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The Yellow Swan
- Bargaining of the Sexes -



By Anthony Hustle

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It's pretty simple. Dating, meeting members of the other sex, hitting on women and whatever else you may want to call, it is a cold hard negotiation. So why not do the logical thing: let's look at the best of negotiation and apply it to the game of seduction. This is why I wrote this rather short book: distill the best of negotiation down to its essence and apply it to seduction.

The number one objective in any negotiation is to get what you want, eventually. For years two very famous books have ruled the landscape of negotiations: 1) Getting to Yes by William Ury and Roger Fisher and 2) Influence by Robert Cialdini. Both books are excellent. The premise is to basically separate the person from the problem and to treat the person nicely while being very hard and rational on the problem. To do so, we exploit psychological biases, auto-responses, that we are all exposed to. In essence, through logical reasoning and following an almost scripted approach one could always reach a logical win-win situation for all parties to overcome emotions: if this sounds too much like the old theories that were taught in the seduction industry before Straight Line Seduction, then this is because it is true. While it sounds good on paper, it is static and only works partially in reality. When you get into hardcore negotiations on a daily basis you find quickly that better strategies exist. Those I explored over time myself - the book that got the closest to echoing my practical seduction

strategies in the world of negotiation is Chris Voss's book: Never Split the Difference. Chris Voss was the head hostage negotiator of the FBI for many years and has resolved some of the harshest hostage situations in the world: a guy with extreme proof for excellence. His approach to me is orders of magnitude more realistic and effective than anything taught so far. His is the kind of guy I like to listen to. Of course, he is underrated because he doesn't have a swanky title and the Harvard logo in his background. That stuff is meaningless to me anyway. What matters is that Chris Voss did in hostage negotiations what I did in seduction.

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The reason you have two ears and one mouth is because god wanted you to shut up and listen more than you talk. Why? Because a) what can you tell yourself that you don't already know (?) and b) women's favorite topic is themselves. That's why women talk so much: so they like to talk about themselves. Note: if you are a feminist you may want to put this book down right now, because it will get ugly and offensive from your point of view. And again, my luxury is that I have fu\$% you money, so I write what I feel like - it's your problem, not mine.

Your job as a man is to shut the fu#\$ up and listen. But not only listen and nod. I mean actively listen. Listen to what she is saying. The words, the emotions, the double meanings, the body language, the tonality, the sexual innuendos and the logistical giveaways. If you listen attentively, you will uncover everything you need to get into bed with a girl. They serve it up on a silver platter to you.

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Many guys get into a conversation with a girl and spit verbal diarrhea. They are too keen to get their cool lines off their chest and they are nervous. To cover their nervous streak, they talk a lot in a high pitched voice. If this sounds gay and feminine to you and is exactly the opposite of what you should do, then that's because it is. The thing you want to do instead is to slow everything way down. Speak slowly and with a deep voice. Take your time and breathe in and out deeply. This is the hard part because you will be nervous but over time it gets better. Always remember, you can't rush greatness. By slowing down the interaction you are giving her room to relax and you are making yourself look more confident. When you are talking to a girl, you want to assume that you are sitting in a dimmed dark room while stroking her thigh and whispering into her ear using deep and soothing voice. Chris Voss calls this the Late-Night FM DJ Voice. If you have no idea what I am talking about watch the bar scene with George Clooney and Jennifer Lopez in Out of Sight. That's how you want to talk to a girl.

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“The mirroring continued between me and Watts, and he made a series of damaging admissions. He started vomiting information, as we now refer to it in my consulting business. He talked about an accomplice we had no knowledge of at the time. That exchange helped us nail the driver of the getaway car.”

Voss, Chris. Never Split the Difference (p. 35). Random House. Kindle Edition.

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The vast majority of Chris Voss' book is reflected in a technique that I call empathize-relate-educate. The simple yet very effective idea behind this concept is this: first you empathize with the girl to make her feel that you truly understand her, then you relate her emotions to yourself using a story so she identifies with you and lastly, once you have fully won her trust, you educate and lead her. Chris Voss calls it tactical empathy, labelling and using calibrated questions, but essentially it is the same.

“Empathy is the ability to recognize the perspective of a counterpart, and the vocalization of that recognition. That’s an academic way of saying that empathy is paying attention to another human being, asking what they are feeling, and making a commitment to understanding their world.” **Voss, Chris. Never Split the Difference (pp. 51-52). Random House. Kindle Edition.**

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The technique of bonding with her emotionally goes further: when you suggest to the girl to take her home, girls often feel uncomfortable or not ready yet. By simply acknowledging her feelings you disarm it: “Look, I know we don’t know each other that long, but I would love to spend some time alone with you.” Then you have to bite your tongue and pause to let her talk. Often girls will give in because they want the same - since you are addressing the elephant in the room, it makes it much easier for her to come along. This works particularly well when you pre-empt the objection she might have. I call this objection prevention. It’s important that you label the objection in an understanding manner, not in an accusational way. You simply acknowledge the situation.

