

CHAPTER X:

HOW TO TURN YOUR “CRUSH” INTO YOUR GIRLFRIEND

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GETTING OUT OF THE FRIENDZONE 101

Female friends and acquaintances

Up to this point, we’ve discussed how to attract women you’ve just met—whether through cold approach or dating apps.

We will now turn our focus to getting girls you already know...

This includes:

- girls you’re friends with
- girls in your social circle
- coworkers
- classmates
- girls who previously rejected you, but who you still see from time to time
- ex-girlfriends who you still interact with

The common denominator in all these cases is that you’re dealing with a girl who has a *pre-existing impression of you*.

Blanks canvases vs. dirty canvases

Girls can be divided into two categories:

1. Blank canvases
2. Dirty canvases

New girl = blank canvas

When you cold approach a new girl, you are in the privileged position of working with a *blank canvas*.

The girl knows nothing about you, and has no preexisting impression of you.

You can then use the techniques in this book to frame yourself as a high value man, which makes her attracted.

Female friend or ex = dirty canvas

But with a girl you already know, you're not starting from a nice clean slate.

Where you are concerned, she is a *dirty canvas*.

Meaning, her mind is full of **memories** of you, on the basis of which she's already formed an **impression** of the type of guy you are.

And in most cases, that impression she has formed is usually *not a good one* in the context of making her sexually attracted to you.

KEY CONCEPT:

It's much easier to create attraction with a new girl who doesn't know you than it is to change a pre-existing impression.

PRACTICE ON GIRLS YOU'LL NEVER SEE AGAIN

If you're new to success with women, and you haven't gotten good at using these techniques yet...

I strongly recommend that you **DO NOT** try to use them on girls you already know.

The reason for this is two-fold.

First, as I've just mentioned, it's much harder to seduce a girl with a pre-existing negative impression of you than it is to get a new girl from scratch.

But second, if you practice these techniques on girls you'll see again before you've fully mastered them, there's a high probability you'll mess them up.

If you mess up with some random girl in a bar and she gets offended or thinks you're weird... there's absolutely zero real world consequences.

But if you mess up with a chick from office, or a long-term friend—that has permanent consequences.

You may get a reputation for being “weird” or desperate in that social circle.

NOT GOOD!

Practice on girls you'll never see again

It is for this reason I stress that *until you've mastered them*, you must only practice the techniques in this book on girls you'll never see again.

That means women you approach at bars, clubs, or on the street.

It means chicks you meet through online dating.

These are all excellent ways to practice.

Because even if you screw up and embarrass yourself, **there'll be no negative long-term consequences**, since you're never going to see that girl again.

KEY CONCEPT:

You cannot do something the right way until you've done it the wrong way.

Practicing these techniques on women, and getting them wrong, is an essential part of the learning process.

You learn by making mistakes

You don't learn how to do something like "push/pull" by doing it well.

You learn by doing it *badly*... messing up... getting negative emotions from that... and then **re-calibrating**, so you do better the next time.

It's like learning to walk when you're a baby

You learn *balance* only by falling over a bunch of times.

Only after you've fallen over multiple times do you get the necessary "balance" to walk like a pro.

Now—imagine that you had a son who was learning to walk.

Would you want him to practice walking in the safety of your home?

Or would you want him to try learning to walk over the edge of a live volcano?

This is kind of how I feel when guys who have absolutely no idea what they're doing yet ask me how they should go about using these techniques to get one of their female friends, their long-term crush, or a woman at their office.

Don't do it!

The risks are too high.

Practice these techniques in "low stakes" situations

Master the techniques in this book by using them on women in low-stakes situations, such as cold approach and online dating.

Then...

Once you've actually gotten kind of *good* at this...

Then you can take it back to your “home turf” and use it on female friends, coworkers, etc.

And in many cases, it will actually work better on girls you already know.

But only if you do it masterfully.

So if you don’t feel confident you can use these techniques *masterfully* yet...

Then don’t risk using them on women who you’re going to see again.

HOW TO “PSYOP” YOUR FEMALE FRIEND OR EX GIRLFRIEND INTO FALLING IN LOVE WITH YOU YOU

The following is advanced.

As I’ve warned you above, I do not recommend trying to use these techniques on a girl you already know *unless and until* you’ve practiced using them on dozens of other women first.

However...

IF you’ve reached a point in your progress where you’re now consistently able to generate attraction in most or all of the women you meet...

Then you can now turn some of these techniques onto girls in “higher stakes” situations, such as female friends, coworkers and ex-girlfriends.

Here are a few examples of how to adapt the five attraction-building techniques you’ve already mastered for use on women you already know:

FRIENDZONE BUSTING WEAPON #1:

SUBVERSION

Use push/pulls to “tingle” her emotions and get her reacting to you

The first technique for building attraction with a female friend, coworker or ex is **push/pull**, or what I have labeled **Subversion**.

Subversion is about using ridicule and mockery to undermine a girl's frame that she's “better than you”, while triggering her to chase your validation.

Examples of “pushes” you can use on a female friend:

- Go over the top. Exaggerate her virtues and beauty in a way that is obviously insincere, e.g. “you're a supermodel!” etc.
- Give her compliments in a tone of voice that is sarcastic or patronizing, e.g. “oh wow, I *love* your X” (where X = her hairstyle, bag, shoes, or some item of clothing she's wearing that you actually think looks ugly)
- Use “you look good today”
- Use “you're fired”
- Lightly swat her with something (e.g. a laminated menu)
- Damn with faint praise. “You actually look... *somewhat* cute today.”
- Disagree with her. If she says she likes X, say “I hate X” in a completely deadpan voice. On the other hand, if she says she hates X, tell her that you love X. (Example: “What's your favorite color?” “Blue.” “I hate blue.”)

