



# MASTER THE BODY LANGUAGE OF ATTRACTION

ATTRACT THE LOVE YOU DESERVE



W O R K B O O K

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## ABOUT KATIA LOISEL

Katia Loisel is an internationally recognised Dating, Relationship and Body Language Expert, Founder of The Love Destination and host of the new TV series French Kiss: The Art and Science of Kissing, airing in 2018. She is the co-author of How To Get The Man/Woman You Want and has conducted a widely published five-year global study into dating and mating patterns. Katia has also produced a "How To" series on dating and kissing that received over 12 million views on YouTube alone.

Katia's broad knowledge on relationships and nonverbal communication has made her a sought after a media commentator, brand spokesperson and host, who has been interviewed over 1,000 times by media outlets worldwide, with regular segments on TV, in print and on the radio. She has also analysed the body language of countless celebrities and politicians in Australia and overseas.

Katia is also dynamic speaker and trainer, delighting, engaging, motivating and educating audiences. She has designed and conducted over a hundred keynote speeches, workshops and seminars and worked with thousands of people, helping people to tap into their inner body language expert, transform their relationships and attract the love they deserve.

She loves what she does and it shows: her vibrant, vivacious, bubbly personality, spot on analysis, content and expertise making her a hit with the audiences and the media alike. Katia is passionate about love and is on a global mission to help conquer loneliness, and inspire and empower women through everything love.

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STEP 1

# BODY LANGUAGE AND FEAR

## LESSON 1

# NON-VERBAL LEAKAGE

Whether you're trying to get a job or that cute guy or girl to ask you out, the no. 1 thing that will stop you from getting what you want is your body language.

Our bodies shoot off over 10,000 stimuli per second, it's our non-verbal leakage, and whether you like it or not, what you really feel comes out.

So what does your non-verbal leakages say about you?

## EXERCISE

### WHAT SIGNALS ARE YOU SENDING OUT?

1. If someone who didn't know you saw you walking down the street, how would they describe you; open and approachable or unapproachable?
2. Do you smile and make eye contact with people you don't know, and say "Hi"? Or do you avoid eye contact or walk the other way?
3. Are you easy to get to know or are you hard work?
4. What would you like your body language to say?

Knowledge is power and understanding body language and how it affects how you feel and interact with others has substantial benefits both for business and pleasure.

The first step is to mastering the art of body language and more aware of your own body language, what you do / how you react, when you do it and why. This will allow you to better understand yourself and others and change how you respond in situations and how others perceive you.

### WHAT SIGNALS DO YOU GIVE OFF WHEN:

- ♥ You're nervous;
- ♥ You're at work;
- ♥ You meet someone for the first time;
- ♥ You're with your closest friends.
- ♥ You're attracted to someone;

## WHAT HAPPENS TO THE FOLLOWING WHEN YOU'RE NERVOUS?

Eye contact and smiling

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Facial expressions

---

---

Posture

---

---

Gestures

---

---

Breathing

---

---

Vocal Pace, volume and tone

---

---

Do you move toward or away from people?

---

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Are you open or closed?

---

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Do you find it easy or difficult to maintain a conversation?

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How do you see yourself?

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How do you feel?

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How long do you take to warm up?

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# WHAT HAPPENS TO THE FOLLOWING WHEN YOU MEET SOMEONE FOR THE FIRST TIME?

Eye contact and smiling

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Facial expressions

---

---

Posture

---

---

Gestures

---

---

Breathing

---

---

Vocal Pace, volume and tone

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---

Do you move toward or away from people?

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Do you find it easy or difficult to maintain a conversation?

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How do you see yourself?

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How do you feel?

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How long do you take to warm up?

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# WHAT HAPPENS TO THE FOLLOWING WHEN YOU'RE REALLY ATTRACTED TO SOMEONE?

Eye contact and smiling

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Facial expressions

---

---

Posture

---

---

Gestures

---

---

Breathing

---

---

Vocal Pace, volume and tone

---

---

Do you move toward or away from people?

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Are you open or closed?

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Do you find it easy or difficult to maintain a conversation?

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How do you see yourself?

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How do you feel?

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How long do you take to warm up?

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## WHAT HAPPENS TO THE FOLLOWING WHEN YOU'RE AT WORK?

Eye contact and smiling

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Facial expressions

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Posture

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Gestures

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Breathing

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Vocal Pace, volume and tone

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Do you move toward or away from people?

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Are you open or closed?

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Do you find it easy or difficult to maintain a conversation?

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How do you see yourself?

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How do you feel?

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How long do you take to warm up?

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## WHAT HAPPENS TO THE FOLLOWING WHEN YOU'RE WITH YOUR CLOSEST FRIENDS?

Eye contact and smiling

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Facial expressions

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Posture

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Gestures

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Breathing

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Vocal Pace, volume and tone

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Do you move toward or away from people?

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Are you open or closed?

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Do you find it easy or difficult to maintain a conversation?

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How do you see yourself?

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How do you feel?

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How long do you take to warm up?

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## LESSON 2

# CHANGE HOW YOU FEEL

Our emotions and body language, facial expressions and breathing are directly linked. While emotional changes directly effect our respiration, facial expressions and body language, changes to our physiology also directly impacts our emotions.

You can quite literally change how you feel, just by changing your body language.

## EXERCISE

Now, I'm not going to lie. This is going to feel a little strange. But this technique works and will help you to develop a muscular, auditory and visual memory of each emotion. Helping you to better understand yourself and others.

So how does it work?

Run through the following emotions exaggerating (and I mean really exaggerating) what happens to your body language, facial expressions, posture and breathing for each and hold for 2 minutes.

Really push the envelope and when you think you look really silly, exaggerate another 10%.

## EXAGGERATE THE SIGNALS YOU GIVE OFF WHEN:

- ♥ You're scared;
- ♥ You're sad;
- ♥ You're happy;
- ♥ You're angry;
- ♥ You meet someone for the first time;
- ♥ You're confident.

## REALLY EXAGGERATE CHANGES IN YOUR:

- ♥ Posture (open or closed);
- ♥ Facial expressions;
- ♥ Breathing;
- ♥ Tension;
- ♥ Eye contact and smiling;
- ♥ Use of gestures.

## LESSON 3

# FEAR

How many times have you talked yourself out of approaching someone or avoided eye contact because you believed that you weren't good enough and thought they wouldn't be interested?

You're not alone.

The reality is most people find the thought of making the first move when they're attracted to someone just a little scary if not downright terrifying.

## WE CONDUCTED A 5 YEAR GLOBAL STUDY OF 1,500 SINGLES AND FOUND THAT:

78% of men and 88% of women admitted to feeling nervous when approaching the opposite sex, particularly when they're with a group of friends. 51% of men and 52% of women found the thought of going to a job interview less intimidating.

## SO LET'S TALK ABOUT FEAR

If you're human, you're going to experience fear. Fear is normal, it's a protection mechanism designed to keep us safe. But it doesn't need to rule your life or your relationships, because FEAR is just a matter of perception. It's not real.

Fear is often explained with the acronym:

### FEAR:

**F**ALSE

**E**VIDENCE

**A**PPEARING

**R**EAL

It appears real, because you've told yourself it's what you fear, and your body acts accordingly, pumping your system full of 'fight and flight' hormones whenever you get a stimulus. That's why something that sends shivers of fear down your spine can be a thrilling and enjoyable experience for the next person.