“These labels are so powerful because they bathe the fears in sunlight, bleaching them of their power and showing our counterpart that we understand.”

Voss, Chris. Never Split the Difference (p. 61). Random House. Kindle Edition.

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Most guys make one huge mistake over and over again. They ask the girl to come to an instant date or to their house without clearing logistics first. You cannot make this fatal mistake because you are setting yourself up for a no (no ladder) and it's very hard to recover from that. What you want to do instead is clear the logistics first and then ask to move. For example, instead of asking her to come to a bar, you first ask: "So what's going on right now?" She will answer: "Well, I was going to Soho to see China Town and then I don't know." Perfect, because now I can influence her. I know she is free and wants to go to Soho: "I love Soho, have you been to Cafe Boheme?" She answers with no: "Oh really you haven't been. It's amazing. Little French bar in the middle of the gay area." Now she will ask a couple questions and talk about Soho: "Oh sounds amazing, where is it?" I can pull with a clear road ahead now: "Look, why talk about it if we can go together and explore. Let's go." And we are on an instant date. Had I instead asked her to come with me to West London, she would have had a good reason to refuse and say no; in her head she wants to go to Soho. That would have required me to back paddle and probably not get her to come along or at least make it much more clumsy and complicated.

In the last rap battle of the movie 8 Mile which features Eminem you see a very good display of a strategy I love. In the final battle, Eminem first speaks about all the horrible things that his opponent may accuse him off (getting beaten up, his girlfriend having cheated on him, having grown up in a trailer park etc.) before he unleashes the fury and completely destroys his opponent. Chris Voss calls this an accusation audit, I sometimes call it objection prevention and here I name it pulling the rug from under her. The greek philosophers used this rhetoric style in court often, but I can't remember the name of this technique - trust me, it works and has been used for centuries if not millennia.

The point of this technique is this: if you admit to certain problems, weaknesses or things a girl may object to in her mind, you disarm those issues. It's important that you get them out before she does. Why? Because if she brings it up first, you have to react instead of leading her mentally. Vice versa, if you bring up an objection first and she calls it out later on, she is making a weak argument that you can brush off by saying: "Yeah, I know that's what I said earlier. It's fine."

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Alright, you did great. This was a lot of really hardcore negotiation technique in a few words. Let's review this.

The overarching technique is empathize-relate-educate. That's your framework. You start by listening actively to understand the girl deeply - her emotions, her life and how she feels now. She has to do more of the talking because that means she is investing and divulging information. You come from a very positive point of view. You are not taking on any negativity. You use your upbeat and friendly voice that a person in a good mood would have. You encourage her to speak by mirroring her body and gestures as much as possible. Then you start with eliciting information by mirroring the girl. You simply repeat back what she says: "Ok, so you just landed in London and are ready to put your party shoes on. Welcome to the big beautiful city. So what's the plan today?" You can simply use the mirror-question-silence technique to keep the conversation going. That way you don't run out of things to say to her.

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Chris Voss calls “No” the gateway to “Yes”. The word no and the accusation audit have a lot in common. They both play on reverse psychology. Why? Because they disarm and they imply Cialdini’s scarcity. How is that? If you tell a girl early on: “I think you are hot, let’s have sex later.” She will tell you no. Why? Because it is obvious that you want that from her - many guys do. If you instead told a girl: “Look, you are very hot but I won’t have sex with you until date 3.” She will not react the same way. Why? Because it disarms what she would expect from a regular guy and it makes her wonder why you don’t want her. This is the first point I want to make. Do not start a conversation with an obvious and blatant request that elicits a no. Every guy and his little brother do that: don’t be the stereotypical macho construction worker that whistles after the hot girl. I love those guys by the way - it makes me laugh all the time.

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Chris named his book “Never Split the Difference” for a reason. In the chapter that has the name of the book he says that no deal at all is better than a bad deal and that’s 100% correct. When it comes to women, time is of essence and wasting time on a date with a girl that’s not into you is worse than not having a date because you could find a better girl in the meantime.

“I’m here to call bullshit on compromise right now. We don’t compromise because it’s right; we compromise because it is easy and because it saves face. We compromise in order to say that at least we got half the pie. Distilled to its essence, we compromise to be safe.” **Voss, Chris. Never Split the Difference (p. 116). Random House. Kindle Edition.**

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At the same token, you need to be flexible enough to be opportunistic. Some girls just don't have the time to have sex with you right now even though they want to. In those cases you need to be open and creative. She might have to catch a flight in 5h and can't come back to yours. What do you do: active listening and asking more questions: "Ok, so where do you live?" She says: "I live over there in that hotel." You answer: "Ok cool, let's hang out for a bit before I go and bring you to the station."

