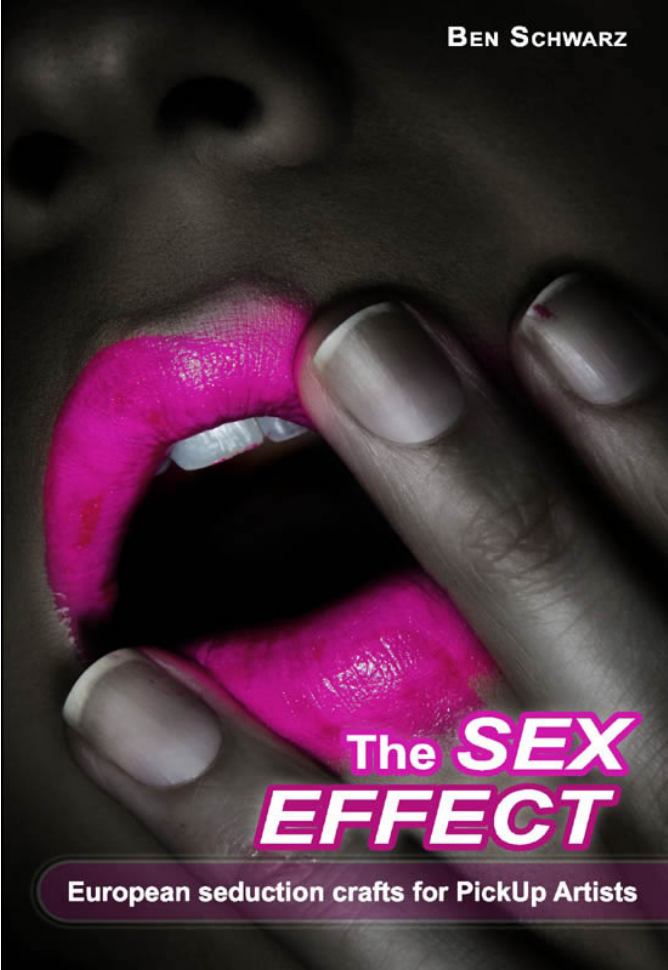


**BEN SCHWARZ**



The **SEX**  
**EFFECT**

European seduction crafts for PickUp Artists



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**The  
Sex-Effect**

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Nearly all rich and powerful people are not notably talented, educated, charming or good looking. They become rich and powerful by wanting to be rich and powerful. Your vision of where or who you want to be is the greatest asset you have.

**Without having a goal  
it's difficult to score.**

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Paul Arden

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## The English version's preface

**I want you to feel good!** The reason I say this is because feeling good is a precious gift we have failed to give ourselves for the last few decades. I would like to give it to you just like I give this gift to the many wonderful women in my life. Far too many, and way too many women, have forgotten how to make themselves happy. Today, the first things we notice when we look into the mirror are the things we dislike about ourselves.

Nowadays it seems that people prefer having a superficial affair rather than experiencing the positive feeling a healthy relationship might give them.

Thanks to living in Austria, the heart Europe as it is called, I have the opportunity of getting to know several cultures and places within only three hours of travelling by train. As much as European countries differ, so do their women. Spanish women, for example, are known for their passion, British women are known for their "joie de vivre" and French women for their sense of romance. When it comes to seduction, they are all the same: They want to be conquered by storm! Show me one woman who doesn't like that! As much as seduction happens by chance, it is well planned at the same time. However, it is not about financial, but about emotional seduction. Not all too seldom does your lifestyle represent who you are. Actually, that's kind of obvious! But to make women happy, all you need is a smart mind and a well trained tongue, rhetorically speaking, of course! The moment you understand that true seduction begins in a woman's mind, this book will help you to give and share the most wonderful moment with the woman of your dreams. If you ask her something, be creative. If you touch her, be firm but sensitive. If you talk

to her, pay full attention, as if there was no one else on earth with whom you would rather like to talk. Give women what they want. A man who knows how to unite his heart's, his mind's and his penis' desires - that's the ticket to a woman's heart! The moment you get used to your new seductive YOU, your behavior will change automatically. You will distance yourself from some behavioral patterns, as well as keeping others because they actually work. You don't need a bootcamp and spend thousands of dollars to achieve your aims. You can get what you want! The only obstacle you have to face is that you really have to want it! Then you can even make it on your own! Instead of making a trip through Europe, you are going to make a trip through yourself.

To become as charming as Europeans, you have to get to know yourself first. This lesson you should have already learned by now. But more important than the question "What in particular makes me European?" is the question "What makes me special?" This book will teach you how to unleash your very own Don Juan inside of you. Although you might not have noticed by now, you, the one who is reading this book, need to make two decisions that will influence your entire life. First, you have to ask yourself what your goals in life are. I can't make this decision for you. I can only show you different options. It's up to you to decide! Second, I hope you don't use your skills to use women. As a "Pick Up Artist", you soon will be able to look underneath people's masks. Do not use your new skills to confuse people. Use them to have fun with them. You are going to notice:

**Your love for women is going to give you so much in return! This I promise you!**

Ben

## Preface

**W**e live in a fantastic time. A time in which knowledge is an omnipresent commodity. Unlike in the past, when knowledge was something only wealthy people were able to obtain, today's information is available to everybody within seconds. Nowadays, we are overwhelmed by the huge amount of information. Hence, the problem is not gaining knowledge but filtering out the information you need.

**Let me do this work for you!** You have this book for a certain reason. I will show you how to become the person you have always wanted to be in a relatively short time. As you expect me to show you the right way I expect something in return: - I want you to be open to try out something new.

