

**Anthony Hustle**  
- The Close -  
**Straight Line Seduction**  
**System**



This free PDF summarises the main concepts of my book, *The Close - Straight Line Seduction System*. The BOOK is AVAILABLE on LULU.COM under the following LINK:

## [The Close - Straight Line Seduction System](#)

### **Why I Wrote This Book**

Firstly, I would like to thank you - thank you for absolutely nothing! 99% of this journey was pure self-development - material I consumed was only partially helpful and often misleading. People I went out with were fun and helped me keep the momentum. But at the end of the day, the only person that pushed me to get to this level to mastery was myself. It's better for you to know this truth right now or else you will get disappointed on your own journey to mastery. Become self-sufficient if you want to master the art of seduction.

Second, I want to give people the truth. The amount of misleading information I heard over the years is astounding. I give the truth and I don't try to extract every penny out of people. Actually, I give a lot of stuff for free on YouTube, including this PDF here. I am not shy and I know my value: I have the hottest girls, I have the most exciting seduction videos, I produce quality books and tutorials, and, yes, I will charge money for my products and services, but wouldn't you? Do you go to Apple and tell them: "Hey, can I have that Iphone for free?" What if your boss told you: "Hey, this month you have to work for free. Do you mind?" Exactly, and that's why I charge for my services and I won't be shy about it. I see like Too Short: "I work pay style. I work and you pay."

Third, I think this is a way for me to give back. I went through real pain to figure this out and I need to write it all up and share because I owe it to myself and to the men around this world: this shit works if you practice enough. Lastly, I truly enjoyed writing this book

- it was a short and intensive burst of creative writing (less than 2 months) and if I achieve nothing else but to amuse some of my readers, I think I did my job.

"Everyday, do something foolish, something creative, something generous." Benjamin Graham

### **Hi! My Name is. What? My name is. Who? My name is. Anthony Hustle**

Anthony Hustle is obviously not my real name - it's my stage name. If it was my real name, I would get laid without spitting a single line! Jokes aside, I took on this pseudonym for good reason: 1) Tom Torero took the freedom to assign me the Italian stallion pornstar name Antony (not a typo) and shamelessly published some of the wild adventures we went through in our early formative years in his classic book Daygame. Most of the guys know me from this book, so I simply went with it (ok I added the "h" because it sounds better). 2) Hustle sounds cool - let's be honest. But more than that, Hustle is what life is all about for me. According to the Merriam-Webster dictionary hustle is defined as: "To obtain by energetic activity." For me personally Hustle is a synonym for discipline.

Tony Hustle is all about discipline. While people are complaining that they can't create this company, apply for that job, go to the gym and so on, I go to work. Discipline is what will get you the results you want. With discipline you can achieve anything: if your close rate is 1%. That is out of 100 girls you approach you have sex with 1. And let's say my close rate is 20% - so I am 20x better than you, which is realistic if you are a beginner or intermediate. If you approach 25 girls a day and I approach 1 girl a day, after one month you will have closed 9 girls, while I will have closed 6. So despite having a 20x higher close rate than you, you will get 1.5x more laid than me - without any training! That's the power of discipline.

## **The Myth of the Natural and the Supernatural**

Up to my 16th birthday, I hadn't kissed a girl. By the time I was 19 I had slept with 10 girls without consciously learning game. What happened between 16 and 19? And what happened after that - how did I turn into an SDL machine that gets the hottest girls off the street consistently anywhere in the world? How is it possible?