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There are a couple of techniques that come in handy. They are more of a throw away comment from my side but they are useful to know. One is the false time constraint (deadline). It's basically an emotional anchor that disarms her. You tell her that you have little time to spend and that you have to go soon. This lowers the buying threshold for the girl as it disarms the idea of hanging out for a very long time. When you set a false time constraint, do not give an exact time. Give something vague: "I am meeting friends later but they are always late."

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I think this is the first time I am ever writing about this topic: the best way to seduce, is to drop her game. Every girl has subconscious guards up. She knows that guys want to have sex and she wants it too, but she is socially conditioned to not give it away easily. This happens in any negotiation. The other party is by definition our "opponent" because they want to get as much from us as possible while giving us a little as possible. You can make it sound all dandy and sweet, but the reality is that there is a battle going on. So the man hides his secret agenda of wanting to have sex with the girl and the girl acts like she is not fully aware of it and plays nice, while she is very aware of it in reality. The reason there is this tension is because society labelled everything and we act accordingly - in reality, we want to all have sex. The dilemma is that the labelling eventually leads to a showdown - a climax. At one point, we have to show the cards and when all cards are revealed, she has to make a call:

"Our job as persuaders is easier than we think. It's not to get others believing what we say. It's just to stop them unbelieving. Once we achieve that, the game's half-won. Voss, Chris. Never Split the Difference (p. 150). Random House. Kindle Edition.

A lot of times, you are dealing with facts that are not available to you. The girl might be seeing a guy, the girl might have plans for later with her girlfriend, she might just be staying in town for a couple of days or she might be a lesbian. All of these are unknown unknowns. When you negotiate with unknown unknowns present, you have incomplete information. Therefore, your decisions are based on assumptions that are wrong.

“When other people will be affected by what is negotiated and can assert their rights or power later on, it’s just stupid to consider only the interests of those at the negotiation table. You have to beware of “behind the table” or “Level II” players—that is, parties that are not directly involved but who can help implement agreements they like and block ones they don’t. You can’t disregard them even when you’re talking to a CEO.” Voss, Chris. **Never Split the Difference** (p. 171). Random House. Kindle Edition.

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There are some very simple rules that are important to keep in mind when seducing girls. Those rules can be taken literal. That means, they are not subject to interpretation. Those are hard rules like gravity or the speed of light in physics.

The first rule is what Chris Voss calls the 7-38-55 Rule. 7% of communication is words, 38% is tonality and 55% is body language. The reason it can be frustrating to learn seduction is that you literally use the same lines as another guy, but the effect is completely different. That's because verbals are only 7%. What matters a lot more is how you say it and how you get it across. But in the spirit of Chris Voss, I want to focus on something more novel. We all know that communication is mostly non-verbal. What most people miss is what I want to focus on: reading and understanding the girl. That is the case because if you read the girl correctly, you understand when you actually have a chance of making something happen instead of banging your head against the wall. If you get good at reading the girl based on the 7-38-55 Rule, you are able to keep time wasters such as no-girls that are posing as maybe-girls out of your seduction funnel.

First, a girl can only exploit you to the degree that you allow it and that you care. If I like a girl and I care about her, I might open my wallet a bit more. If she shows signs of entitlement and goldiggerism, I turn into a stingy Jew. The only way she could break my stinginess is by threatening to walk out on me - if she does that, I walk out on her and find a better girl. So in reality, she has zero control over me. I am not an asshole. I am the opposite. Every girl gets a chance to be nice and reasonable with my money. The emphasis is on “my money” - once she tries to abuse this allusive power of hers, she is doomed. If she interprets my kindness for weakness, the bank vault closes and I throw that key into shark infested waters.

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The most important part of any negotiation is to stay positive. Stay friendly and stay in control of your emotions. It can get heated and you can get assertive, but you keep your emotions under control and you stay respectful. You need to be, because you need the collaboration of the other person to make things work between you. If you antagonize others, you lose. That being said, it doesn't mean that you are easy going - you negotiate hard - hard and long to be exact. When you set boundaries for the girl, you need to come from a place of tough love. Like you would with a child. Never view the girl as a bit#\$ or your enemy - if you do that, you lost already. She is never the problem - you are the problem and it's your job to solve the problem. So focus on the problem not the girl and your emotions. If she is truly rude, then it's your job to leave the place with dignity and fast. If she truly goes bonkers simply tell her: "I admire your passion. It's sexy." Let her meditate on that - she will come around to calming down.