- Offer to hire her for some menial task like cleaning your apartment or being your secretary (then immediately fire her)
- Compliment what she's wearing, but then say "huh that's weird, I just saw two other girls today wearing that same outfit... it *is* nice though." (then immediately change topic)
- "You know what Sally? I don't care what other people think about you, you're alright in my book."

Once again, I want to reiterate:

Do not use pushes like these on a female friend until you've fully mastered using them on random girls at bars, etc.

There's a *lot* of room for error when learning push/pull.

So don't attempt it on a girl you know until you're very confident in using it, to the point where it's almost second nature to you by now.

FRIENDZONE BUSTING WEAPON #2: EXAMINATION

Put her on a "point" system

Give her points when she does something good, e.g. "5 points for Katherine!"

Take points away when she does something bad.

Be patronizing and condescending.

Use "good girl."

Tell her "good job!" when she does something easy, like tying her shoelaces successfully.

Treat her like she's your ret***ed niece...

FRIENDZONE BUSTING WEAPON #3: CONFUSION

Deviate from the expected script

Never give her a straight answer to any question she asks you.

If she asks how your weekend was, make up some obviously fake bullshit story.

For example, you can tell her you just found out you got a girl pregnant.

Act serious and pretend like you're going through a personal crisis, and you don't know what to do about this pregnancy.

When she's extremely invested in this plot line, pull the rug out from under her by saying, "I'm just fucking around, none of that happened. Anyway—" then change topic.

Make up fake plot lines and lead her on for hours without letting her know if you're serious or not.

Toy with her and tease her incessantly.

Never tell her the truth.

Refuse to be serious.

Tool her constantly.

FRIENDZONE BUSTING WEAPON #4: VISUALIZATION

Approach other girls with her on your arm and pretend she's your wife or girlfriend

Make up roleplays where the two of you are a couple.

For example, if you're at a bar with her, approach new girls with her on your arm.

Introduce her as your "girlfriend" or "wife", or tell people that you're incestuous cousins and you just knocked her up.

What makes this strategy so nice is that it's win-win.

The girl you approach will be way more receptive to you, because you have a girl on your arm.

(This is called a "pivot" in the PUA community. It's known to be most rejection-proof way of approaching a girl there is, because hot women will never reject you if you come up to them with another girl on your arm.)

At the same time, your friend will get jealous (and maybe even a little turned on) when she sees you approaching other girls in front of her.

Warning: use this technique with caution. If you're not careful, you might end up having a threesome.

FRIENDZONE BUSTING WEAPON #5: INVERSION

Accuse her of hitting on you. Misinterpret everything she does as her wanting you.

Finally, when there's enough sexual tension between the two of you that it's clearly palpable, blame it on her.

If she's staring into your eyes with dilated pupils,²² move your head forward slightly to kiss her. But then pull away before she has a chance to kiss you back, and say things like:

- *"No, no, we're friends, we can't do this..."*
- *"It's wrong..."*
- *"We shouldn't be doing this..."*

Steal her frame

Preempt her likely objections by using them against her first.

Tell her things like:

- *"You're a nice girl..."*
- *"We're just friends."*
- *"Nothing's going to happen between us, you realize that right..."*

The combination of **physically escalating** while **verbally pushing her away** will create an intoxicating emotional reaction inside her.

It will also allow you to **test the waters** and see how physical you can get with her before she becomes uncomfortable.

²² Dilated pupils are a clear indicator of arousal. If a girl is looking in your eyes and her pupils are big, it's usually a good signal she'd be receptive if you kissed her.

For example...

If you move your head close to hers (pull) while saying “we shouldn’t do this” (push), but she jerks her head away because she doesn’t want to kiss yet...

Well, since you said “we shouldn’t do this”, it makes it seem like you’re actually the one who cut things off before she did.

It creates the illusion that you may have actually rejected *her* first.

On the other hand, if you move your lips close to hers, say “we shouldn’t do this”, and she **DOESN’T** move her head away but keeps staring at you intently... then you can simply kiss her.

KEY CONCEPT:

Physically pulling while verbally pushing is a low-risk way to “test the waters” and see if a girl’s responsive without risking rejection.

FRAME CONTROLLING A FEMALE FRIEND OR EX

These are just a few ideas for how you can use the attraction and frame control techniques we’ve covered in this course on a female friend or ex.

Ideally, however, **you won’t need to approach seducing her in a “structured” way.**

Practice these techniques and get good at using them on girls you meet through cold approach and online dating.

That way, they’ll become **second nature** to you...

And using things like “push/pull” or “misinterpretation” will simply be something you do naturally, without having to think about it.

When that happens, you'll start naturally communicating in an attractive way with all your female friends, coworkers and exes without trying to do so.

It's not something you have to force or consciously think about.

Teasing girls is just something you do on "autopilot", because you've got so much positive reinforcement from acting this way that it's inherent in your personality at this stage.

At that point, you'll very easily be able to create attraction in any girl you know, as soon as you desire to do so.

So don't take your eye off the ball.

Your aim right now should be to master these techniques and practice them on as many girls as possible until they become second nature to you.

When that happens, you'll inevitably be in a position where many of the girls in your life right now (friends, coworkers, exes) are actually hitting on you first.

You may even find that *you're* the one who has to start putting *them* in the friendzone, rather than the other way around....