



Finding Your Niche

Make Meeting Women Easier

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INTRODUCTION

When a man first makes up his mind to start meeting more women, it can be daunting. There's so much to learn; where do you begin?

Let's start with a basic one: one of the biggest factors in success is being confident that you can **achieve** that success.

Most men lack clarity. They never took the time to decide exactly what they want. But the men who **have**, the men who know what they want, they possess some great traits when it comes to meeting women: confidence, decisiveness, and certainty – all qualities very attractive to the opposite sex.

Also huge is comfort: how comfortable you are with certain kinds of women, certain kinds of venues, certain kinds of situations – all this has a colossal impact on how successful you are.

Those two factors together are what this mini-ebook is about, and following the advice here will make improving your skills with women and achieving success happen easier and faster. We're going to remove two of the biggest obstacles in front of you: lack of certainty and lack of familiarity. We're going to narrow it down and get you focused on precisely what you **really** want.

Whether you're reading this as an experienced lover of women, or you're just beginning your journey of bringing the women you want into your life, you can benefit from the information contained here. I hope you'll read ahead and know you'll get a lot out of it – let's help you find your niche!

CHOOSING YOUR TYPE OF GIRL

If you ask the average guy what kind of girl he likes, or what he looks for in a woman, he'll sputter and spit out something like, "Well, I like brunettes with a pretty face and a nice body." That doesn't really narrow it down much... and it also communicates that Mr. Average Guy has almost NO standards – he'll take anyone so long as she's a brunette with a pretty face and a nice body.

Women, however, prefer men who have standards more exact than their looks, for a good reason: men who are more experienced with women tend to have more exacting standards. Your standards communicate, to an extent, how successful you are with women.

The other extreme is true as well, though you'll see it less often. Sometimes you'll meet guys who have standards that are far TOO precise, like, "She has to look like an Italian supermodel, cook traditional Greek food, have a Ph.D., enjoy read *The Wall Street Journal*, and play a woodwind instrument... or no thanks, I'm not interested." These guys communicate that they're far too uptight with their overly specific standards that no woman can hope to meet.

The guys with over-specific standards tend to be pretty inexperienced with women too, and expect a lot of unusual and extremely rare traits to be present before even CONSIDERING a girl, usually because they have unrealistic expectations of what courting a girl and having a relationship are about. With more experience, they'd almost certainly find that they really could care less about most of those standards if they meet a girl who's TRULY amazing. In other words, they tend to communicate that

they have yet to figure out what they really want.

So there's another good thing that standards do for you, besides making you more attractive – they help you to decide more conclusively **WHAT** kind of women you're attracted to, which will allow you to tailor your game more towards the kind of women you like and make success with those women easier for you to achieve.

Below are a few examples to show you what I mean.

Example 1: Samir likes girls who are calm, intellectual, and down-to-earth. He prefers his women to be educated and career-driven, and he likes women who enjoy theater and art. He's most attracted to tall, slender women with fair skin and blonde or red hair.



Example 2: Joey likes girls who are fiery, passionate, and energetic. He likes his women practical, though a little bit of a dreamer is ok with him. He is enchanted by women who are well-traveled, especially women from other countries. He's most attracted to women with an hourglass figure – a slim waist and shapely bust and butt – and

prefers fairly dark-skinned Latin, Mediterranean, or Southeast Asian women.

To help you narrow it down, here are some questions for determining what YOUR type is. Do you prefer women who are

PASSIONATE or CALM?

PRACTICAL or ARTISTIC?

INTELLECTUALS or DREAMERS?

TALKATIVE or QUIET?

INDEPENDENT or DEPENDENT?

STRONG or SUBMISSIVE?

MODERN or TRADITIONAL?

ATHLETIC or NOT?

ARTISTIC or NOT?

WELL-TRAVELED or NOT?

What HAIR COLOR do you like?

What SKIN COLOR do you like?

What BODY TYPE do you like?

Do you prefer to a girl who wants to PARTY on a Saturday night, or would you rather a girl who prefers to STAY IN?

What you'll find once you have set your standards and know what they are is that the kind of woman you're most attracted to will tend to be very attracted to you, too, because she can tell that your interest is strong, sure, and genuine.