Seduction is a skill. Period. Don't ever come to me and tell me otherwise. If you tell me otherwise, you are dead to me - I don't want to pollute my mind with your bullshit. Who are you to talk to me? Have you put in 10 years of work? What have you done that would make me believe that you have any authority to talk to me about this subject? Keep it to yourself. Go and see the other self-victimising losers - if you don't believe it's a skill, go to hell, frankly speaking. Am I offended. No, I am just not listening to a nobody. Do you think Warren Buffett would listen to me regarding investments? No he wouldn't. Like my old boss said: "Listen, Tony and I are of this opinion and if you disagree, I am going to tune you out, do you understand?" That was the end of the conversation. The guy got fired the next day. You and I are not the same person or I would be reading your book; we are not even in the same universe. Just like I am not in the same universe as Michael Jordan when it comes to basketball. The sooner you accept it, the better for you. Your limiting beliefs are poison to yourself so keep them to you, or better, start replacing those limiting beliefs and start to change. Because right now you are the same guy that tells people it's impossible to become a billionaire. You are uniformed, you are following the crowd and you are wrong. If you read this book and you think you know better, put it down, send me an email and I will give you your money back. Right now, I am your Michael Jordan and you are trying to learn how to play basketball - accept reality.

Learning seduction is a teacher for life. Just as any other skill or art that you are attempting to master, seduction follows four distinct learning phases. First, you are unconsciously incompetent: you may know that seduction is a skill, but you have no

understanding of what you need to do to get better at it. You don't know the different elements of seduction, you don't understand the process and you don't even know where to start. You simply don't know, what you don't know. It's a natural phase. Secondly, you are consciously incompetent. You may have read some books, listened to podcasts and watched videos. It's all a big blur and you have information overload. It seems like a huge daunting challenge. You may understand the basic principles, but you certainly don't have any practice or ability to apply these concepts. Third, you become consciously competent. After some practice in the field, you can apply some of the concepts that you learned about theoretically. You get some positive feedback and however small the initial results are, you are motivated. At the same time it is frustrating, because your success rate is very low. You actively have to thinking while applying your seduction skill. You look and sound mechanical - sometimes you are weirding people out. Your brain is busy analysing and digesting the information. It's a difficult phase and you have to keep pushing because over time you reach the fourth level: unconscious competence. In the fourth stage, you have trained so much that your seduction skills are committed to your subconscious mind. When a baby starts learning to walk, it really has to focus hard on the simple task of walking. It falls over and over again, but it pushes through. Eventually, the baby becomes unconsciously competent, gets up in the morning and runs through the house. It is the same with seduction: your slightly awkward opening become internalised. Lines just flow out of you and are delivered perfectly. You obtain performance certainty. You know for a fact that you have delivered a technique perfectly and if the girl doesn't react, she is simply not interest. That's unconscious competence. Back to the guy who thinks it's not a skill: "Have you ever heard a mom tell her baby: "You tried to walk for 6 months now and you just can't hack it. Let's pack it in, baby. Walking is just not for you."

For the guys with discipline and vision: Once the seducer reaches Supernatural state, the subconscious mind intuitively leads the seducer to deploy the right line and the right move at the right time. His effectiveness explodes, because the subconscious mind is

infinitely more powerful than the conscious mind. Often he surprises himself and thinks to himself: "Where did this line/move come from?" It looks, feels and sounds natural and the results are ridiculous to a bystander - you know you have reached this level when people start telling you that you are just a natural with women. But they are fucking wrong. You are much better. You are not just natural, you are Supernatural.'

## **The Basics of Game**

### **What it Takes to Date the Hottest Women - Patience, Reflection, Persistence/Momentum and 10x Effort**

Patience is key to learning seduction - I think it is fair to expect to spend at least three to five years of pretty hardcore dedication to master the skill. It may take you 2 hours a day for 5 years which equates to approximately 3650 hours. It is up to you to decide whether it is worth it.

Reflection is another key factor for getting good at seduction. You will have to be brutally honest with yourself and it is hard. It is hard because it is about yourself - your ego is on the line. You probably need to sort out your wardrobe, you will probably need to go to the gym and lose 15kg, you may need to get a different haircut and you have to get your flat/house improved - take down the World of Warcraft and Metallica posters and replace them with stylish photographs and good-smelling candles.