## 6 STEPS TO OVERCOMING YOUR FEARS

1. Acknowledge that you have the power to overcome your fears.
2. Take baby steps.
3. Change what you focus on.
4. Ask yourself empowering questions.
5. Replace your limiting beliefs with more positive beliefs.
6. Don't take rejection personally.

## EXERCISE

Think about the last time you avoided eye contact or when meeting someone made you feel uncomfortable. In particular, focus on the last time that this resulted in you thinking negative thoughts about that person.

Were there times over the past month where you avoided eye contact, withheld and smile or avoided striking up a conversation because of the way a certain person made you feel about yourself?

What was the situation?

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How did you feel at the time?

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What affect did the interaction have on your physiology  
(your breathing, facial expressions, posture and body language)?

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Were you open or closed?

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What thoughts went through your mind?

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Self doubt is one of the major obstacles to getting what (or who) you want because the signals you send out when you're feeling insecure, nervous, unconfident or in a highly stressful situation, are very similar to those you send out when you're not interested or don't like someone.

Our beliefs drive our behaviour affecting what we think, how we feel about ourselves and others, our body language and facial expressions, how we treat others AND how they treat us in return.

What fear got in your way and most importantly what was the fear behind that belief?

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If you think that a person is judging you, or doesn't like or respect you, how does that affect your confidence, self-talk, and your treatment of them in return?

What are the limiting beliefs that have gotten in the way of you attracting the love and relationships you deserve?

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If you take those limiting belief away, what will you gain?

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What new empowering beliefs can you replace your limiting belief with?

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STEP 2

# FIRST IMPRESSIONS AND CONFIDENCE

## LESSON 1

# WHY FIRST IMPRESSIONS COUNT

First impressions count and they stick. Research published in the Journal of Social and Personal Relationships revealed that when we first meet someone our first impression of them isn't limited to their appearance or personality. We also make snap judgments about the type of relationship we'll have with them within the first few minutes of meeting them.

One hundred and sixty four college students were paired with a partner they hadn't met and asked to talk for three, six or ten minute periods after introducing themselves. They were then asked to complete two questionnaires, one to predict the kind of relationship they thought they'd have with the person and the other to find out how much they thought they'd have in common.

The participants were interviewed nine weeks later to determine what type of relationship had developed. The study showed that participants who predicted they'd be friends with their study partner tended to sit closer together and make more of an effort to become friends. They also reported closer friendships.

It may sound superficial but people will make a decision about you in as little as 10 seconds to 3 minutes and that impression has very little to do with what you say.

Think back to the get to know you exercise...

# EXERCISE

What does the first impression you make say about you?

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How do you come across in those first crucial seconds?

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What feedback have you received about how you first come across?

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Would you approach you?

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## LESSON 2

# HOW TO MAKE A FANTASTIC FIRST IMPRESSION

## HERE ARE MY TOP 10 TIPS FOR MAKING A FANTASTIC FIRST IMPRESSION

1. Prepare yourself mentally.
2. Make it about them. Focus on the other person.
3. Be positive.
4. Be confident, open and approachable.
5. Remember their name.
6. Look the part.
7. Don't be afraid of small talk.
8. Don't think too much.
9. Make the introductions.
10. Make a dramatic entrance.

## MY TOP 5 TIPS FOR REMEMBERING NAMES

1. Make an effort by making remembering their name important to you.
2. As they say their name repeat it in your mind then use it by saying it back to them.
3. Ask them for more information about their name, If their name is unusual, ask them to repeat it and spell it so that you can pronounce it correctly.
4. If you don't catch their name the first time, don't spend the entire time avoiding them, just ask them to repeat it.
5. Link their name to something you're familiar with, for example, if she's called Daisy imagine a flower.

## LESSON 3

# PERSONAL SPACE

When it comes to personal space each person is different. How close you're comfortable getting depends on many factors including, your relationship with the other person, the situation, your background, beliefs, experience, and personality. So, it's a good idea to keep out of the personal zone (under 1 meter or arms length away and stand on a 45 degree angle when initializing contact (that way you limit the emotional intensity between you).

If your advances are met with a positive response, gradually reduce the distance between you. If not (or if they take a step back) give them a little breathing space.

## EXERCISE

How close is too close?

Everyone's different, some people feel comfortable chatting up close (or closer than an arms length away), most don't. What about you?

In order to find out, let's try a little exercise. You might need to enlist the help of your friends and family (and some unsuspecting strangers) for this one.

1. Stand opposite a friend about 2 meters apart.
2. Hold eye contact
3. Slowly walk towards one another, one step at a time until you almost touch

At what point did you feel uncomfortable? Was it different depending on the person or their gender?

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## LESSON 4

# 5 REASONS WHY YOU'RE MISREADING THEIR BODY LANGUAGE

Ever wondered why you keep misreading or missing body language signals?

If it's an innate skill, or our gift, why don't we always get it right?

## HERE ARE THE TOP 5 REASONS YOU'RE MISREADING THEIR BODY LANGUAGE

1. How we interpret or read body language and facial expressions is influenced by our beliefs, expectations, background and experiences.
2. We send mixed messages. Now while this might sound manipulative, it's perfectly normal. For example, we might really want to talk to someone that we think is super cute, but at the very same time, we're scared of approaching and don't want to approach. This is called motivational conflict.
3. We analyse one gesture in isolation rather than looking for the cluster. When it comes to non-verbal communication we always need to look a cluster of 3 to 5 simultaneous signals to understand the message.
4. We're prewired to look for the negative. Our brains are always on lookout for negative signals...and because that's what we focus on, it's often what we see.
5. We don't consider the context or other explanations (location, timing, temp, relationships, experiences). For example, Body language signals are often misinterpreted and the signals that you send out when you are nervous or insecure are very similar to those you send out when you don't like someone or aren't interested.

## LESSON 5

# BODY LANGUAGE CONFIDENCE HACKS

We all have times when we feel less than fabulous and our confidence takes a dive, but there are some confidence hacks that will have you looking and feeling fabulous in no time at all.

## DO A MENTAL CHECKLIST OF YOUR BODY LANGUAGE

Body language signals are often misinterpreted and the signals that you send out when you are nervous or insecure are very similar to those you send out when you don't like someone or aren't interested. So if you see someone you like ask yourself the question, would I approach me? If the answer is no, make a mental checklist of your body language, uncross your arms and legs, stick your shoulders back, make eye contact and smile. You'll instantly look and feel more confident, approachable and attractive.

## ADOPT THE POWER POSE

For an instant confidence and feel good boost change your body language. Your posture can have a dramatic positive or negative effect on the way you feel, look and act. Research from Columbia and Harvard Universities (published in Psychological Science) found that adopting a high power position (open upright posture, wide stance, chin held up and arms and legs uncrossed) for a period of just 2 x one-minute decreases levels of the stress hormone cortisol, whilst increasing levels of testosterone, feelings of confidence and power. In contrast, adopting a low status position can make you feel more anxious and less confident.

## RELAX AND BREATHE

If you're so nervous you can barely remember your own name, relax and breathe. Slow, rhythmic breathing stimulates the parasympathetic nervous system reducing our heart rate, and our nerves, making us feel, look and sound more confident.

## GIVE YOURSELF A PEP TALK AND REMAIN POSITIVE

Our thoughts, emotions and physiology are linked. Change what you're thinking and / or feeling and you'll change your body language, change your body language and you'll change how you feel. So, if stress gets the better of you before your date or if you're feeling completely out of your depth and overwhelmed with anxiety, simply thinking the words 'We're going to have fun, I've got this' will dramatically change your non-verbal communication and how you feel.