HOMEWORK ONE: Your Type

Using the questions above to start, figure out what type of woman you're *most* attracted to. Make up your own and select qualities you look for as well. Keep them sufficiently broad – but if you want to throw in one or two specific qualities, such as a girl who dances ballet or who is pursuing a certain degree – that can help lend some specificity to your search.

CHOOSING YOUR TYPE OF VENUE

Now we have a better idea what kind of girl you like. The next step, of course, is where do you find these girls?

The first place that will spring to most men's minds is bars and nightclubs. These are venues that people go to to be social: they come to see and be seen, to drink alcohol – a social lubricant – to make new friends, meet potential mates, hook up, party. Bars and nightclubs are a great place to meet women and are always worth a look.

There are other places that are great too, like big, chain bookstores (think Borders or Barnes & Noble), grocery stores (especially health-conscious chains like Whole Foods and Trader Joe's), and large university campuses. Walking around downtown in your city is a great way to run into scads of women, and if you live in a beach town, never forget to hit the beach and talk to some of the cuties soaking up the sun.

SIDE NOTE: if you live in a small town, or a sleepy little hamlet, or a city that has a low population of young, attractive women, or even a city that has a lot of women but not a lot of YOUR kind of women, consider relocating. Remember, women are one of the most amazing things in life, and very likely one of your biggest concerns, right up there with work and family – you'll always do better somewhere where your options are plentiful. Young single women abound in cities – if you look at small towns, you'll almost universally find the attractive women leaving town when they come of age and moving to a city. If your objective is meeting women, cities are always going to be your best bet. There are

simply a lot more women to meet and choose from.

It may be that you're already familiar with all of your town's hang outs. But let's say you're not. Here's the first step:

DO SOME HOMEWORK. First thing's first, you need to know where to go. Ask your friends where they like to go and why; ask people you meet who seem cool; go online and search for venues of the type you're interested in; read reviews on them (for bars and nightclubs). Write down names and addresses of places that sound interesting. Yelp.com can be a big help in find what people think, and there's typically a couple of websites devoted to presenting information on the local hotspots in every city -- check Google, or TripAdvisor.com.

GO EXPLORING. Next, you'll need to visit each of these venues and scope them out, preferably at some different times, too. Are the kinds of girls you like there? What times of day are they there?

START GOING. Now that you know where you need to go, you need to start spending time there, talking to people and meeting women. Schedule it into your day / evening so that you won't skip it or put it off until later. Make it something you **HAVE** to do, whether you're tired or nervous or **anything**. Force yourself out there.

That last step is incredibly important. You need to be out there and you need to get familiar with the venue. I don't care if you're at a lounge or a coffee shop or a strip joint, the more time you spend there, and the more familiar you become with both the venue **AND** with meeting people **IN** the venue, the more confident and successful you will be there.

Kinds of Venues: there is a wide variety of venues to choose from. Before you decide for sure what kind of venues you want to

focus on, I'll give some details on each, along with the plusses and minuses.

Daytime Venues: daytime venues come with three strong, intrinsic advantages: there's virtually zero competition; you'll meet all kinds of girls (only a small subset of women goes to bars and clubs regularly); and you'll often be one-on-one with a girl from the start of the interaction and can quickly have what's pretty close to her undivided attention. Daytime also has two distinct drawbacks: it can be more difficult to find good quantities of women to talk to, unless you're in a very busy area; and because it's not an intrinsically social environment, many men feel more anxiety about meeting women here than in crowded nighttime venues.

Overall however, you can meet some great girls during the daytime whom you might never meet at a bar or club, and they'll generally be a bit more receptive than compared to nighttime, when they're being approached by other men much more frequently.

Stores / Shopping Mall: you'll find women shopping, eating, and generally milling about, wandering from store to store in shopping malls and on busy shopping streets. Often you'll find them by themselves, and often they're plentiful.

Coffee Shop / Cafeteria: here you can meet women while waiting in line, or by sitting with a girl who's already seated – ask her if the seat is taken and, if not, join her!

Bookstore / Library / Computer Lab: easy to have conversations here. It's calm, quiet, and girls are almost always by themselves.