Persistence/momentum, the next key factor for getting good at seduction, is often misunderstood. Often people consider seduction a hobby - they practice on weekends and they adopt a laissez faire attitude. You need to go out 3-4 times a week for 2-3 years. If this sounds too hard to you, then go back to a normal life and date like 99% of people.

I hate to break it to you, but the trick is discipline and very consistent high volume approaching for a very long period of time. When to start? First approach today, infield, and no excuses my friend.

### **The Statistics of Closing and Measuring Your Skill Level**

Why is it important to know your statistics? It's important for a number of reasons. 1) you know where your skill level currently is and how far you can go with more practice. 2) it gives you an important anchor point - seducing women can be highly frustrating. If you don't have a reference point, you are likely to be too hard on yourself or to have unrealistic expectations. 3) it tells you how much time and effort you will have to put in to get results - this is important because it helps you understand that you will get laid if you put in the right amount of effort. I recommend that you start approaching without much theory and start recording your numbers. Within a span of three months you will know exactly where you stand and this will give you a lot of perspective on the process of learning seduction. Breaking it down into numbers will ultimately give you the motivation to push through the hard times - especially, when you notice your close rate go up.

### **Myth Buster - Be a No Limit Soldier**

Reinhold Niebuhr an American theologian wrote a sermon called Serenity Prayer that sums up my beliefs about my personal characteristics such as looks and age - it very much resonates with the writings of famous Stoics such as Lucius Seneca and Marcus Aurelius:

**God, grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference.**

I am sick and tired of listening to your bullshit. You have no idea how many emails, comments and other bullshit I have heard. It's all along the same self-victimising lines: I

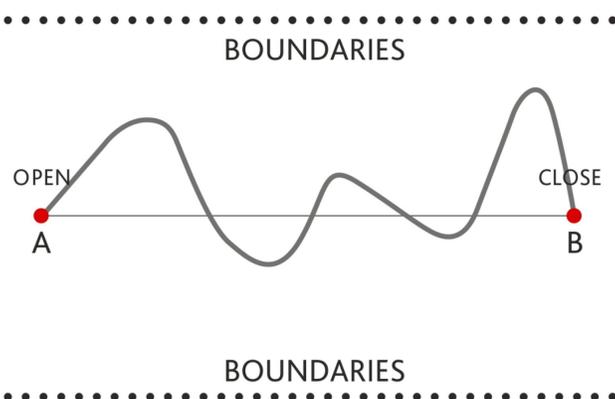
am too old, black, small, young, poor, rich. They are too: Russian, tall, blonde, rude, English, prude and young. You know what: "Fuck you and your beliefs." You are not a seduction pro - you are a nobody. You think you are the only fucking guy that tells himself this stuff? 99.9% of men tell themselves this stuff - that's why I am on YouTube getting Playboy models and you are not. I did something very different from 99.9% of men and that's why I get very different results. If you do what everyone does, don't expect a different results. You know what everyone does: they do 10 approaches for 4 weekends in a row and then they say it's not possible. You are not a seducer if you do that. You are a joke and that's why nobody gives a shit about your beliefs. Deal with reality and stop being a joker. Do you think the Wright Brothers thought you could fly an airplane at 1000 km/h over the ocean while drinking champagne when they started the Kitty Hawk? Do you think anybody else believed that was possible when they proposed flying? Nobody believed it, not even they themselves did. Until they did fly the fucking plane. Why did they fly the plane? Because they obsessed about getting it done.. As a matter of fact, they failed commercially, because they didn't believe it was commercially viable. Other people had to make it an industry. But at least, they got the fucking plane off the ground. That what I believe: "What you can conceive and believe, you can achieve." Everyone who tries to tell me different is dead to me. I will forgive you if you are thinking it now, but you better change right now or you will never fly.