## USE VISUALISATION

Visualisation and rehearsal techniques are particularly effective when it comes to improving communication skills and body language, by creating an emotional and muscular memory or blueprint for success. First, bring your focus to your body and breath before adopting high power and low status posture so that you get a muscular memory of what each position feels like and the effect it has on how you feel. Remember a time when you felt confident interacting with new people. Remember how you held yourself, how it felt and how people reacted to you. Focussing on the high power posture visualise yourself on the date, successfully flirting with confidence.

Next time you feel lousy or nervous close your eyes and remember what it felt like, let that memory trickle down into every part of your body.



STEP 3

# BODY LANGUAGE OF LOVE

## LESSON 1

# THE BODY LANGUAGE OF LOVE

The language of love is largely silent with over 90% of courtship cues being communicated non-verbally through body language. When it comes to the language of love, actions speak far louder than words.

Watch their body language for an indication of how they really feel. Our bodies' shoot out over 10,000 stimuli during each interaction that reveal a lot about what we're feeling. It's called our non-verbal leakage and whether we like it or not, what we think and feel comes out.

If they start flirting in reverse (decrease in touch, eye contact, proximity) or you notice red light signals including the sudden use of leg and arm barriers, blocking and withdrawal, they're feeling uncomfortable.

On the other hand if they lean in, touches you, increases eye contact or better still their head touches yours things are looking good.

More on that a few pages down.

## LESSON 2

# DO LOOKS MATTER?

### THE TRUTH ABOUT WHAT MEN REALLY LOOK FOR IN A PARTNER

There's no denying that men are visual creatures. But most men aren't looking to settle down with a six foot Amazonian supermodel. Although 79% of men said that appearances were important to them, 67% said that a woman's attitude was more important than her looks.

We asked men to pick the qualities that were most important to them in a prospective long-term partner. Here are the results from one to fourteen, in order of importance.

1. Personality
2. Sense of humour
3. Intelligence
4. Common interests
5. Looks
6. Cleanliness
7. Sexiness
8. Voice
9. Talent
10. Spirituality
11. Money
12. Religion
13. Knowing them through a friend
14. Profession

How important are looks to women? You might be surprised by the answer. 50% of women we questioned thought that a man's appearance wasn't important with 91% of women thinking that a man's attitude was more important than his looks.

But before you slip into your old comfy lycra tracksuit take heed, 92% of women believe that how a man dresses and grooms himself is important, with over 30% of those women rating it as very important.

The general consensus was that although a man's looks are important to a degree, connection, attraction and personality are more important. When it comes to what a woman looks for in a man it's the whole package that counts.

## THE TRUTH ABOUT WHAT WOMEN REALLY LOOK FOR IN A MAN

We asked women to choose the qualities they considered important in a prospective long-term partner. Here are the results from one to fourteen, in order of importance.

1. Personality
2. Sense of humour
3. Common interests
4. Intelligence
5. Cleanliness
6. Looks
7. Sexiness
8. Knowing them through a friend
9. Voice
10. Spirituality
11. Profession
12. Money
13. Talent
14. Religion

## LESSON 3

# HOW BODY LANGUAGE MAKES YOU MORE ATTRACTIVE

## SEND OUT GREEN LIGHT SIGNALS

A study conducted by Dr. Moore found that men are more likely to approach women who send positive flirting signals than those they found more attractive who failed to send positive signals.

“It’s not who’s most physically appealing,” said Dr. Moore, “but the woman who’s signaling availability that men will approach.”

Want to know the secret to attracting men?

**Your chances of getting the one you want dramatically increase when you send out clear signals and let him know you’re interested.**

## SHOW THEM THAT YOU LIKE THEM FIRST

An Adelphi University study, ‘Believing another likes you: behaviours making our beliefs true,’ found that we prefer people who like us.

Did you know that 88% of the people we polled admitted that when they first meet someone they’re attracted to more often than not they assume that the other person doesn’t like them back?

What if you decided to change your belief about them and to believe that they like you?

What if rather than waiting for them to approach you and make you feel comfortable, you took the first step and said, ‘Hi?’ Instead of making up stories in your head, discover what they really think.

By showing them that you like them, by using positive, open body language, being interested and finding things in common you can change their initial belief that you won’t like them. They’ll believe that you like them, which will affect their body language and elicit a positive response.

## LESSON 4

# THE FAMILIARITY EFFECT

Want to know the secret to making them feel as though they already know you? You hear a new song on the radio for the first time. It's catchy enough, but not really the type of music you go for. For the next month you hear the song several times a day and before you know it, you know all the words by heart and are singing it in the shower, at the traffic lights and in your sleep. You just can't get it out of your head!

The more you hear something or see something (or someone) the more attracted you become, (that is unless they repulse you the first time, in which case the opposite is true).

It's called the familiarity effect and research has found that seeing something just three times increases how much you like it.

## SO HOW DO YOU APPLY THAT TO GETTING THE ONE YOU WANT?

Simply put yourself in their path. Now we're not suggesting that you follow them around like a love-sick puppy but if the opportunity arises be ready and take advantage.



STEP 4  
FLIRTING

## LESSON 1

# ARE THEY FLIRTING?

Let's talk about flirting. For a lot of us the idea of flirting with someone that you think is cute is really intimidating, but flirting is a basic instinct, one of the key elements of courtship present in both humans and animals, but that's where the similarity ends. Unlike most humans who'd rather be dead than let someone they're attracted to know that they're interested, animals have no shame when it comes to attracting a mate.

Have you ever watched a documentary on the mating patterns of animals? Animals will sniff, circle, squawk - in fact they'll do whatever it takes to get noticed.

People on the other hand are not only mortified by the prospect of signaling interest but will often look the other way and avoid eye contact all together.

**Did you know that 65% of men and 72% of women in our study avoided eye contact or ignored someone that they were attracted to?**

Flirting is more than just the words we use, it's about understanding body language, signals and chemistry and knowing how what you do reinforces or triggers someone else's behavior.

Good flirts accurately read rather than misread signals because they recognize them as the signals they send out themselves.

## SO HOW DO YOU KNOW IF THEY'RE FLIRTING?

When it comes to the language of love, actions speak louder than words. Many body gestures can have multiple meanings so if you want to know if they're interested always look for a combination of increased proximity, eye contact and touch (including self-touch and preening). And always test the waters before jumping in headfirst.

### LOOK FOR THE CLUSTER

Most of us know what it's like to think someone's interested only to learn (to our horror and embarrassment) that they're not. Avoid the flirting faux pas by applying the rule of three to five.

A signal on it's lonesome means nothing so always look for three to five non-verbal signals happening simultaneously.

### SIGNS THAT TELL YOU THEY'RE INTERESTED:

#### INCREASED PROXIMITY

The more we like someone the closer we want to get so pay attention if they reduce the personal space between you by moving closer to you, by repositioning themselves next to you, or moving into your personal space (by doing the whisper and lean, bringing their head closer to yours or moving an object into your personal space).

Where our feet point our hearts often follow so check out where their feet are pointing for a clue on who they'd secretly like to date.

#### INCREASED TOUCH

The more they like you the more he'll feel compelled to touch you so, if they keep accidentally brushing past you, touching you or if they reposition they're legs so that they're nice and look out for what other signals they're sending you. Attraction also increases blood flow and sensitivity to touch so look out for an increase in self-touch or any preening signals that might hint that they're keen. When it comes to touch and attraction remember to apply the rule of 3 (in case they did accidentally brush past you). If you think they're keen always test the waters 3 times before you take the next step.

