

Make Every Girl Want You

Everything from Picking-Up Girls to
Having a Successful Relationship

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- John Fate & Steve Reil

Chapter 1 – A Need to Improve

We were just a couple of average guys. Neither of us is famous nor plays in a band, but we do have college degrees and professional jobs where we make decent money, nothing to give us status mind you. But despite having what some might consider a lot going for us, including the fact that we're decent looking, we weren't getting any women. Sure, we'd meet women; even get a phone number or two. Sometimes it would actually be the right number and she'd agree to a date. One of these women might even turn into a girlfriend. But when this short-term flame burned its course, it was back to trying our luck again.

Trying our luck. Rolling the dice. This was the problem. This was what bothered us so much about finding women: how much connecting with women could be attributed to luck. There was no logic behind why the occasional woman was interested in us, and as logical people we knew there had to be more than chance at work.

What we recognized, as do all males, was that 10% of the guys seem to get 90% of the women. And those 10% on top seemed to fall into 1 of 3 categories:

1. Really good-looking guys
2. Rich guys
3. Famous guys (including local celebrities)

Simple mathematics told us that guys in these categories couldn't have 90% of the women all at once. So, there's always going to be available women. But plenty of available women or not, we still didn't have the attributes of the guys who get all the women in the first place, anyway.

There was someone, though, who really perplexed us: our friend Oscar. We all know a guy like him. Oscar didn't really stand out for anything, and he wasn't even close to being in one of the three stud categories; yet women *LOVE* Oscar. He has an endless number of beautiful female friends and sleeps with many of them. Every girl who knows him wants him.

On Super Bowl Sunday a few years ago, one of us had lunch with a beautiful female co-worker, Kathryn. At one point, Oscar came up in conversation.

Kathryn: "You saw Oscar? I *LOVE* Oscar. How's he doing?"

John: "Good. Let me ask you something. What the hell is it about Oscar? Every girl I know loves Oscar. I don't get it. What is it about him? He's not that great. He sucks at every sport and he drives that crappy truck."

Kathryn: "Honestly, John. You've just answered your own question."

John: "What does that mean?"

Kathryn: "Listen to you. Everything you say is negative. 'What the hell is it; he sucks...'

That's the way you approach everything. Even with me. You're always trying to get attention, cracking jokes. Always insisting that you're heard, but never listening."

John: "What are you talking about?"

Kathryn: "All guys are the same, whether they're rich or good-looking. They're self-absorbed sex fiends. Oscar isn't like that at all. He takes the time to make me feel good about myself, not just boost his own ego. Like last week when I was having a bad day at work, I saw Oscar that evening and he sat and listened to me, asked me questions like he was interested. He reassured me that I was doing a good job at work and that things would turn around."

John: "You've slept with him, haven't you?"

Kathryn: "John! ...Yes."

Based on this conversation, and being fed up with the status quo, we committed ourselves to spending the next year studying Oscar: taking notes on how he moved, how he behaved, how he spoke and how he listened.

We simultaneously committed ourselves to becoming friends with a multitude of women. We would go out with these girls, and watch other guys try to pick them up, some successfully and many unsuccessfully. A year of study resulted in us uncovering three invaluable articles of knowledge for success with women: how girls want to be picked-up, what they're expecting on a first date, and how they want to be treated in a relationship—any relationship.

Armed with this information, we started implementing everything that we had observed and learned. And to our amazement, a fourth guy-who-gets-women category was born: Man of CCR.

Women began responding to us, talking about us, loving us the way they *LOVE* Oscar. And it wasn't difficult. Most of it is obvious once you sit down and

consider why it works. The rest of this book explains to you exactly how to be in this fourth category. We can't teach you to be good-looking, rich, or famous, but we can teach you exactly how to be a *Man of CCR*.

Whether you use the information in this book for a serious or casual relationship is up to you. The bottom line is that these techniques will make you a lot more attractive to women.

Of course, we can't alter circumstance, like whether a girl will be single when you meet her. But this book can alter 2 things:

1. You will meet more women
2. More of these women will really want you

But first, a suggestion before getting too involved in this book and the world of CCR: look for a male friend to start with simultaneously. There are several reasons for this:

- You'll want someone to share stories with, compare notes with, and celebrate with
- You'll want someone to discuss issues with and ask questions of
- You can root each other on and build up each other's confidence

You should probably also read Chapter 9, "Coping with Life as a Man of CCR", before you begin. This will enlighten you to what life will be like once you have mastered our techniques.

After we had mastered these techniques ourselves, we decided that we had to write a book to share what we had learned with guys everywhere. One year ago, this book was published. It has been an incredible year. Since then, we have appeared on dozens of radio and TV shows, and have been the subject of numerous articles. We have also been invited

to teach courses on a monthly basis in both New York City and San Francisco.

Most importantly to us, however, is that we have received hundreds of responses from you. From the men and women who have read the book or taken our courses, and still have questions. We have since revised the book to better answer the questions that you've been asking us. This updated version of the book was written with that in mind. It incorporates improvements based on all of the feedback we've received from you, the future Men of CCR.

We have also received hundreds of testimonials, both from men and women, thanking us. From men thanking us for helping them learn how to pick up women, to women thanking us for saving their marriages. We wanted to share with you the testimonials of Robert, Michael, Lisa, Corey, Roger, and Julia in particular. To illustrate how this book has helped them, and how it can help you.

