding her with "why did you decide" type of questions

Step 4: Understand how she wants to be perceived - it's all about using a certain way she wants to be perceived as a means of creating value.

And if you use a "Feel-Good Compliment" (a very meaningful "feel good" compliment that addresses directly how she wants to be perceived) then it's almost impossible to elicit a negative response from the woman.

Not only that, it's impossible to reject it.

And to add a little spice, you can arrange the structure of your statement so that you highlight her decision making - which increases the acceptance rate and decreases the common SV decreasing affect often associated with giving a woman a compliment...

Basically, most women have received so many compliments (mainly from low SV guys) that when a new guy comes along and compliments her, she immediately associates him with having low SV...

**It happens automatically..**

(in other words, humans have brains that record their human experiences, so if 10 dogs walked up to you and bit you on the ass, you are going to run when you see the 11th dog approaching. I hope.)

It's like the automatic process that a goldfish experiences when he sees you walking towards his fish tank. He automatically gets hungry and rushes to the top of the tank with the expectation of seeing you drop finger-pinchs of fish flakes in his water palace...

Another benefit of complimenting her decision making is it allows you to tap into the *decision making procedure* that had to have taken place...

(Please read that again.)

In other words, she has already talked this out with herself earlier when she said to herself. "Should I wear these shoes or *these* shoes... hmmm.. I'll wear these shoes because XYZ..." And you already know that it's much easier to talk about something that you have already thought about verses talking about something that requires *thinking*, so effortlessly she'll provide you with this **answer** in most cases...

(You are using her pre-thoughts as the fuel.)

And to make this crystal clear....and I might explain this some more in the future, but basically some thoughts come out easier than others based on their *cranial shelf life*.

Do you see how easily it works? (the quick responses are often based on pre-thought)

Do you see how it's an easy way of getting her to provide you with an answer?

It doesn't matter how silly she thinks it is. She **has to** take some pride in that decision (on some level) because **it lead to her actually wearing the shoes!**

So she has to value that decision... And since humans like easy victories and/or an escape from a challenge (pressure), she's likely to give you the response that lead to the decision...

If you were trying to make up your mind about whether you should wear your blue hat or your green hat, you might end up saying something to yourself like 'I'll wear the green hat because it goes great with my complexion'.

So if someone happened to asked you 'Why did you decide to wear that hat today?'. . .your brain will automatically trigger the reason (the pre-thought) you gave yourself. And as a result you will effortlessly reveal the reason...(or at least think of it)

The same would happen if someone complimented you for deciding to wear that green hat.

And as a result you would replay the reason silently in head "I'll wear the green hat because it goes great with my complexion".

Which as you can see contains the reason for selecting it...

Here's why that's valuable.

Take a deep breath because we are finally going to puzzle it all together...

Two of my closest friends (like me) happen to enjoy playing human experiments on people...

I don't mean anything evil - it's kind of like being a full-time practical jokester - except not all of the experiments are designed to see something funny take place.

Anyway, one of my friends was telling me about how he likes to at times pretend he has no clue to what the other person is saying - and he frames it as if the person isn't making any sense. And in

addition to that, he constantly asks them *why* to just about everything they say...

The end result is the person's whole conversation is saturated with 'passionate explanations' to the point where the person is uncontrollably transformed into this **hyper-explainer**... and in no time the person 'feels' as though he or she is trying to impress the hell out of you...

It's fun to do. It doesn't work on everyone.

Let's get back on track because when you get the woman to recall her own decision making, you end up putting her in a position where she ends up "doing the things" that lead to her impressing you (when you strategically direct the conversation the right way)...

In simple terms, she ends up *performing*...

One dangerously subtle thing a guy can do is to 'do things' that stop her from performing.

If you want to increase sexual value (by doing simple subtle things) then start with increasing how often you get her to *perform*.

The beneficial part of this is it doesn't matter if she has no knowledge of sexual value and how it increases... Once you are interacting with her, you can use it to increase your sexual value and the **ONLY** thing that she'll be aware of is some time has passed and she's starting to be magnetically drawn to you more and more...

That's how it works...

*"Your desire for something can increase and increase and increase and continue to increase."*

If you agree with the above statement, I'll give you an interesting and fun example that puts the icing on it...

Have you ever smelled hot cookies out of the oven?

Wouldn't you agree that the longer you smell them, the more you would want to sink your teeth into those warm moist cookies...

Of course, because you want those sweet cookies to melt in your mouth!

The longer you smelled and looked at them -- and imagined biting a small piece -- the more you would want them...

So...