## INCREASED EYE CONTACT

Whether they hold your gaze for what seems like forever, does the double take or face scan or just can't keep their eyes off of you, intense or prolonged eye contact is a sure-fire sign that you've sparked their interest. Check out what the rest of their body is telling you to make sure that they're not just checking you out because you have food in your teeth.

## HE'LL MAKE HIMSELF STAND OUT

Whether it's by standing in the alpha male stance (legs splayed, chest pushed with hands on his hips fingers pointing down) in order to accentuate his muscle tone and dominance, separating himself from the group, or acting like a clown, when a guy likes you he'll try to get your attention (and not always in a positive way!!!).

## OTHER GREEN LIGHT SIGNALS THAT INDICATE THAT THEY'RE KEEN

### THE FORWARD LEAN

The forward lean is a primitive subconscious response controlled by the orienting reflex (OR). The OR kicks in automatically when you see someone you like, causing our muscles to contract bringing us that little bit closer.

### BEDROOM EYES

Droopy bedroom eyes are an indication of "rest and digest", a parasympathetic response that induces a relaxed state and gets our body ready for kissing or sexual encounter.

### PARTED LIPS

Sexual attraction and desire can temporarily block brain impulses that control the lower jaw, causing the jaw to drop and lips to part.

## TOUCHING, LICKING AND BITING OF THE LIPS

Constant autoerotic touching of the lips is a telltale sign that their lips are tingling with excitement. Attraction causes our lips to engorge with blood making them ultra sensitive to touch. Watch their stroke style for clues on how

they'd like to be kissed

## THE HEAD TILT

The forward lean is a primitive subconscious response controlled by the orienting reflex (OR). The OR kicks in automatically when you see someone you like, causing our muscles to contract bringing us that little bit closer.

## MICRO-GESTURES THAT TELL YOU HE'S INTERESTED .

1. They'll blush.
2. They'll look at you with dewy bedroom eyes.
3. Their pupils will dilate.
4. They'll give themselves a chest lift.
5. Their body will become erect: He'll flex his muscles, pull his shoulders back and tense his thigh muscles.

## LESSON 2

# THE 5 STAGES OF COURTSHIP

1. The Attention Phase: This says “Here I am” “I’m a male or I’m a female” and includes your clothes, makeup, jewellery, hair, how you mark out your territory, gestures and deeds.
2. The Recognition Phase: How do they feel and how do you know? This phase is mainly non-verbal. What non-verbal signals are they sending out and what does it mean.
3. Speech
4. Touching – One our man’s oldest senses, touch is super powerful and we need to proceed with care.
5. Making love

## SLOW DOWN TIGER

Go too fast (or too eager and out of sequence) and you could push them away.

## LESSON 3

# SIGNS OF INTEREST

To build your awareness, whenever you see the following gestures, facial expressions or body language tick it off the list. Now remember, we always need a cluster of 3 to 5 signals and if their body isn't pointing at you and they don't look at you, chances are the signals aren't meant for you.

## GREEN LIGHT SIGNALS THAT TELL YOU THEY'RE INTERESTED.

### THEY'LL INCREASE EYE CONTACT BY:

- ♥ Maintaining eye contact
- ♥ Locking eyes with you
- ♥ Doing the face scan
- ♥ Doing the double take
- ♥ Giving you a darting glance followed by a second look
- ♥ Turn up the heat with the eye contact triangle
- ♥ Give you the over the shoulder look

### THEY'LL INCREASE PROXIMITY BY:

- ♥ Pointing towards you
- ♥ Orientating their body towards you
- ♥ Repositioning themselves near you
- ♥ Moving in closer to you
- ♥ Doing the whisper and lean
- ♥ Moving an object into your personal space
- ♥ Moving into your personal space
- ♥ Leaving their hand or arm hanging between you (an intention cue)
- ♥ Playing a game of peek-a-boo
- ♥ Giving you the "I'm so cute and innocent look"

## THEY'LL INCREASE TOUCH BY:

- ♥ Guiding their arm around the small of your back
- ♥ Accidentally brushing past you
- ♥ Preening
- ♥ Stroking their clothes
- ♥ Messing up his hair
- ♥ Playing with their socks and pull them up
- ♥ Buttoning and unbutton their jacket
- ♥ Pushing their jacket back
- ♥ Self-touch – stroking themselves
- ♥ Licking and touching their lips
- ♥ Touching their face

## THEY'LL MAKE THEMSELVES STAND OUT BY:

- ♥ Pulling his shoulders back and thrusting his chest forward
- ♥ Trying to attract attention (and not always in a good way)
- ♥ Breaking away from the group

## THEY'LL:

- ♥ Mirror you
- ♥ Raise their eyebrows slightly while listening to you
- ♥ Reflect your facial features
- ♥ Lend you something of theirs
- ♥ Nod in your direction
- ♥ Point to the chair next to them
- ♥ Compliment you
- ♥ Look at your moth
- ♥ Massage their neck

## HE'LL (WHILE LOOKING AT YOU):

- ♥ Stand with his hands on his hips
- ♥ Do the cowpoke stance
- ♥ Spread his legs, giving you a crotch display
- ♥ Give you the head to toe look

## SHE'LL (WHILE LOOKING AT YOU):

- ♥ Expose her erogenous zones, such as the nape of her neck, arm pit and wrists
- ♥ Toss, flick or play with her hair
- ♥ Let her hair down
- ♥ Do the leg twine
- ♥ Do the double leg twist
- ♥ Expose her inner thigh with one knee pointed forward
- ♥ Cross and uncross her legs
- ♥ Kick her legs up and down (very slowly)
- ♥ Do the shoe fondle
- ♥ Play footsie
- ♥ Stand legs apart with her weight on one foot
- ♥ Giggle
- ♥ Give you a pet name
- ♥ Buy you a drink
- ♥ Be suggestive
- ♥ Laugh at your jokes (even if they aren't funny)
- ♥ Ask for your help

## THE POWER OF EYE CONTACT

Nothing packs a punch in the flirting stakes like eye contact. You can flirt your heart out but unless you make eye contact with the object of your desire, (and we're not talking about one glance per hour) your advances won't register on their flirting barometer.

Eye contact increases your heartbeat and releases the adrenaline like substance phenylethylamine (PEA) which is the same hormone that is released when you are in love or lust. It's amazing how many guys worry about what incredibly witty line they can use to get attention when they really needn't say anything at all. A look can say a thousand words, so let your eyes do the talking. You'll get your point across in less than five seconds and pave the way for a successful flirting encounter.

## HERE'S WHY IT WORKS:

A Boston study researched the effects of mutual gaze on feelings of romantic love. Participants were asked to have a two-minute casual conversation, with half the group being told to count how many times their partner blinked. When asked for feedback the subjects who had their blinking counted felt a much stronger connection, and fondness for their partners than those who had no specific instructions.

So, if you want to turn up the heat in the flirting stakes simply increase the amount of eye contact you're making.

A word of caution, as with all flirting signals it's important to move slowly, PEA is also the 'fight or flight' hormone or the hormone that is released when you're scared or nervous, which explains why intense eye contact can make you feel uncomfortable. So, unless you want to get her back up, avoid staring and always combine eye contact with a smile.