## **Straight Line Seduction**

### **Understanding Straight Line Seduction**

It's not rocket science my friend. You are about to turn yourself into a lousy carpet salesman. You don't like knocking on doors like a sleazy sales guy? Guess what, that's what pickup really is all about. The seduction process is indeed very similar to a sale - as a matter of fact it is a sale. You are selling yourself and so is the girl, whether she realises or not. So to illustrate this process I borrowed the below graph from The Way of

the Wolf by Jordan Belfort. Read his book if you want to understand what I mean in detail. Or better, read my book ;-)



To close the deal we have to drive the interaction from A to B. The boundaries are the friend zone boundaries. North and south of those boundaries we are in the friend zone. Between those boundaries is the seduction zone. We have to stay inside the seduction zone and outside the friend zone. Once we have enough trust and comfort we drive the interaction forward to the close using the right combination of escalation and comfort.

Let's look at the other ingredients that I just mentioned apart from the open and the close:

- comfort-trust
- attraction-escalation

I cover those extensively in my book: *The Chemistry of Seduction*. The basic mechanics of the Straight Line Seduction System work as follows: comfort-trust is a critical element - the girl will never sleep with you if she doesn't trust you. If you only build comfort-trust, the girl will not see you as a sexual partner. My book answers therefore the following question: **what is the maximum amount of attraction/escalation that gets us from A to B in the shortest possible way while making sure she feels comfortable enough to stay with us?** The innovation is that the model demands constantly

increasing escalation, which makes sure we keep her attracted to us, stay out of the friend zone and move towards sex. Most people who start learning about seduction find it fairly easy (on a superficial level) to build comfort-trust. What they truly struggle with is the attraction-escalation element. I therefore hardwired attraction-escalation into the Straight Line Seduction System - in seduction, if you are not moving forward from A to B, you are moving backwards. My system forces you to never forget to escalate forward. I want to close the deal. Hence, The Close.

### **Frame Control - The Rocket Fuel of the Straight Line Seduction System**

So let me tell you about the rocket fuel of the Straight Line Seduction System - it's something that most men either completely miss out on, or only deal with superficially and it's a huge mistake! It took me ages to fully understand it and it is probably the most important topic I write about in this book: frame control. I still learn new things to this day. The frame determines how the interaction is perceived by you and the girl - most importantly the girl. Frames that are desired are:

- I am a man talking to a woman that I want to have sex with and make my girl
- I am a man she accepts as her male-leader
- she is looking up to me and chasing me, because I am smarter and more successful than her and I have many options with other girls
- I make the decisions and always will and she will support me as her man
- we have a very special connection and I will protect her and our kids from the outside world

Frames that are not desired are:

- she is way out of my league and my only option at the moment
- I have to chase her to get her
- we are just having a friendly chat; this is not sexual

- I am fine with her leading and making decisions for me
- she can fight for herself and does not need my protection and leadership
- we talk about everyday stuff like she would with other acquaintances

Most men waste the golden comfort-trust time to have a chat about random topics. Shockingly, sometimes about football, politics and even the weather. This is a huge mistake. What you should do is: control the frame. If you are not, then you are weak at seduction. That's a fact.

### **Frame Control - Dominating the Social Pecking Order**

People tend to hang out with people of similar status - last time I checked I didn't see Bill Gates hanging out with the average person. Because the difference in social status tends to be less extreme or even non-existent, people subconsciously look for reference points in the interaction to determine where they stand in the pecking order. As with anything in life, if you want to get extremely good results, you need to go for the jugular: since we understand that women test our behaviour to reveal our social market value, we simply reverse engineer the process so we display unusually high social market value based on extremely solid behaviour. To crack the process, we need to go straight for the jugular and ultra directly communicate high value behaviour. And for this we use frame control and that's why frame control is the rocket fuel of seduction. For example, instead of implying our ability to protect her from the outside world by telling her a kickboxing story or the alike, we tell her directly how we think about a male-female relationship. We tell her that we are the man and as the man we are the head of the family that stands like a steel wall between her and the outside world. She most definitely has never had a man tell that in such a direct manner. It's refreshing to her ears because this is what she is looking for in men in the first place. We do this with all frames that are useful for the seduction process so we score extremely high on all dimensions of behaviour that men with high social market value exude. In case you are

wondering: wow, I just need to learn how to control the frame and women will be automatically attracted to me without doing much work. That's right!