The longer she is acting like she is trying to impress you (initiated by your strategic methods) the more she will feel the **unconscious desire** to actually impress you...this is one of my favorite backdoor methods of increasing sexual value...

Because it requires very little thinking. And it's fun. And you'll instantly see the results.

Some people won't try this - for whatever reason. That's fine. Some people WILL DO this - for whatever reason. That's fine.

It doesn't matter what group you're in, your brain understands the importance of doing things that she responds to.

After all, it's not your responsibility to decide what she's good enough to respond to.

It's your responsibility (when in the role of SV Increaser) to do [not judge] what works - in a way that does harm her (or yourself).

Does it makes sense?

Just get her to explain (like crazy) to YOU about anything (i.e. her hair, her shoes, etc) that females typically place a lot of decision energy into because they are trying to impress guys.

(you know the stuff they think we care about)

So get her to explain those things to YOU.

After you have succeeded in getting her to "explain herself" for the first time, you'll want to keep her doing it over and over...

It's easy.

Here are some 'templates' to use for this method. (Notice how simple it is, so be sure to actually do it)

"You seem like a \_\_\_\_\_ woman, why did you decide to \_\_\_\_\_"

Examples using structure 1:

"You seem like a smart woman, why did you decide to wear those shoes."

"You seem like a smart woman, why did you decide to wear your hair like that."

(In real life you probably wouldn't use these exact examples.)

As you can see these simple examples address methods that appeal to 99% of women. Because most women want to be perceived as good natured, beautiful (sexy), and smart...(that takes care of the

first blank) and they put a lot of decision energy into things like shoes and their hair...

Which means: Human feedback is very valuable because she's never completely certain about the things that require a lot of decision...

Does this make sense?

For example, if she knows for a 100% FACT that she needs to pee, then that requires ZERO decision making energy.

She's at home.  
She has to pee very badly.  
She goes directly to the bathroom.

If you were to emotionally reward her for something that requires so little thinking it would appear very silly to her (in a bad way)...

"Good for you for making the decision to go to the bathroom when you had to piss like crazy!"

### **Let's take things to the next level!**

If you want greater results, then don't limit yourself to common perceptions that appeal to most women (i.e. smart, beautiful, good natured)...

And if you want even greater results, don't limit yourself to common uncertainties (i.e. how her hair looks, her decision to wear a certain pair of shoes)...

So for example, you may discover that your wife wants to be perceived in a unique way...

For example, she may want to be perceived as a "busy mom that is also sexy".

So using that you end up getting...

You: Have I told you that you are a sexy mom who does it all?  
Those heels are hot. What made you decide to wear them?

If you know the art of complimenting, then you can do a lot of things.

So when she says.

Her: I just felt like it's been awhile since I wore high heels.

You can say...

You: Good decision! Again you look hot.

One approach is to take a *complimentary angle*.

On the surface it may appear to be a nicer way of doing it because you're not challenging her (in other words, you're not saying something like "Why on earth did you wear those high heels when it rained all day?") instead you're basically saying "Good choice. Those heels are hot!"

The only reason why I would recommend the quote-unquote nicer way is if the woman responds better to that approach.

If you spent the next 1-3 days increasing the density (frequency) of these comments and it is having a favorable response then that's the real reason to do it. NOT - because it's nicer and it doesn't create an "energetic response"...

On the other hand, most women are (deep downside) perfectly OK with criticism and having their decisions challenged a bit.

And (more importantly) it would lead to a MUCH GREATER increase in SV if the guy would take this approach (and I'll explain why in a second)...

You see, the guy who suffers the most in terms of REFUSING to do certain things is often the guy with super thin skin. In other words, he's emotionally sensitive. His feelings gets hurt easily. In his brain, it appears that everyone is 'very mean' to each other.

I'm the biggest fan of the whole idea that people need to be more respectful of each other.

People (collectively) need to get better at seeing things from other people's perspective.

In fact (and this is the complete opposite of what a lot of people teach) but I feel that it's OK to embrace the fact that you're a nice guy who is respectful to others.

That's a good thing.

But that doesn't mean you MUST be nice in all situations.

If you're in a relationship, to me, it makes sense to do nice things for her. Treat her special. When she does something right, give her positive feedback. However, if she does something stupid, I don't see any issues with saying "Ummm sweetie...why on

earth would you think that it's a good idea to XYZ...when you know for fact that ABC....?"

I'm also OK with someone responding to me that why whenever I do something stupid. lol.

It's OK to be challenged.

However, the overly nice guy (who is always nice in every situation) isn't going to have success with women.

Whenever you hear comments like, "nice guys finish last", they're referring to OVERLY nice guys.