**Need another reason to flash your pearly whites? When it comes to attraction, eye contact and a smile came up trumps with over 95% of women and men finding it attractive.**

**Hot tip** - Look for the smile. If she's making loads of eye contact but hasn't given you so much as a closed smile, something's wrong. Perhaps she isn't actually making eye contact at all, but staring off into the distance daydreaming.

When you're making eye contact always remember to smile so that your intention is clear. Leave a doubt in her mind and you can kiss any further interaction goodbye.

## EYE CONTACT GREEN LIGHT SIGNALS IN MORE DETAIL

### THEY'LL LOCK EYES WITH YOU

When we find someone interesting we hold eye contact two-thirds of the time, compared to only one-third of the time, (or not at all), with people we aren't interested in or don't like. If it's coupled with repeated eye contact that lasts four seconds or more, then chances are you're in business.

Avoid the staring trap by looking away if you've maintained eye contact for more than 4 seconds, just don't forget to look back.

### THEY'LL DO THE FACE SCAN

If they scan your face for four seconds or more at a time, they like what they and are 'taking you in.'

### THEY'LL DO A DOUBLE TAKE

Two looks in quick succession of each other say, 'You're so sexy, I had to have another look.'

### THEY'LL GIVE YOU A DARTING GLANCE FOLLOWED BY A SECOND LOOK

If they make eye contact and looks away before sneaking another peak within thirty seconds, one look just wasn't enough.

**Hot tip** - Worried that having a second look might make you look desperate? Women found the darting glance followed by a second look twice as appealing as a single darting glance.

### THEY'LL TURN UP THE HEAT WITH THE EYE CONTACT TRIANGLE

The direction of a person's gaze and the dilation of their pupils can tell you a lot about them and their feelings towards you. During business dealings and negotiations our eyes tend to form a triangle moving between their forehead, nose and eyes. This form of eye contact helps you to reduce the emotional intensity of the situation, enabling you to retain control and an air of confidence.

## OTHER SIGNS IN MORE DETAIL

### THEY'LL INVADE YOUR PERSONAL SPACE WITH OBJECTS

If they want to get close, but feels the need to test the waters first, they might place a glass, bag, or another object between the two of you.

### THEY'LL GIVE YOU THE HEAD TO BUM TO TOE BACK TO YOUR BUM LOOK

Yes, women give guys the head to toe look too, but from behind, so tighten your bum cheeks as you walk past and glance over your shoulder to see if she's looking.

### THEY'LL TOUCH YOU

51% of women don't like to be touched during flirting so if she touches you, she's given you yet another tick.

### THEY'LL MIRROR YOU

If you find you're in sync then you've established rapport and they're feeling comfortable around you.

### WHILST LOOKING AT YOU...

### THEY'LL LOOK AT YOUR MOUTH

Here's a quick tip, if they her eyes fixated on your mouth while you're talking then chances are they're wondering what it would be like to kiss you.

Why not tease them a little? Part your lips slightly whilst maintaining eye contact, then let your eyes linger on their lips and see what happens.

### THEY'LL PLAY WITH THEIR MOUTH, LICK THEIR LIPS OR PUT OBJECTS INTO THEIR MOUTH

There's a direct correlation between attraction and sensitivity. The higher our arousal the more blood flow to our lips, breasts and genitals making them redder, larger and hyper-sensitive. Auto-erotic stimulation in the form of increased touching of her mouth or licking of her lips not only makes her feel great but it draws your eyes to the place they'd most like to be kissed.

## SHE'LL MASSAGE THEIR NECK

Another conscious ploy to attract your attention. By raising her arm she's taking your eyes on a tour of her exposed erogenous zones. Her wrists, the inside of her arm, her armpit and then down to her breasts.

A word of caution, if she holds her neck with her palm facing her throat and thumb resting under her chin all is not well. She's feeling constricted and uncomfortable so take a step back and give her room to breathe.

## SHE'LL TOSS, FLICK OR PLAY WITH HER HAIR

If she's tossing, playing or flicking her hair whilst gazing at you, she's making herself more attractive. And it's all for you.

## SHE'LL LET HER HAIR DOWN

Letting her hair down is the first step to undressing, if she also fondles or takes off her shoes, she means business.

## THEY'LL PREEN THEMSELVES AND ADJUST THEIR CLOTHING

Arouse their interest and they'll preen themselves in a subconscious attempt to make themselves look more desirable.

## THEY'LL UNBUTTON AND BUTTON THEIR CLOTHES

If they're unbuttoning their clothes whilst looking at you, chances are you're on a good wicket.

## THE LEGS HAVE IT

Ever wondered what all this leg crossing really means? If a woman is flirting with you she may use one or more of the following leg positions to communicate interest.

**THEY'LL DO THE FOOT POINT** - We tend to point towards what we're interested in so always check where their knee or foot is pointing. If it's not pointed at you and she keeps looking elsewhere, then they're flirting with someone else.

## SHE'LL DO THE LEG TWINE

The leg twine is the most common leg position women use to indicate interest with the woman casually crossing her legs whilst pointing her foot towards you. Dr Scheflen's study 'Quasi-courtship behaviour in psychotherapy,' found that the crossing of her legs accentuates muscle tone emulating the physiological changes and tightening of muscle tone that naturally occur when we are attracted to someone.

## SHE'LL DO THE DOUBLE LEG TWIST

Like the leg twine this flirty position emphasises muscle tone and flexibility and is often used by tall women to downplay their height.

## SHE'LL EXPOSE HER INNER THIGH WITH ONE KNEE POINTED FORWARD

She'll have one knee pointed towards you with her foot tucked underneath her. This relaxed yet provocative position thrusts her chest and hips forward, stretches her neck, firms her stomach and leaves her legs slightly parted, giving you a glance of her inner thigh.

## SHE'LL CROSS AND UNCROSS HER LEGS

It makes you look doesn't it? This game of peek-a-boo draws your eyes to her legs.

Her pointed toe extends and firms her thighs and calves, whilst giving you a fleeting glance of her thigh.

What other signals is she giving you? If she's looking at you a smile darting across her lips, slowly crossing and uncrossing her legs whilst gently stroking her thigh, get over there fast. She's subconsciously telling you where she'd like to be touched.

## SHE'LL KICK HER LEG UP AND DOWN

If she's looking at you, has her foot pointed in your direction, and is rhythmically kicking her leg up and down, she's deliberately trying to get your attention and perhaps give you a taste of things to come.

## SHE'LL DO THE SHOE FONDLE

If you want to know how comfortable a girl's feeling, check out her feet. If her feet are slipping in and out of her shoes in a somewhat suggestive manner, then you're doing something right.

## THEY'LL PLAY FOOTsie

What's going on under the table? Playing footsie is the ultimate flirting tool for those social encounters where it might not be appropriate for someone to flirt openly with you. Of course there's always the risk that their foot accidentally touched yours, so before you run your foot or hand up their leg follow our simple rules for spotting the difference.

As with any flirting encounter, always apply the rule of three. If you feel pressure against your foot, do nothing, yes you heard us do nothing. If they nuzzle their foot against yours again, wait 5 seconds then push back ever so slightly. Then wait. Do not make the next move. If they stroke your foot again, or better still stroke your calf or foot with their toes, they're interested and it's time to reciprocate.

## SHE'LL STAND LEGS APART WITH HER WEIGHT ON ONE FOOT

This stance is adopted by high achievers worldwide. It gives her an air of confidence whilst pushing her breasts forward, tucking her stomach in and generally making her appear more taut and appealing. Once again, do a quick check of who she's pointing at.

