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REPORT

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REPORT!

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The Inverse Key-Lock Sequence

Keeping It Normal

began writing this month's report from a casino in Vegas and it couldn't be more appropriate. That's because I've always regarded "game" as a gamble. When you apply dating advice, you're taking a risk. You're purposely doing something outside what you'd normally do because you're hoping for a better result than you normally get.

Often if you apply more "game," you can achieve better and faster results. However, you also run a bigger risk of "messing it up" and losing it all. I over-emphasize the idea of not "over-gaming" for this exact reason: **there's no need to bet big when you're already winning.**

This is also exactly why *Magnetic Messaging* emphasizes NOT texting a girl too much and getting caught up in text conversations. Every time you send a text, you're making a bet. Unfortunately, in the early stages of an interaction, the odds are definitely stacked against you. So you only want to "bet" when it's going pay off for you: **to get a date.**

However, much of *Magnetic Messaging* is designed for "moderately" interested girls. In other words, it's for girls who have SOME interest in you, but aren't head-over-heels in love with you. Think of it as a "medium stakes" gamble.

Now, in *Magnetic*, you may have noticed the copious amount of attention I devoted to "troubleshooting." If you reread the sections that explain how to respond to texts like, "Who is this?" or "What do you look like?" you'll notice the "bets" get a bit riskier. I advocate more emotionally charged language. The jokes get a bit edgier. I'm shooting for a more pronounced emotional response, so I have to go "big."

There's a higher chance of failure, but it's the only road to success. You have to risk it in those situations. You're not going to get a girl out on a date that doesn't remember who you are by just being "normal." You need to go big.

Though, what about when you find yourself in the opposite situation: you're texting a girl who's very interested in you?

Now, for all intents and purposes, sticking to the typical key-

lock sequence is still your best bet. If you applied the key-lock sequence to a very interested girl, you still have a very high chance of success (and often that success will come faster than had you not applied it).

Recently though, I met a girl I liked—a lot. This wasn't a girl I just wanted to fuck a few times or have a casual relationship with. This was a girl who I wanted to make my exclusive girlfriend. I was fully ready to dump the stable of girls I have loose relationships with to devote all my time and attention to this one girl.

Now, that's a situation you do NOT want to fuck up!

As a quick aside, I hope all you guys reading eventually meet a girl you feel this way about. I know every guy comes to dating advice wanting different things, and a few years ago I thought I only wanted lots of casual sex and fun experiences. However, when you meet a girl you consider to be your “perfect 10” in every way, all the casual sex and fun experiences in the world seem sort of trivial.

Whether you have a girl like that in your life or not, it's important you understand this “gambling” analogy and, more importantly, understand when it's better to keep yourself closer to “normalcy.” This is especially true if you're pursuing a girl you want to seriously date and aren't rushing to get her into bed.

In those situations, it pays to be much more normal as you'll ensure success (even if it takes you a little more time). Luckily, there's not much you need to change about your general approach to make this happen. All the concepts in *Magnetic* still apply, but you just need to add back in some "normal person" talk. (In other words, small talk.)

You can think of "lower stakes" betting over text as the middle ground between *Magnetic Messaging* and typical guy texting. If you've ever listened to guys who don't follow dating advice talk about texting, it's usually simply using text as a conversation tool. They ask a girl, "What's up?" or "How's it going?" and usually ask her on a date within the first few texts.

While this is definitely not a good strategy most of the time, sometimes it does pay to incorporate some "normal guy game" into your swag. That'll keep things very smooth, and very low risk. The ideal way to hit this "middle-of-the-road" texting style is by initiating the "Reverse Key-Lock Sequence," which is fresh out of my phone (used on my Perfect 10 dream girl!).

Reverse Key-Locking

The effectiveness of “Reverse Key-Locking” rests on the girl already liking you. And liking you a lot. If you’re confident a girl already has some emotional attachment to you, then you really don’t need to work too hard to pump her emotions. Hence, Reverse Key-Locking is ideal for girls you’re looking to get out on a second or third date.

In this instance, you cut right to the chase and go for the meet up. Let’s look an example text conversation I had (just this morning!):

Rob: Tonight?

Girl: Hey you!

Girl: How’s it going?

Rob: Just finally finished that article on hippies! Need a cute, somewhat nerdy girl to celebrate with

Rob: Know any? ;]

Girl: Hhahaa

Girl: Congrats! Would love to read it. Hippies are so funny! My uncle was one!

Rob: Mine too! Writing that article brought back some nice family memories!

Rob: Anyway, I miss you lady. Lets get together later

Girl: Oh nice

Girl: I have to finish up that presentation I was telling you about

Girl: How about Friday?

Rob: Friday works perfect actually

Girl: Ok great ;)

Notice how minimalist the first text is, simply: "Tonight?" This assumes a lot. It assumes she likes me. It assumes she wants meet up with me. It even assumes that she's (probably) available for a date. I would not send this to a girl who I wasn't sure was attracted to me. (In this case, I'd already been out with this girl 3 times.)

Ideally I was hoping she'd respond, "Okay!" but of course I was prepared for the worst. I shot high, and then adjusted when I didn't get my ideal response. Once she began asking how I was doing, I knew I had to reengage her emotions.

As a quick aside, you will never, ever get to a point where you can simply stop engaging a woman's emotions. As long as you're with a girl, you ALWAYS have to keep her emotionally stimulated. The only difference is that in the early stages, you need to do it more often, and more aggressively (i.e., bet "big").

In this situation, I back-tracked with a tried-and-true text "Looking for a cute somewhat nerdy girl..." (which you hopefully remember from *The 99 Best Texts of All Time*). I drop a little joke, make a little connection, and use that to justify the meet up. Textbook text game, obviously.

Now that I've got her emotionally stimulated, you see she's ready to make a connection ("My uncle was a hippie"; "I want to read it!"). As a general rule, when girls are actively TRYING to make a connection with you, it's a pretty safe bet that they're attracted and you can use less game.

From there, it's as simple as handling the logistics and figuring out a time that you and her can meet. Simple. Textbook. Effective.

Another GREAT opportunity to use a Reverse Key-Lock is to

confirm a date. Don't take anything for granted with women. Keep applying the principles from *Magnetic* no matter how "sure" things seem.

So, for example, the conversation below happened AFTER I set up a date using a traditional key-lock sequence. Notice how the reverse key-lock primes my date and gets her excited to see me (which seriously reduces flaking):

Rob: So in a vain attempt to act somewhat chivalrous I made an 8 o'clock reservation for dinner

Girl: I appreciate it

Girl: Where?

Rob: Little family owned place called McDonalds

Rob: Jay Kay... Matisse on 57TH and 2ND

Girl: Hahah funny

Girl: Thank you for making reservations. Look fwd!

Rob: Me too... see you at 8!

When I met this girl for our date, she told me that she was showing her coworkers my "funny" texts and saying how excited she was for the date. Now that's Magnetic Messaging!

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