Don't be the overly nice guy who is scared to offend her. Don't be the thin-skin 'easily offended' guy who doesn't challenge her because HE doesn't like to be challenged.

With that said, exclusively taking the complimentary approach is preferred when it works better than the hybrid approach.

In other words, as a strategy you can just make complimentary approval comments...

For example, you would JUST say things like:

You: Have I told you that you are a sexy mom who does it all? Those heels are hot. What made you decide to wear them?

You: You told the boss about your idea. By the way, how did you come up with that idea? That's pretty smart.

You: I noticed that you've been drinking protein shakes every morning. When did you decide to do that?

As you can see, an increased percentage of these type of comments should increase your SV by some factor

However, that's NOT the reason to chose this approach over the Hybrid Approach. The only reason why you should choose it over the Hybrid Approach is if it PROVES to be more effective. It's definitely going to be the "nicer" option. That's a fact.

In most situations, that's not a good enough reason to chose one approach over the other.

The guy who never argues with her -- never disagrees with her - never challenges her -- never says anything that upsets her -- is definitely going to be the "nicer" guy... BUT that's not a good enough reason to behave "exclusively nice" to her in ALL situations....

In most cases, the "nicest guy" is NOT going to be the most desirable.

With the hybrid approach, you'll say things like:

You: Have I told you that you are a sexy mom who does it all? Those heels are hot. What made you decide to wear them?

You: I've noticed that you've been XYZ lately? Do you think that's smart?

You: You told the boss about your idea. By the way, how did you come up with that idea? That's pretty smart.

You: I think you're amazing, but help me understand why you decided to XYZ when you already know...

With the hybrid approach, things are natural.

With these examples, the 'not so nice version' appears sarcastic. That's not the goal. You can find other ways to give her the 'appropriate message'.

The goal is to give her 'appropriate message' more so than the nicer message.

Here are a few things that women do when trying to impress a guy:

...with the 'secret goal' being to get her to explain (whether you are complimenting or challenging).

To sum it, you're basically going to massively increase the density of getting her to explain her decision for making good decisions and bad decisions.

This will build your sexual value like crazy.

Oh yeah: The side effect is you will 'train her' to be more successful in life and a better decision maker.

We're not done.

Another thing that you can do to get a woman to slip into a mindset of performing is playfully challenge her in an area that she SHOULDN'T KNOW.

For example, you may have noticed how some women like to show off their knowledge about sports. And they try to hold conversations about men stuff (i.e. sports, cars, etc.)

So you can get her sucked in with no problem using that as the fuel.

You: Let me ask you a question. When the guy hits the ball over the fence with his bat, what's that called?

Her: A homerun????

You: Wow. I'm impressed!!! Very good!!! (Oh yeah, it helps to actually say *I'm impressed.*)

As you can see, this was a joking example - assuming that regardless of her level of knowledge of sports, she should at least know what a homerun is.

(Continuing)

This time you can take a different approach.

You: Ok seriously. What about when the guy swings and misses? What's that called?

Her: A strikeout. Duh.

You: I know you may think these are easy questions, but there's this new girl at work - who dresses like she's at a night club - who didn't even know what a homerun was. So I know you might not be that into sports, but I'm impressed with a woman who knows the basics.

Her: Oh yeah, when I was 9 years old me and my dad use to blah blah blah...

Note: Notice how you can also introduce her "enemy" (a woman who is perceivably more sexually aggressive than she is) in an effort to maximize/speed-up the level of impressing, because you installed a new driving force.

So now her attempts to out-do the prettier woman works to get her to do the things that women do when they are trying to impress a guy.

The great thing about this is that you live in a world where you set the rules about what impresses you.

No one can argue with what you find impressive.

You: I'm impressed with a woman who lives with 8 cats. So what made you decide to name them after feminist leaders again?

You: I'm impressed that you were able to secure a full time job for longer than 6 months 3 times in row. So what do you like about your current job?

Do you see how you can be impressed with whatever you want?

But it gets better...

Remember no one on Earth has the ability to tell YOU what to find impressive.

So you can always find something impressive about her => and then turn it into something that you find sexy (which gives her a unique and unexpected prize) => then introduce a woman who gets her in a competitive mindset => so that she ends up fighting/competing with the woman to hold on to her sexy prize...

You: I'm impressed with a woman who lives with 8 cats. So what made you decide to name them after feminist leaders again? I think a woman who is able to see the beauty in animals is extremely desirable! My ex-girlfriend was into the feminist movement yet she dressed like a stripper. And she loved to make guys go crazy with her short skirts. But you wouldn't like her because she thinks women with a bunch of cats are wacked out of their minds!