### **... with her hand placed on her hip and her hip thrust forward**

This stance also makes it easier for her to tilt her hip, accentuating her hip to waist ratio. A hand placed on her strategically thrust hip, accentuates her breasts, hips and waist.

# EXERCISE

Let's do a bit of field research. Next time you're out and about take notice of the world around you. What non-verbal signals give people away?

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How do you know that a couple are on their first date?

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How do you know when someone's in love?

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How do you know when there's tension in a relationship?

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The next step is to put this in practice. Yes really!!! That means getting out there and getting vulnerable.

I know it's scary (understatement!) but it's time to get flirting. After all, practice makes perfect.

How many green light signals did you see?

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How many did you send out?

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What response did you get and how did it make you feel?

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What cluster of signals would indicate that someone was attracted to you?

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## LESSON 5

# ARE THEY FLIRTING OR JUST BEING FRIENDLY?

## 5 STEPS TO TELL IF THEY'RE INTERESTED OR JUST BEING FRIENDLY

Follow these proven steps to turn up the heat from friendly to flirty in and learn how to decipher they're mixed messages once and for all.

### STEP 1 – GET UP CLOSE AND PERSONAL

The quickest way to gauge someone's interest in you is to step into their personal space or closer than an arms length away for most people. Unlike eye contact, it's not something you can do from the other side of the room. So if you're more than a metre away from him, it's time to reposition yourself into a prime flirting posy.

**They're not interested** – If they begin to resemble a caged animal and starts moving from one foot to the other, takes a step back, twitches or avoids eye contact, they're either chronically shy or uninterested. Either way you'll be fighting an uphill battle if you pursue them further.

**They're interested** – On the other hand, if your advance is met with a smile, touch, or if they try to get closer to you then proceed to step two.

### STEP 2 – INCREASE YOUR EYE CONTACT

You can do this using the four second face scan, repetitive darting glances, or by maintaining eye contact. Just remember to look away after four seconds or you might scare them off. Just don't forget to look back.

**They're not interested** – Things aren't looking good if they break eye contact and scans the room (they're checking out their options), or keeps their eyes glued to their shuffling feet, (they're already on the starting block and will take the earliest opportunity to get out of there).

**They're interested** – If they maintain or increase eye contact, let their eyes wander or linger on your mouth, you're on.

## STEP 3 – TOUCH THEM

Rather than gently brushing past them, gently touch their hand or the base of their arm.

**They're not interested** – If they flinch, moves away (even slightly), becomes tense or gives no or little response, chances are they're not keen but don't want to offend you.

**They're interested** – If they respond to your touch with a touch or better still leaves their hand on yours whilst talking to you, things are looking up.

## STEP 4 – THE WHISPER AND LEAN

Stand at a forty-five degree angle, with your shoulder barely touching theirs, lean in and whisper, gently brushing your arm against their back to steady yourself. It doesn't matter what you say as long as it's said softly.

**They're not interested** – If they don't lean in but take a step back or lean back, look at your arm with a concerned or blank expression on their face or brush your arm away. If you've made it this far, there's still a chance they're interested but have issues with personal space so take the flirting down a notch and let them lead the way.

**They're interested** – Progress to step five if they move their head closer to yours (extra brownie points if your heads touch), responds to your touch with a touch or maintains eye contact.

## STEP 5 – THE EYE CONTACT TRIANGLE

You can cut the sexual tension with a knife, your heart is pounding and your breath is caught in your throat making it almost impossible to breathe. If their gaze on your mouth makes you tingle with anticipation, reposition yourself so that you're face on, foot pointed between their legs and hold eye contact for up to four seconds before letting your eyes linger on their lips. (They'll unconsciously interpret this as a signal that you'd like to kiss them.) What you do next is up to you.

## HOW TO QUICKLY TEST THE WATERS

If after chatting you think they like you but aren't quite sure if they're flirting or just being friendly, do the whisper and lean. Stand next to them on a 45-degree angle, lean in and whisper. It doesn't matter what you say as long as you say it quietly. If they lean in, touch you or better still their head touches yours chances are they're interested.

For an added test maintain eye contact (you can do this using the four second face scan, repetitive darting glances, or by holding their gaze), touch them and leave their hand on theirs before giving them a compliment. This sudden increase in intimacy, touch and eye contact will tell you a lot about how they feel about you. If they begin to resemble a caged animal, start moving from one foot to the other, take a step back, twitches or avoids eye contact they're feeling uncomfortable and not interested in you that way. However if your advance is met with a smile and touch they get closer to you and maintain or increase eye contact or let their eyes wander, or linger on your mouth then you have been given the green light.

## LESSON 6

# RED LIGHT SIGNALS

### SO HOW DO YOU KNOW IF THEY'RE NOT INTERESTED, OR FEELING UNCOMFORTABLE?

If they start flirting in reverse, by moving away, using arm barriers or avoiding eye contact, you've been given the red light. It's time to back off slowly and give the object of your desire a bit of room before their barriers go up...permanently.

### A WORD OF WARNING BEFORE YOU START

People who have a deep rooted belief that they aren't worthy or that no one will be attracted to them may find it hard to process your advances if they are considered inconsistent with the way they view themselves. Instead of sending signals that say, "I'm interested," you're more likely to get a barrage of negative signals that say "stay away." To overcome this barrier, move slowly and show them that it's safe and that you like them by using open approachable non-verbal communication (and yes that means smiling).

**The following red light signals on their own don't necessarily convey that they're not interested, but rather sound the warning bell that all is not well.**

To build your awareness, whenever you see one of the following gestures in action tick it off your list.

## RED LIGHT SIGNALS THAT TELL YOU ALL IS NOT WELL

### THEY:

- ♥ avoid eye contact;
- ♥ break eye contact to scan the room;
- ♥ keep their eyes glued to their shuffling feet;
- ♥ keep their eyes closed;
- ♥ flinch at your touch;
- ♥ keep their palms hidden;
- ♥ lock their hands in front of their body;
- ♥ grip their wrists;
- ♥ rub the back of their neck and have their elbow pointed towards you;
- ♥ hold their neck, palm facing their throat;
- ♥ cross both arms in front of their chest;
- ♥ cross both arms with their hands firmly grabbing their upper arms;
- ♥ use partial arm barriers;
- ♥ use disguised arm barriers;
- ♥ use the leg cross;
- ♥ use the standing leg cross.

## MICRO-GESTURES THAT TELL YOU THEY'RE NOT INTERESTED

Bubbling away under the surface like a volcano that's about to erupt are our micro-gestures. These happen within a micro-second of first meeting someone and are very hard to spot and even harder to fake. Look out for these tell-tale signals.

## THEY:

- ♥ twitch;
- ♥ have exaggerated eye movements;
- ♥ have facial spasms;
- ♥ involuntarily lean back; and
- ♥ get beady eyes as their pupils contract and eyes narrow.

## EXERCISE

Next time you're out and about look around you. What do you see?

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What red light signals did you notice?

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What micro-gestures did you notice?

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What feedback have you received (if any) about the red light signals and micro-gestures and expressions you send out?

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What cluster of signals would indicate that someone felt nervous?

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## LESSON 8

# YES! THEY'RE INTO THE DATE!

## HERE ARE 5 CLUES THAT THEY'RE DEFINITELY INTO THE DATE:

**They get 'sticky eyes', and literally can't take their eyes off you, maintaining eye contact during conversation and glancing at you when they think you're not looking:** They don't call the eyes the windows to the soul for nothing. Eye contact is powerful and we rarely make eyes at someone we're not interested in. Prolonged intense eye contact sends a shot of the adrenaline like substance Phenylethylamine (released when we're in love or lust) rushing through their veins, heightening attraction.