**Passive frame control.** Passive frame control involves either a) controlling logistics or b) mental preparation ex-ante the interaction with women. It does not relate to active verbal or non-verbal behaviour during the actual interaction - in this sense, it is more of a strategic preparation rather than a tactical action you take while seducing the girl. Think of it as the strategy that the general will lay out before engaging in battle. I deal with those frames in detail in my book, but it's already extremely useful to understand that you need to be in control in the first place. Those are the fundamentals. I like the Michael Jordan quote on this:

"The minute you get away from fundamentals – whether its proper technique, work ethic or mental preparation – the bottom can fall out of your game, your schoolwork, your job, whatever you're doing."

**Active Frame Control.** Active frame control is a tactical weapon. It is deployed to frame the interaction in a way that allows the man to lead the woman and to escalate forward without resistance in a controlled manner. Because frame control establishes such deep attraction and comfort on a primal level it often it leads to the girl driving the escalation forward herself. Ultimately, on its most primal level, frame control communicates extreme social value to the girl - once she realises she is dealing with a man of extreme social value, she will drop her own frame and start chasing.

Active frame control can either be used to a) set up a frame from scratch or b) to counter a frame test in order to reframe the interaction in a way that suits you. As a reminder, we set up frames from scratch because they allow us to hack the commonly practiced passive or implicit ways (e.g. expensive cars and DHVs) with which men communicate their ranking in the social pecking order: we know exactly what

characteristics women seek in high value men and instead of beating around the bush, we go for the jugular by communicating these characteristics unapologetically - we don't imply high social value male behaviour, we practice high value male behaviour. The testing of the man's behaviour is what is generally referred to as "frame testing". As a reminder, women test men's frames because it is much harder to fake high value behaviour consistently than it is to own high social value implying artifacts such as sports cars. Frame tests come in various forms: for example, she may try to take over the lead by telling you where to go next, she may ask you to pay for her drink, she may simply be rude to you, she may tell you that she doesn't like your shirt or that you are too small for her, she may tell you that she won't have sex with you, or she may accuse you of being a player. The variations of frame tests are endless, but they all serve the same purpose - frame tests are aimed to lower your social value in order to trigger a behavioural response. From the response, the woman deducts your implied social market value. Most frame tests can be classified as follows:

- making you look socially awkward to push you into the **player frame**
- getting you to financially invest into her to push you into the **provider frame**
- getting you to overinvest emotionally into the interaction (prematurely) or to become negative to push you into the **needy frame**
- **Disqualifying you as a suitable sexual partner** from a physical, appearance or lifestyle point of view

Using the main frames, I explain in the book how to a) use frame control by setting up a strong frame from scratch and b) use frame control to deal with frame tests. In general, it's great to have an understanding of frame control in the first place. Because without Active Frame Control you are a leaf blowing in the wind, especially during comfort.

**Male-leader frame:** it is possibly the most powerful frame of all. I use it to establish myself as her male leader - the one man in her life that ensures her survival and replication. It hits home on a very primal Darwinian level and works best with women from masculine cultures (e.g. Russia). But it works in general because all women need protection to replicate safely.

**Flip the script frame:** this is probably one of the most versatile frames. It can literally be used in almost any situation. In this frame the aim is to set ourselves up as the prize by putting her in a defensive position. We use our superior position for investment and qualification. We also use this frame to establish the idea that she is sexually attracted to us and chasing after us.