From Robert, a 34-year-old man who has been married for eight years:

"Our marriage had reached the point where we'd only had sex 3 times in the last 5 years. I wasn't even sure if she still loved me anymore.

I tried a million things, bringing her flowers, taking her out to nice dinners, buying her jewelry. Still nothing. I couldn't even get her to talk about what was wrong with our marriage. Then, a friend of mine got me your book on a whim. He said, 'Hey, Robert. Try reading this. It might help.' And it did, CCR has changed my life!

Not only is our sex life improved, but I feel like, for the first time in about 5 or 6 years, my wife and I actually understand each other. And we enjoy spending time together once again. Thanks John & Steve for saving my marriage."

From Michael, a 19-year-old college student:

"I've never had much luck with girls. In fact, as much as it hurts me to write this, I made it to 19 as a virgin. Don't get me wrong, I've been out on dates. But I guess the problem is that I can never get to the 3rd date, if you know what I mean. I just really had no clue how to behave on a date. I read your book cover to cover, and then went back and read it a 2nd time.

A week later, I was sitting next to this really hot girl in my chemistry class. I struck up a conversation, exactly as you guys instructed. That weekend, I found myself having sushi with her. Only this date was different. It was unlike any date I've ever been on. I could tell that she was actually digging me! I don't think she looked at her watch once the entire time.

Best thing is, I didn't even need a 3rd date, because 3 nights later we went out again and she had sex with me! Thank you. Thank you. Thank you."

From Lisa, a single gal who withheld her age:

"I bought a copy for my friend, Harold. Harold's a great guy. I've been friends with him for 8 years, and let me just say that he has not had much success with the ladies. Which really isn't fair, because he's the world's sweetest guy. Of course, as a woman, I can kind of understand why he doesn't have success with women. But the thing is, as much as I've tried to explain it to him, he just doesn't get it.

So I heard you guys on a radio show, and decided to buy your book for him. You

guys said in 150 pages what I haven't been able to get Harold to understand in 8 years! Harold just has so much more confidence now. I can tell when I'm around him that he actually, finally, feels comfortable interacting with women. Sure, he's not a walking, talking babe magnet, but he's so much better off.

In fact, I recently introduced him to a couple of my female friends, who have both since asked about him. I mean, *my* friends – asking about Harold? That just doesn't happen! I'm almost starting to get jealous! Thanks guys, for a great book. I think every girl should buy it for her platonic male friends!"

From Corey, a 25-year-old professional:

"It's been a few years since I graduated from college. I have a good job and live in the city now, but man it's so much tougher to meet women than it was in college. In college, there were girls over at the frat house all the time. It was so easy to hook-up. Now, I can't even figure out where to meet women, let alone hook-up.

I ordered your book, and read it cover to cover in an hour. I discovered that my main problem is that I was looking for girls in all of the wrong places. Great book, guys— thanks a ton. I've already told all of my friends about it."

From Roger, who is 37 years old and divorced:

"I finally understand why my first marriage failed. And let me tell you, until now I was clueless. I read your guys' book, because I'm single now. And I really read it for tips

on where to meet women. But what really helped me is that you pointed out every single thing I did wrong in my first marriage.

I'm dating someone now, and I definitely want to get married again someday. I don't know if it'll be to her, but I feel like I finally know what it will take to make a marriage work. I would recommend your book to any guy who wants to make his second marriage work."

From Julia, who is married—happily now—and requested that we not print her age:

"I've been trying for years to get Bill to read 'relationship books.' But I haven't been able to get him to read a damn one. I saw you guys on TV, and figured—what the hell—I'll get your book, basically as a last resort. I gave it to Bill, and he read the entire thing that night.

Afterward, he came up to me, gave me a big hug, and said: 'Honey, I have 2 things to tell you. #1: I want you to know how beautiful you are. And #2: I'm sorry I haven't told you that in 13 years.'"

There are two essential elements illustrated by these testimonials. The first is that the book helped each one of these individuals in a different way. The second is that the book was successful for them because it helped break down preconceived notions and old stereotypes that were impeding their success with the opposite sex.

Over and over again, we are amazed to find that although we receive many of the same questions from readers—as you will read later in the book—what they take away from the book is a very individual thing. And

the reason for this is simple: we all focus our attention on different things.

For example, when we started studying Oscar, we'd see him do something and say to ourselves, 'Hey, I do that. Why don't I get all the women he does?' But then the next day he'd do something we would have never done, and we'd realized that the whole was certainly greater than the sum of its parts in this case.

In other words, we're all doing some of the right things, just not all of the right things, because for whatever reason one aspect of dating holds more importance to us over the other. And ultimately we spend so much time concentrating on this that we can't let go and expand our line of thinking. What is clear is that we need to expand our way of looking at dating and relationships, and attempt to arm ourselves with the entire package. The CCR package.

What we also realized was that not only do you need the whole package, but you also need to break down many of your preconceived notions about what women want.

For example, women don't want jerks. They want guys who are compassionate and provide them with reassurance. Women don't want expensive presents and fancy dinners; they want intimacy and understanding.

When we were studying Oscar we kept saying to ourselves, 'I can't believe he's using that approach; he's going to fail for sure.' But he would always prove us wrong, and he succeeded in showing us the right way. And with this book, we think that we can pass this knowledge on to you, as we have to so many already.

Let's move on and examine what precisely we mean by CCR.