

STEVE JABBA

FREE REPORT

10 DEADLY MISTAKES THAT KILL ATTRACTION

The mistakes I saw men make again and again, and what to do about each one this week.

FROM STEVE

READ THIS FIRST

Most men who struggle with women aren't ugly, broke or boring. They're making the same handful of mistakes, over and over, usually without knowing it.

When I ran training sessions, I saw the same ten again and again: in clubs, on the street and on men's phones. Here they are, with one thing to do about each this week.

Fix even two of them and you'll feel the difference. Each one also tells you where to go if you want the whole fix.

Steve

1 BEING THE NICE, AGREEABLE GUY

"I love that." "Oh yes, me too." "Whatever you'd prefer." Half an hour of that, and she's met a pleasant, featureless blob.

Nice isn't the problem. Agreeing with everything is. If you never push back, never have an opinion and never risk a joke, she has nothing to feel. When she says "aww, you're sweet", that isn't a compliment.

> **Do this week:** Say what you actually think, once. If you think Paris is overrated, say so. She can disagree. Excellent. Two people with different tastes have something to talk about.

The full fix: Sexual Tension: the chapter on standards and being a man with opinions.

2 NO SEXUAL TENSION

I've watched men come away from a chat glowing. "She laughed at my jokes. We talked for twenty minutes." Lovely. Did she fancy you? Silence. They know her job, her school and the name of the family dog. They've collected enough information to fill in a mortgage application.

A nice conversation is not attraction. Politeness feels safe, and it keeps you in the same category as everyone else she spoke to that day.

> **Do this week:** Hold eye contact a second longer than feels comfortable, and let a pause sit instead of filling it. The best compliment you can pay a woman is to desire her, and let it show, a little.

The full fix: Sexual Tension: the whole book is about this one mistake.

3 THINKING INSTEAD OF MOVING

You see her. Then your brain writes a fourteen-page risk assessment before it'll let your legs move. By the time it's finished, she's gone.

Thinking is a marvellous activity for your tax return. It's useless in the few seconds before you say hello. Rehearsing lines puts you in your head, which is the opposite of the loose, spontaneous state you need.

> **Do this week:** Before you approach, drop your shoulders, unclench your jaw and slow everything down by ten percent. Then go, before your head starts arguing. It's a rep, not a proposal of marriage.

The full fix: **The Art of the Approach**: my pre-approach routine and the approaching ladder.

4 OPENING WITH A LINE, THEN AN INTERVIEW

There is no perfect line. Men hunt for one for years, then go straight into "So what do you do?" and wonder why it fizzles.

The opener just gets you in. What comes after is what counts, and an interview isn't a conversation. It's a job application.

> **Do this week:** Say something about what's right in front of you, then react to what she says instead of firing the next question. If it starts to feel like small talk, move it on before it goes flat.

The full fix: **The Art of the Approach**: the four ways in, and what to do in the first half-minute.

5 MISSING HER SIGNALS

The craziest thing I saw at training sessions wasn't bad opening lines. It was men who didn't see anything. A woman would look straight at one of them, hold it, half-smile... and he'd walk right past, none the wiser. Opportunity delivered on a plate, sent back to the kitchen.

Most men walk through life with their heads down, eyes on the pavement or their phone. They miss half the women who'd be glad they said hello.

> **Do this week:** Head up, shoulders back, look around. When you catch her eye, don't look away in embarrassment. Hold it, smile, and watch what comes back.

The full fix: The Underground Method: how to tell when a woman is open to talking to you, and how to read the room and her.

6 COMPLIMENTS AND SWEET TEXTS

"You're stunning." "You're gorgeous." She gets that from every man in her inbox, and none of them are getting dates either. A compliment with no edge to it carries no tension at all.

> **Do this week:** If you compliment her, undercut it with a joke so you don't sound like a fan:

> *Annoyingly good photo. Shame about the cat.*

The full fix: **The Texting and First Date Playbook**: spiking sexual tension, sexual not sleazy.

7 TEXTING FOREVER INSTEAD OF ASKING HER OUT

Day one is fun. Day three is "haha yeah". By day six she's replying every few hours, and by week two she's gone. Nothing went wrong. It just went on too long.

Your phone has one job: getting you a date. You're not looking for a pen pal.

> **Do this week:** Ask her out within three to five messages, with a day, a place and a time. "We should meet up sometime" is not an ask.

> *Drink on Thursday? The Red Lion, 7.30.*

The full fix: **The Texting and First Date Playbook**: getting the date.

8 CHASING AFTER SHE'S SAID NO TWICE

She can't make it. You ask again. She can't make it again. So you send a third message, then a fourth, then "is everything OK?"

That's how a man goes from interesting to needy in a week.

> **Do this week:** Ask twice, then stop. A counter-offer of another day isn't a no, so take it. After two real no's she goes on your "possibles" list, and you send her one light ping a week or so later, no question, no ask. Then leave it.

The full fix: The Texting and First Date Playbook: flakes, silence and the possibles pile.

9 LETTING HER PLAN THE DATE, AND NOT PAYING

"Where would you like to go?" sounds polite. To her it sounds like homework, from a man who hasn't got a plan.

> **Do this week:** Pick the place yourself. A relaxed bar where you can talk is perfect. And pay. I always do.

The full fix: The Texting and First Date Playbook: the first date, start to finish.

10 NEEDING HER APPROVAL

Do you actually fancy her? Or do you want her to fancy you, so you can feel good about yourself? They're not the same thing.

The first starts with curiosity. The second starts with an empty cup that she's supposed to fill, by smiling, texting back or saying yes. When she doesn't, you feel robbed. That's how neediness gets in. She becomes a referendum on your self-esteem, which is a miserable job to give anyone.

> **Do this week:** Say hello because you like the look of her, and expect nothing back. Desire is yours. Her response is hers.

The full fix: The Underground Method: my full seminar series and the 250-page Primal Seduction, where I first wrote about this.

THE WHOLE FIX

WHERE TO GO FROM HERE

You've now got the ten mistakes. Most men make four or five of them every week.

If you want the whole fix on paper, my three books cover it start to finish: **The Art of the Approach** (meeting her), **The Texting and First Date Playbook** (getting the date) and **Sexual Tension** (making it more than a nice chat). They're $24 each, or all three for $39.







GET ALL THREE BOOKS FOR $39

If you'd rather learn it the way I taught it in the room, **The Underground Method** is the full seminar series: nine videos, the 250-page **Primal Seduction** and extra drills.

THE UNDERGROUND METHOD, $79.99

Over the next few days I'll email you one of these mistakes at a time, in more depth, with what to do about it.

Steve