**Pure connection frame:** I use this frame in deep rapport. The frame aims to make the girl drop all her barriers/guards and to surrender emotional control. It is a frame that when imposed completely disarms the woman's frame control. It basically communicates to her that she needs to stop playing games and reveal her true feelings and thoughts. Once it is established, it gets rid of any games that might be played and moves the interaction to an extreme level of comfort/trust.

**Childish dummy frame:** this frame is a psychological regression in disguise. It brings back memories of the way she was treated by her dad as a child and it is extremely powerful when set up correctly. In this frame you are framing the girl as a child. Her behaviour is inappropriate for her age and you therefore cannot take her seriously. Once the frame is set and accepted the girl will start giggling - she realises that she is behaving like a princess and falls into the role. The acceptance of a behaviour that is inappropriate for her age induces the regressions - she falls back to behaviour patterns that are more similar to a child or teenage girl. Moreover, you establish yourself a male figure of authority like her father - women are implicitly screening for men that behave like their dad.

**Explain her world to her frame:** this frame is very useful because it implicitly sets you up as the more intelligent and experienced male-leader in her life. Girls want men that are smarter than themselves. Again, this is basically a regression to her childhood - her father explained the world to her and protected her. So if you can explain her world to her, she will associate you with a father figure. It's a frame that I impose in deep rapport. A technique I often use here is: emphasise, relate educate. This three-step process works as follows - I engage the conversation by asking her what her current challenges are in life. Then I let her explain the situation to me. After that I emphasise with her by repeating back the situation to her in my own words to show that I understand her world.

**Objection prevention frame:** this frame is used to handle her objections before she verbalises them. I often use it before I take a girl home to my place. Girls will object to coming home to a man's place because they know that it will end in sex. The frame is set up as follows. You verbalise all possible objections before she can. Most common objections are related to coming home with you and having sex: "Just so you know, nothing will happen tonight", "I am not coming home with you tonight.", "I have work tomorrow so I can't stay out long." are all common objections that women come up with. Since prevention is better than cure, we pull the rug out from under the women (no pun intended). Before trying to get her to come to your place you verbalise all her possible objections before she can.

**Frame test reframers:** I want to briefly touch on a category of frame test reframers that are extremely useful. Those are all general reframers that you can use when she tests you and they are very powerful.

This is the fundamental structure of the Straight Line Seduction System: we go straight from open to close cycling through attraction/escalation and comfort/trust in the shortest possible time. We use frame control to establish extreme social value and to frame the

interaction that is very helpful for our seductive process. To complete the model, we need to add two more elements, killer instinct and patience. These two elements are intertwined and have to be considered in tandem. In the following I will explain them.

### **Killer Instinct (Kill Zone)**

“Tony, she is ready. Now!” One of the best men I ever seduced women with constantly made me aware of the killer instinct. When we would go out to seduce girls, I sometimes “overgamed” because I enjoyed the attention and the reactions. Overgaming is different from overescalating. Overgaming is when you are still selling when instead you should be closing. It’s equivalent to a prospect coming into a car dealership, telling the sales person that he wants to buy exactly this car. A lay sales person will ask the prospect whether he wants to take it for a spin or have a look at the engine - what he should be doing is closing the prospect and turn him into a customer. He should 1) sit the customer down, 2) get out his contract form and 3) close the deal. I always had killer instinct, but it wasn’t until after my friend made me blatantly aware of it that my results improved to a different level - a level that makes an uninformed bystander shake his head in disbelief and awe. It’s the killer instinct: killer instinct is an observational skill that is tightly linked to your adaption capability discussed previously. The best way to observe killer instinct is to watch a video of a kiss close that’s done within under 5 minutes. A quick kiss close is only possible if you have the ability to know when she is ready.

### **The Patient Pusher**

The notion of the killer instinct is hurtful to your seduction skill if you don’t understand the concept of active patience and pushing. What most seducers, including the so called professionals, do not understand is how to use patience and pushing to your advantage. It’s one of the most powerful weapons in the seducer’s arsenal. It is not required for yes-girls, because yes-girls follow the straight line to point B. But for maybe-girls it’s like crack cocaine. If executed correctly, active patience and pushing will

make maybe-girls chase after you like a rockstar. I am not exaggerating by the way - let me explain in detail.