Street: running up to girls to say hi and telling them you think they're cute and following that with an introduction is a great way to meet girls on your way to wherever you may be going.

Transportation: the optimal situation is to start a conversation

with a girl before she boards the train or plane or bus you're both waiting for, keep the conversation going as you board, and sit together. Then, you're in real good shape. Keeping the conversation going during the transitional stages (i.e., getting onto a train from standing outside) is critical to make sure the connection stays unbroken and you sit together.

Nighttime Venues: nighttime venues offer the advantage of being places where large numbers of attractive single women gravitate to for the express purpose of having fun, meeting new people, and hooking up. The disadvantages of these venues are that you'll face much more competition than in the basically competition-free daytime venues, and because of the sheer number of needy men they run into, women tend to have their guard up.

Bar: lots of variety in bars. You have college bars, Irish pubs, salsa joints, all kinds of places. Bars tend to be more brightly lit than nightclubs, and are more conducive to talking.

Lounge: people generally come to lounges to lounge – to chill, relax, and stay low key. Lounges tend to have the most seductive atmosphere, and are often good places to take girls to when you leave bars and clubs with them if they're not ready to head home with you just yet.

Nightclub: nightclubs tend to be big, loud, and impersonal. People are here to party HARD. You'll want to be in a high energy state meeting girls here – that means you'll want to be loud, dominant, and decisive, even more so than you usually would be.

Street: street game at night can be a lot of fun. The best time for it is after the bars and nightclubs close. At this time in the night, girls will be quite often feeling emotional extremes – upset if they had a bad night; relaxed if they're a nightclub pro; horny if they had a sexy night but didn't go home with anyone. Lots of girls aren't ready for the night to be over

when the venues close – use that opportunity to invite them back to your place for a nightcap or an after party.

That's just a small selection. But it gives you an idea of what you can do and where you can go to meet women.

So is your favorite kind of girl the kind of girl who spends a lot of time in bookstores? Does she like reading and learning and sipping on her coffee?

Is your favorite kind of girl the kind of girl who loves to go to bars with groups of her best girl and guy friends?

Is your favorite kind of girl the kind of girl who like to chill at lounges, or party at big clubs?

Figure that out, and meeting your kind of girl will become a lot easier. Once you know where you want to start looking, you've helped yourself to narrow it down and increase the percentage of the time you run into women you want.

After you've found some good venues, try to visit each of them at least once every two weeks. Visit once a week or more if possible. Once you've visited a place often enough, you'll get a solid degree of comfort there that allows you to more easily relax and focus on enjoying yourself and meeting new people and new women.

HOMEWORK TWO: YOUR VENUES

Using the lists above as a starting point, ask yourself where the kind of women you want in your life tend to spend their time. Then figure out where the places like that are around you, and begin frequenting them.

Visit at least three new venues in the next week, and spend at least an hour in each. If you like them, stay longer.



BRINGING IT TOGETHER

So now you've got a firmer handle on the kind of woman you want. And you've got a good idea where to start looking to meet those women, and you're about to start or already have started visiting those venues.

To bring it all together and start having success, all you have to do now is go to these new places and enjoy yourself. Enjoy the venues for what they are -- fun, interesting, different, unique, whatever traits each venue has. In nighttime venues, make sure you like the music and thoroughly explore the layout. In daytime venues, enjoy the food or the clothing or the ambiance.

Become an explorer! Enjoy discovering these new places in your hometown, places you've never been before or maybe never considered going.

View every venture out of your home and into the world as a new adventure.

Meet people. Talk to the people around you -- men, women, whomever. That will get you into the social mood you want to be in, and get you comfortable with meeting new people in your venues of choice. Talk to everyone and make the place your own.

Your number one priority is to enjoy yourself.

With a little time, you'll find these venues, once perhaps a little intimidating, really grow on you and feel like a second home. You feel comfortable going there, comfortable meeting people there, and start enjoying yourself naturally whenever you're present.

You'll have a home base -- a place you can always go to have fun and meet the women you want to meet!

This is straightforward to do and there's no requirement to learn anything new. All YOU need to do, today, right now, is figure out what you really are attracted to in women, and where you can go to meet those women you're attracted to.

Then start going.

Thanks for reading,
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