**They move into your personal space and their body seems to draw closer to you.** The more we like someone the closer we want to get so pay attention if they reduce the personal space between you by moving closer to you, by repositioning themselves next to you, or moving into your personal space (by doing the whisper and lean, bringing their head closer to yours or moving an object into your personal space), they're signaling his interest. Also be on the look out for the forward lean; a primitive subconscious response controlled by the orienting reflex (OR). The OR kicks in automatically when you see someone you like, causing our muscles to contract bringing us that little bit closer.

**You notice increased touching:** The more they like you the more they'll feel compelled to touch you so, if they keep accidentally brushing past you, touching you or have repositioned their legs so that they're nice and close and accidentally touch look out for what other signals they're sending you.

Also look for an increase in self-touch or any preening signals that might hint that they're keen. If they're looking at you and playing with their hair or messing it up, readjusting their clothes, touching their face or licking their lips, they like you!! When it comes to touch and attraction remember to apply the rule of 3 (in case they did accidentally brush past you). If you think they're keen always test the waters 3 times before you take the next step.

**You have their undivided attention and interest:** The first few minutes aside, (when nerves can get the better of anyone), someone who's really into the date will be focussed on one thing and one thing only... YOU. They'll try to get to know you, the real you and will not doubt go fishing for information about what you like in order to plan your next catch up.

**They share personal information with you:** We don't share potentially confronting information with people we don't like, so if they're opening up about their family, goals, fears and past (without you prying him for information), it's a great sign that they feel comfortable with you and that the date is going well.

**They go fishing for information about what you like and suggests you hang out or tries to set up another date:** Girls rarely take the initiative when it comes to suggesting the second date, which can put a lot of pressure on a guy, particularly if he's not quite sure if you're into him. So he might test the waters to gauge your reaction by fishing for information or suggesting you hang out. Girls bond by talking, guys bond by doing something together, so if he suggests you hang out or do something together the date is going very well. If you're keen to see him again, make it easier for him by showing that you're interested.

## LESSON 9

# IT'S ALL ABOUT INTENTION

You can't flirt or communicate effectively if you're self-absorbed, waiting impatiently for your turn to talk, or obsessing about whether the object of your affection is really interested or just being friendly.

So, take the attention off yourself for a few moments (or longer hopefully), relax and shine the spotlight on them.

The more we expect from a situation, the more frustrated we can become and the steeper the tumble our confidence takes when things don't quite go to plan.

What if we change our purpose or reason for doing things when we first meet someone?

If you change your purpose and intention, you change your expectation and you can change your outcome.

## HOW LONG DO YOU TAKE TO WARM UP?

How long do you take to warm up? When it comes to meeting new people, what type of oven are you? Are you like an electric oven, taking two hours to warm up and only just heating up when there's no doubt in your mind that the path is clear and they like you? Or perhaps you're a gas oven, slowly letting down your guard after a few minutes of small talk.

## EXERCISE

Want to truly connect and reduce those dating nerves and stranger anxiety?

Simply change your intention.

The next time you go out to a party, work do, or just catching up with friends change your intention and shine the spotlight on others. Rather than worrying about whether like you, focus on showing them that you like them and making feel accepted and good.

To make it easier find the outsider who is by themselves and strike up a conversation.

How did you find the exercise?

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Was it easier with some people than with others?

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How did people react to you?

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What happened to your body language?

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How did you feel?

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STEP 5

# BODY LANGUAGE AND DATING

## LESSON 1

# WHO MAKES THE FIRST MOVE?

## HOW TO MAKE THE FIRST MOVE WITHOUT GETTING OUT OF YOUR CHAIR

**83% of men thought that either the man or the woman should make the first move. 95% of men said that it was okay for a woman to ask them out. 70% of men find it difficult to approach someone they don't know. 78% of men feel nervous approaching someone they're attracted to.**

Men don't necessarily need you to make a move, but they do need you to help them along by giving them the okay to approach.

One of the questions we were most frequently asked by women is where have all the genuine guys gone? Believe it or not, single, educated, intelligent and available men are everywhere, you're just not giving them a reason to come up to you.

Making the first move.

When it comes to making the first move, the scales are already against you, with guys making up every excuse under the sun as to why they shouldn't approach. (Sound familiar?)

Dr. Moore studied the signals women send to get a man's attention and found that women make the first move around two-thirds of the time.

Dr. Moore studied the signals women send to get a man's attention and found that women make the first move (that is send out the green light signals) around two-thirds of the time. The study also found that the more positive green light signals you send out, the more attractive you become.

## GIRLS, HOW TO GIVE HIM THE GREEN LIGHT

If you want to give him the green light, get into his flirting zone or closer than 1.5 meters away and lock eyes with him. Give him your flirtiest smile and hold eye contact for up to four seconds before looking away. This will send a subconscious signal to his brain that you're interested and send a shot of the adrenaline like substance Phenylethylamine or PEA which is the hormone that is released when we're in love or lust rushing through his veins.

After twenty seconds looking back, give him your flirtiest smile and think the words 'You're gorgeous'. Your body will send out over 10,000 signals that say 'Come and talk to me'.

## HOW TO GET MEN TO APPROACH WHEN YOU'RE WITH YOUR FRIENDS

We went straight to the horse's mouth to find out what would make it easier for men to approach you and here are their top five tips.

- 📍 Smile and make eye contact.
- 📍 Make sure your body language is open and that you look approachable, (that means uncrossing your arms and legs and making eye contact).
- 📍 Instead of huddling in, take a step back and turn your body on a forty-five degree angle with your foot pointed at the guy you like.
- 📍 Break away from the group, (that means by yourself and don't head for the ladies. No man in his right mind will follow you there).
- 📍 Dance by yourself, while making eye contact and smiling at the guy you're interested in.

## GUYS MY TOP 5 TIPS ON HOW TO APPROACH A WOMAN WHEN SHE'S WITH HER FRIENDS

- 📍 Leave your friends behind. Never approach a group of women with your entire cheer squad.
- 📍 Smile, be friendly and ask how they know each other, (but don't be over zealous or you'll look desperate).
- 📍 To avoid being seen as a predator with only one thing on your mind, it's important to engage the entire group, (including the men).
- 📍 Don't make a beeline for the best looking girl in the group. In fact, nobody in the group should know who you're interested in for at least the first few minutes.
- 📍 84% of women said it was important that her friends liked her potential partner so be friendly (but not sleazy) with her nearest and dearest.

## 8 STEPS TO MAKING THAT APPROACH

- ♥ Get into the zone so that you feel confident.
- ♥ Stand in their flirting zone (around 1.5 metres away from them).
- ♥ When your eyes meet theirs, maintain eye contact and smile, (remember don't stare).
- ♥ As you smile, mouth the word, 'Hi.'
- ♥ Make sure you're sending enough positive signals so that they get the message and take note of the signals that they're sending you.
- ♥ If she's sent at least four green light signals your way, approach.
- ♥ When you reach your target give her a warm smile and say, 'Hi.'
- ♥ Keep it real and be yourself.

## LESSON 2

# FIRST MOVES AND PICK UP LINES

We can't talk about flirting and attraction without bringing up pickup lines, because you can pretty much guarantee that at some stage you'll either use one or have someone use one on you. So what's the appeal and do they actually work?