As a master seducer you need active patience and the ability to push because a) you need patience for her to enter the Kill Zone and b) if you overescalate and she pushes you away, you need to be able to flip the script. You need to treat patience and pushing as actions, tools in your seduction arsenal. When you are seducing a woman and nothing seems to work, exhibit active patience first. Active patience is your ability to keep a good attitude, while you are seducing and waiting for her to enter the Kill Zone. Think of it as a frame test: when a girl makes you wait for a very long time, while giving clear signals of interest, you know you are in; why else would she be hanging around? You just have to be patient and keep escalating forward. However, the seduction process does not stop with patience. Patience has limits - at some point you have to escalate and sometimes you overescalate.

### **The Straight Line Seduction Cycle**

It is now time to put all pieces of the puzzle together and to complete the Straight Line Seduction System. In a nutshell, the Straight Line Seduction System dictates to go from open to close in the shortest possible time frame using escalation, while building enough comfort to keep the girl around. All of this is done using the power of frame control to build extreme social value until the girl starts chasing after you. Further, the system requires an enhanced perception skill to realise when the woman is ready to be closed - the Killer Instinct. We then need to add active patience to the mix to make sure we can progress escalation until the woman gradually enters the Kill Zone. I think the reader can already tell that this model has a dynamic element to it - it's not just a straight line, but rather a cycle. Let's return to the very useful classification of yes, maybe and no-girls to understand this cycle better. The defining characteristic that allows us to differentiate yes, maybe and no-girls is one simple measure: it is the number of seduction cycles it takes before she enters the Kill Zone.

A seduction cycle consists of two elements. It always has a comfort-trust element and it always has a attraction-escalation element. These elements can be present at the same time, they can be partially overlapping or they can be separate. In my mind, I picture both elements as the mixing of two fluids, one blue (comfort-trust) and one red (attraction-escalation).



For example, when you meet the girl in the street, the initial phase of the interaction is always an attraction-escalation element: you have to stop her and get her attention - it's a mostly red phase. Possibly, after a while you go into comfort-trust and she starts opening up to you - it's a calm blue phase. Then you gently put your arm on her back and suggest to go to a bar - it's clearly a red phase.

There is an endless amount of ways a girl can be more or less explicitly showing you that she is ready to go - it's your job to realise when she has gone through enough seduction cycles to enter the kill zone. And once you realise she is in the kill zone, a window of opportunity opens that you need to capitalise on. If you don't you are running the risk of losing the girl.

## **Supernatural Adaptation**

Adaptation in seduction plays on two levels: 1) environment and 2) personality type. Environment dominates the adaptation process as it sets the general frame under which people operate - by that I mean that the seducer first adapts according to environment and then takes the personality type into account. Different environments give you different levels of permission to escalate and attract. If you overescalate in the wrong environment you will be in trouble - for example, if you do a direct stop on a girl that is walking down the aisle on her wedding day you may get a laugh, but you also get punched in the face and definitely not laid.

Secondly, you need to learn how to adapt to the type of girl you are dealing with - again, it will allow you to better choose your mix between attraction-escalation and comfort-trust. Knowing what type of woman you are dealing with allows you to seduce more effectively and hence increases your chance of replication. So let's have a look at the three dimensions:

**Introversion vs extroversion.** Introverted girls are usually more reserved and come across as shy. They try not to be the center of attention as they do not enjoy the spotlight. They usually enjoy lower energy places such as museums, coffee shops, parks and bars - they are less comfortable in places such as clubs. Extroverted girls are the opposite of course.