You've reached the moment, when you have to start looking at yourself in all objectivity and with a certain distance and ask yourself: Is this really the life I want to live?

Even though your priority is to be successful with women, you'll notice that changing your behavior will also influence other areas of your life in a positive way. That's why you should start thinking in larger dimensions when reading the first pages of this book. After a few weeks you are going to be asking yourself: How could I have been so blind? Be ambitious and set high goals because it's easier to overcome small obstacles when you know it'll pay off big in the end.

You don't have to be afraid of yourself! **There is tremendous potential slumbering within you!** It's just waiting to be discovered, harnessed and unleashed. However, a long-lasting change can only be achieved by

being honest with yourself. **I didn't write this book to help you lie to yourself.** Maybe I'll be harsh to you from time to time, but I only want to encourage you. Should you give in to doubt and maybe even make the biggest mistake, by giving up before you ever start, then be sure to envision your goals clearly in front of you.

**Who never makes a mistake, most likely doesn't do very much anyway.**

It is our goals that motivate us! Thanks to them we keep on going, even though others try to make us believe we won't be successful. Those who give up are "cowards" and will, therefore, always be average. You, however, are going to be someone who doesn't give up and grits his teeth and is confident enough to know that a little is nothing to be worried about, considering the reward you will receive. This attitude can change the world. Men like Mahatma Gandhi, Winston Churchill and Bill Gates shared this attitude.

They did not only manage to win wars with and without the force of arms, but also to accumulate a considerable amount of money with nothing more than an idea.

If they made those things possible, then why shouldn't I believe you can also approach women?



# **Chapter 1**

## **Basics**

## *The modern society*

**O**ur society is sick! Your idea of reality is distorted because of too many schmaltzy Hollywood movies and wrong assumptions, like equal rights between men and women. Men and women are not equal - in fact, they don't want to be equal! Don't get me wrong, I am not implying that it is fair that men receive higher wages than women. This is definitely not fair - like many things in life. However, a lot of what seems to be unfair at first, makes sense and has, therefore, the "right to exist". Let's take the reason you are reading this book for example: the imbalance of power between men and women.

### **Your parents and Hollywood say:**

Buy her flowers.

Ask her out.

Be polite and let her decide.

Make an effort.

Do anything to make her happy.

Our plans miscarry because they  
have no aim. When a man does not  
know what harbor he is making for,  
no wind is the right wind.

---

Seneca

**But I tell you: Be a man!**

Claim what you deserve.

Never ask her out.

Be polite when she deserves it.

Let *her* make efforts.

Help her to make *you* happy.

When reading this, you might wonder whether I am a very selfish person and I'd have to say: "Yes". But I am not more selfish than you or anybody else is!

The most interesting fact about this is that by making yourself happy you radiate confidence and actually have more time to take care of the problems of others. Let's put it like this: Who wants to take advice from someone who can't handle his or her own life?

This is the reason why we have to get to the bottom of today's dilemma. Instead of "real men", society demands "good listeners" who have an emotional understanding and compassion for everyone's problems. Let's be honest, people try to make you believe you should be a little teddy bear. Or more specific, someone who takes care of others first before taking care of himself.

This is widely known as the "buddy" phenomenon. The buddy is always the best friend, but never the lover. He is kept on a leash and doesn't do anything about it. Men like this always blame others and never themselves.



“My friend is just better looking. That is why she won’t go out with me, but with him.”

“My colleague gets along better with the boss than I do. That is why he got the job and I didn’t.”

“It is not my girlfriend’s fault that she cheated on me. I believe her when she says *it just happened*.”

You would be surprised how often women say “*it just happened*”. Imagine *you* would be the “it just happened” guy? What about that? Do you like this idea? The problem is that a lot of men are too attached to women or relationships. The more value you attach to women or relationships, the more complicated it is to have them. The following chart will show you what I mean. The first one shows men who are too attached to women.

### **Your life in a relationship**

**RELATIONSHIP / WOMEN**

You will notice the dilemma as soon as your woman has left you and you don’t find a new one.

### **Your life without women**

It is no surprise, that now that she has left you, you feel empty and become desperate. The more you try to keep her by fighting tooth and nail, the more you will fail miserably. You can easily escape this vicious circle by getting to the root of the problem. The one thing that you have to keep in mind, especially when it comes to women, is to stay cool.

If you get attached too much and too quickly, you'll get bitterly disappointed sooner or later. In order to deal with this phenomenon, everybody who is unsatisfied with himself, his life or at least parts of it, should go out into the big, wide world, and learn how to be happy first!

Unfortunately, only a few people realize that. Imagine how your life would look like:

Further education	Hobby	Leisure time
Family	Time for yourself	Sports
Job	Women	Friends

What would happen if there were no women in your life?

Further education	Hobby	Leisure time
Family	Time for yourself	Sports
Job		Friends

You see, only a fulfilled life makes you a happy person. And believe me when I say that it is of utmost importance to be happy first before you can start thinking of making others happy. A lot of people think the other way round. They cut back on themselves and expect others to recompense them in exchange. But there is no way this is going to happen! First, you become depressed because you realize that your friend's dreams came true, but not yours. Even though our society expects us to believe that thinking of yourself in the first place is wrong, **you should have realized by now, that it is precisely that this kind of egoism, that allows us to be happy.** Once you've pursued your happiness, you can start helping others to become happy.

On top of that, our society wants us to believe that approaching unknown women is wrong and that something bad could happen. Something *will* definitely *happen*. Something unexpected. The worst-case scenario might