**Guys, 74% of women said that pick up lines don't work on them,** so unless you want to come across as a total sleazebag who's only after one thing and go home with a pocketful of wrong numbers, give pick up lines the flick.

### **So, what's the best way to start a conversation?**

It may seem too simplistic or even unrealistic, but the best way to get a woman to notice you is to be yourself, (or perhaps a slightly more confident version), and say 'Hi', with **92% of women rating a simple 'Hello' as the best way to start a conversation.**

LESSON 3  
**BUILDING RAPPORT**

## HOW TO ESTABLISH RAPPORT

1. Shine the spotlight on them and change your intention to making them feel good.
2. Really listen to what they have to say.
3. Match their eye contact.
4. Ask them open ended questions.
5. Really listen to what they have to say.
6. Match their body language.
7. Mirror their posture, gestures and stance.
8. Match their vocal speed, tone and volume.
9. Paraphrase what they say - 'So you think...'
10. Empathize with them - 'You must feel...'
11. Validate their thoughts and feelings - 'That makes sense...'
12. Reflect on what they've said - 'So you feel...'
13. Acknowledge their thoughts and feelings - 'I'd feel that waytoo...'
14. Use their language.
15. Give them feedback. (Using ahs, mms, non-verbal cues, nods and gestures to show them that you're listening.)
16. Be genuinely interested.
17. Match their energy.

## HOW TO BUILD TRUST

- ♥ Keep your hands out of your pockets and in plain sight
- ♥ Gesture with your palms facing upwards - Whilst palm-down gestures denote power and authority when getting your message across they can work against you when you're trying to connect with your staff or fellow employees, coming across as aggressive and unfriendly.
- ♥ Maintain steady eye contact
- ♥ Give a genuine smile, but don't overdo it as you may be perceived as insincere
- ♥ Remove any barriers to connection.
- ♥ Ensure that your body language is positive, open and approachable and keep your heart windows open
- ♥ Uncross your arms and legs and avoid using partial or disguised arm barriers
- ♥ If you are seated, ensure you stand before shaking hands
- ♥ If they are seated, get on their level by sitting down
- ♥ Stand tall and straight
- ♥ Point your body and feet towards the person you are speaking to
- ♥ Ensure that your body language is congruent and matches what you are saying
- ♥ When shaking hands ensure that your palms connect and that you face the

## NON-VERBAL SIGNS THAT INDICATE DISTRUST

- ♥ Head tilted or turned to the side (often exaggerated)
- ♥ Watching you out of the corner of their eye, with eyes narrowed and squinted, or averting their gaze
- ♥ An asymmetrical or uneven smile
- ♥ Smirking
- ♥ Negative, closed body language
- ♥ An attempt to block out what you're saying. We tend to cover or rub our ears, mouth or eyes when we lie or think someone is lying
- ♥ Signs of withdrawal
- ♥ Leg barriers such as the ankle lock, a sudden leg cross in an attempt to block you, or feet that are pointed away from you
- ♥ Arm barriers such as the arm cross, partial or disguised arm barriers
- ♥ Avoiding eye contact or glaring
- ♥ Thrusting of hands and thumbs into their pockets.

## LESSON 4

# SMALL TALK

The first step to mastering small talk is to remember that it's not what you say that matters but how you make the other person feel. Small talk should be about making the other person feel comfortable so give them a chance to share a bit about themselves and learn a little about you.

## TOP 11 TIPS TO KEEP THE CONVERSATION ALIVE

- ♥ Be interested as well as interesting.
- ♥ Be genuine.
- ♥ Find some common ground.
- ♥ Answer questions.
- ♥ Go fishing, (for clues that is).
- ♥ Be positive and confident.
- ♥ Give details.
- ♥ Remember details and use them.
- ♥ Find out what arouses their passion.
- ♥ Ask questions like how, why and tell me more
- ♥ Ask upward spiraling questions.



BONUS

# BODY LANGUAGE MISTAKES

# TOP FLIRTING MISTAKES WOMEN MAKE

## TOP 8 FLIRTING MISTAKES WOMEN MAKE

1. They're stand-offish.
2. They play hard to get.
3. They stick to their friends like glue.
4. They flirt with everyone except the one they're interested in.
5. They're too shy.
6. They avoid eye contact.
7. They act like one of the boys.
8. They come on too strong too soon.

## PLAYING HARD TO GET

**Did you know that 54% of men wouldn't approach you if you showed no sign of interest, and that fear of rejection was the main reason they wouldn't approach?**

In reality most men would rather do twenty rounds in a boxing ring than risk being rejected.

Scientists have suggested that we favour 'selective difficulty.' We're attracted to people who play hard to get for everyone, except us, with **89% of men preferring the direct approach.**<sup>1</sup>

The theory of 'selective difficulty' was tested using a version of online dating. Three women were given their online matches. One was keen to meet all of her dates, the second played hard to get and rejected all the men and the third showed interest in only one man.

100% of the male participants in the study preferred the woman who was only interested in them.

Give the myth the flick.

If you're looking for 'Mr. Right' and not a player who's only after another notch in his belt, it's time to give the dating myth of playing hard to get the flick.

## EXERCISE

What flirting mistakes have you noticed?

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What flirting mistakes do you make?

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How can you change what you've been doing for a better result?

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## LESSON 2

# TOP FLIRTING MISTAKES MEN MAKE

If you don't want to turn her off when flirting, assume always test the waters before jumping in full steam ahead.

## HERE ARE THE TOP ELEVEN FLIRTING MISTAKES MEN MAKE AS VOTED BY WOMEN.

1. Closed body language.
2. Avoiding eye contact.
3. Staring.
4. The head to toe look.
5. Invading her personal space.
6. Arrogance.
7. Wandering eyes.
8. Inappropriate touching.
9. Touching too soon.
10. Sexual innuendo.
11. Talking to her breasts.

If you're looking for 'Mr. Right' and not a player who's only after another notch in his belt, it's time to give the dating myth of playing hard to get the flick.

## EXERCISE

What flirting mistakes have you noticed?

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What flirting mistakes do you make?

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How can you change what you've been doing for a better result?

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## BONUS

# BODY LANGUAGE TO AVOID ON A DATE

### PLAYING WITH YOUR PHONE OR ELECTRONIC DEVICE

This is a barrier to connection and the non-verbal equivalent of hanging a 'Do Not Disturb' sign and communicates disinterest.

### LETTING YOUR NERVES GET IN THE WAY OF CONNECTION

The signals we send out when we're nervous (closed body language, averted eye contact, withdrawal, leaning away from the person) are very similar to those we send out when we're not interested in someone so it's important to keep your body language in check to ensure that you're not sending out the wrong message. Uncross your arms, legs and feet, remove any barriers to connection, lean in and truly listen to what they have to say.

### DISTANCING AND BLOCKING – AVERTED GAZE, HAND TO FACE GESTURES, HIDDEN PALMS AND RETRACTED LEGS

We subconsciously move towards people and situations we like and away from people and situations that make us feel uncomfortable. Avoid eye blocks including averted gaze or palms that are hidden or thrust into your pockets.

### WITHDRAWAL, TENSION OR JIGGLING IN THE FEET AND LEGS

The legs and feet give us invaluable information about what someone is really feeling because they are one of the last body parts that we consciously control. Avoid the ankle lock, a sudden leg cross in an attempt to block you, comforting gestures (such as twisting feet around the chair leg) and other signs of withdrawal, tension and jiggling.