That's a *raw example* by the way - meaning it's best serve to demonstrate what you're trying to do, but it would need tweaking to get it smooth enough to actually say to a woman in that situation.

(Btw, Do you see how it works? You already told her that her being a cat-lady is sexy - when no one on the planet thinks so - and just as she started feeling special, this slutty bitch comes out of nowhere and is calling her crazy. Do you see how this increases the intensity of performing. At this point, she has no choice but to energetically give you a reeeeeeeaaally good reason to why it's smart/sexy/whatever to make the decision to own 8 cats.

And that's the goal!

Be creative.

*Think of different ways to get her excited/aggressive with giving you a Good Reason.*

## **Act II: Playing Defense.**

You can learn a lot of subtle tactics for 'building sexual value fast' by watching how intelligent/crafty/playful women have fun toying with the minds of men.

One skill that they are masters at it (and simultaneously responsive to) is 'being the director' (If you remember earlier it was suggest that YOU be the director - and make her the performer)....

Women (and most of the time, without consciously being aware of the dynamics at work) are masters at being the director.

Have you ever a woman just bombard a new guy with a bunch of questions? And the poor guy just answers everything like 'there actually exists a right answer'...

It's sad to see.

I've seen it happened dozens of times. It's happened to me when I was single. It typically happens when the guy really likes a woman.

Here's what happens.

The woman bombards the guy with questions and it seems innocent. To the untrained mind, the guy is about to have his sexual value zapped and he doesn't even realize it. The sad part is she kinda liked him at first....until he proved himself as a Hyper-Performer!!!

Her: So do you come hear often?

You: Every once in awhile (so far everything is fine.)

Her: So are you here to pick up women?

You: If I find the right woman, I might settle down. (notice how he's answering her questions directly like a good puppy waiting for a treat)

Her: Are you blah blah blah?

You: Sure. If the situation blah blah blah blah blah blah blah blah blah blah

Her: Do you always blah blah blah blah blah blah blah blah blah blah blah blah?

You get the point.

He just answers all of her questions directly. He's hyper-performing.

Instead!!!!

### **Act III: Putting It Together**

He should ask her the questions. If she asks him a question, give her a vague funny response. Make her work for it. Be a challenge. Build tension. Give her a reason to wonder. Give her an answer that catches her completely off guard.

Master the art of creating tension and relieving tension.

That's the reason why the hybrid approach is normally going to have a much better effect.

because in the background, the message she hears is:

He doesn't think that was a good decision.  
He doesn't think that was a good decision.

He DOES think that was a good decision!!!!

He doesn't think that was a good decision.  
He doesn't think that was a good decision.

He DOES think that was a good decision!!!!

He doesn't think that was a good decision.  
He doesn't think that was a good decision.

He DOES think that was a good decision!!!!

The mechanism (and structure) of tension is driven by *movement*.

As I stated before, putting your penis inside of her and just holding it there (without movement) does not come close the pleasure associated with MOVING IT (inside of her - in - out - in - out - in - out - in - out - in - out)

If you were to just insert your penis in her (without moving) the pleasure would slowly go away...it would keep melting away until she felt nothing.

It's like her body would adapt to you.

Keeping that in mind, the next time you see a guy on a mission to NEVER offend a woman...a guy who is AFRAID of doing thing (even if it's the appropriate/logical thing to do) because he's AFRAID of an irrational response.

Keep that in mind, the next time you see a guy who just exclusive says nice things (i.e. there's no *movement*)

She's numb to it.

When you create psychological tension, you going back and forth.

To extend the example, let's what could be said next (to create *movement*)

You: What does she know? Don't worry about her (as if you are breaking up a fight between them). They say that [a famous pretty actress] has 10 cats! Let me ask you, why do you like cats? (Hint: She has to answer at this point. And she also can not run

the risk of sounding crazy. And whatever the response is, make her feel good about it. The idea is about making women feel good about themselves. And normally when you challenge her first, it creates enough contrast to make the compliment (and/or release of tension more powerful).

Most people love 'victories' and the idea that we are 'unique' and 'special' in some way...

And we tend to value others who are able to see that in us.

So give her the GIFT of a special feeling by being psychologically more advanced than the average guy.

## Here's the recap:

**Step 1:** Understand how she wants to be perceived

**Step 2:** Challenge her decision making.

**Step 3:** Keep bombarding her with "why did you decide" type of questions (both for good decisions and not-so-smart decisions).

**Bonus Step (for advanced guys) - Create a second layer of movement:** Install an enemy who creates tension (i.e. "my ex thought women who loved cats were unsexy") and then release the tension (i.e. "I read somewhere that 80% of models own cats because....")

Take care!

- CR James