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One-itis is when you “fall in love” with a girl you barely know or that doesn’t deserve the attention. You chase her and she is aloof. You ask her out and she is on and off. She makes you work for her and you do. You have caught one-itis.

A golddigger and a one-itis girl are not that different. You are compromising your standards for the sake of their attention and time. The golddigger you can disarm as explained above. A girl that gives you one-itis you can only battle if you battle yourself. You need to tell yourself that you will bargain hard no matter who she is. You will stay on the Straight Line. And if you feel one-itis, you make it a rule to battle hard. Drive a very hard line especially if she gives you one-itis. The trick is to never compromise your model. Your plan is more important than the girl. As long as you stick with the plan, she can’t derail you.

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I have written about profiling in my book *The Close* extensively. I won't repeat that section here, but in general you can classify girls according to their sexuality, cultural upbringing and their extroversion/introversion. Chris Voss analyzes people according to three character types: analytical, accommodative and assertive. Basically, analytical people are quiet and need a lot of information to make a decision. They respond slowly and like silences - they regard pauses as "time to think". They tend to be less charismatic or even cold and they focus more on facts (relatively speaking). I would say a lot of Asian girls are like that. In general, their weakness is that they cannot keep up with someone who is quick-witted and makes decisions fast. It can overwhelm their brain. I told you to stop reading you damn feminist ;-)

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This part in Chris Voss's book is truly genius. I hadn't heard about this before and I think it is great. It is ultra relevant and practical and it hardwires very powerful concepts into your bargaining technique. Ackerman was a kidnapping negotiation specialist for the CIA. The system works like this:

1. Set your target
2. Set your first offer at 65% of your target
3. Set 3 raises to your target (85%, 95% and 100%)
4. Use empathy and calibrated questions to say no
5. Use a very precise and odd number for the final price and throw in a non-monetary item with it

"The genius of this system is that it incorporates the psychological tactics we've discussed—reciprocity, extreme anchors, loss aversion, and so on—without you needing to think about them." Voss, Chris. **Never Split the Difference** (p. 206). Random House. Kindle Edition.

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Nassim Taleb wrote a book called The Black Swan - he is a great mind and writer. A Black Swan is an event that is believed to be less likely than it actually is. For example, according to some risk models, an event such as the 2007 global financial crisis should only happen once in thousands of years; yet, it happens way more frequently. What does this have to do with seduction? In negotiations, with experience, you will see typical patterns. Often, when these patterns are out of whack, we assume that they will prevail. This is however not always the case - as a matter of fact, oddness and unusual patterns bare extremely valuable information. The most important information. It's your ability to practice active listening that helps you to find these odd tells. For example, a girl that is young and extroverted is nothing too special. However, if she keeps talking about partying and recreational drugs, it's already a hint that she is wild. If she smokes, it's another sign of rebellion. If she is touchy and shows off her body, you get more hints. Often girls that are quiet talk through metaphors (they are analysts or accommodators) or about other people - that's their way of telling you what they want.

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Often I meet guys that tell me: "I don't approach girls that are in groups or with their parents." I know the rationale: she is busy, she is with her mom or dad and this is not going to work. The truth is that this is your assumption - it's not reality. The truth is that you can approach a girl that is with her mom or dad. It's irrelevant. He is hardly going to come over and slap you in your face. If you are polite and friendly simply expressing how pretty and nice the girl is, you will get a positive response. If the dad looks at you strange, simply excuse yourself and walk away - no big deal. The second you say: "This is crazy!" you lose. It's only as crazy as you let it be. I have had moms tell their daughters to come out for a drink with me and I had sex with their daughters the same day. Moms were young at some point as well so they know the deal. If you are a high value guy, the mom will try to help her daughter go out with you. It's all a matter of the survival and replication value that you represent: you can read up on that in *The Close*.

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If you take only one thing away from this book then it is that you need to let go of your preconceptions and step out of the comfort zone to Provoke Yellow Swans. If you do the things that are hard to do for common people because they regard them as “crazy”, then you are on your way to doing extraordinary things. Provoking Yellow Swans is the holy grail in life: what you think is risky is not risky in reality. It's may be emotionally uncomfortable, but there is no risk in you doing the uncommon things in life. What you need to realize is that the upside from doing uncommon things is very large. Why is it so large: because nobody else is doing those things - they are outside of the reality of common people. The hardest part of Provoking Yellow Swans is to control of your emotions and the willingness to suspend what you already know in order to discover the unknown unknowns. Let her talk, ask her questions and listen attentively: your job is to find out what she feels, thinks and experiences right now in her life. There is yellow gold buried in her mind and it's your job to dig it out.

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