**Masculinity vs femininity.** Masculinity stands for a society in which social gender roles are clearly distinct or polar: men are supposed to be assertive, tough, and focused on success; women are supposed to be more modest, tender, and concerned with the quality of life. On the other side, femininity stands for a society in which social gender roles overlap: both men and women are supposed to be modest, tender, and concerned

with the quality of life. For me, the latter is borderline homosexual. If you don't like it, put the book down and fuck off. Thank you for your time and money. It was a pleasure.

**Sexuality vs frigidity.** Sexual women enjoy playing with their feminine traits. They show their curves, they dress up and they like flirting (and more). Frigid women do not express their sexual desires freely. They dress down, they have polite conversation instead of heavy flirting and they find sexual commentary rude or inappropriate. I am into sexual women and I am a sexual guy.

**Full Profiling.** At this point, it may sound like a complicated model - first you have to understand the environment (club, coffee shop etc.), then you have to understand what type of girl you are dealing with and then you have to combine it all. Sounds complicated, doesn't it? It is not however: 1) the environment is obvious and 2) some dimensions you can evaluate before starting the conversation with the girl. Therefore, you can already adapt your approach before starting the approach, which is a huge advantage. Second, from the way the girl is dressed, behaves with the people around her and presents herself in general gives you clues about her personality type: extroversion vs introversion, sexuality vs frigidity and masculinity vs femininity behaviour tendency. If you walk down a busy street on a summer day and see a girl strutting down the sidewalk wearing a short bright red dress as if she was on a catwalk, you can deduct that she is probably extroverted (red dress draws attention) and sexually confident (red dress and sexual body language communicate this trait). Of course, once you started the interaction and new information becomes available, you adapt your seduction tactics.

### **Know Thyself**

As Socrates already pointed out: "The unexamined life is not worth living." We are all different. There is never going to be another Tony Hustle, just as there is never going to be another you. We all differ in terms of character and as a result different things turn us

on and off. For example, I do enjoy sexual banter and pushing boundaries. I also enjoy deep conversations about life that can be quite abstract and philosophical. I do not enjoy chit chat about mundane topics such as the weather or the latest sports results - I simply do not value the information.

I recommend the following: hang out with people that are different from you. If you are arty, hang out with logical people. If you are introverted, do something extroverted. If you are peaceful and relaxed, go to a boxing gym. If you are a fighter, help out at a charity. Not only will it help you learn by osmosis, but you will understand where you sit of the spectrum of character types. At the same time, learn the basic elements of game properly - you need to know comfort-trust and attraction-escalation. Once you have a solid foundation of basic game, ask yourself what type of seducer you are. Are you better at comfort-trust or at attraction-escalation? 90% of guys are better at comfort, 5% of guys are somewhere in between and 5% of guys are better at attraction. Whatever type you are, you first have to get good at attraction-escalation - so first work on that until you are comfortable. If you are one of the 5% like me, then you are lucky, but you still have to work at it to solidify the skill - don't get cocky and think that you know what you are doing because you don't. It may be that you are just funny and come across as a clown. Girls find you funny but you are not getting laid. You are not as cool as you think you are and you are definitely not good at seduction. Get real or the introvert that trains will kick your little ass six months down the line. I am writing this because the extroverts out there know exactly what I am talking about.

Once you are decent, i.e. your approach-to-lay ratio is around 5%, you can start focusing on what suits your character. By that I don't mean that you let go of game - by that I mean that you focus on your character. So if you are the introvert and you enjoy comfort-trust, then build your game around that. If you are high-energy extroverted and enjoy that, then build your game around attraction-escalation.

## **The Seduction Industry - Finding the Right Coach**

The main problem with the seduction industry is that it is full of liars. Self-proclaimed gurus that play on men's desire to fulfill their evolutionary prerogative to procreate. In other words, you want to get laid and some other guy claims he can teach you how to achieve this quickly. Obviously, we know since Charles Darwin that survival and replication are the two main reasons why we are on planet earth to start with - therefore, if I can teach you how to get laid, I hold the key to your existence and I become very valuable to you.

This in general is solid proposition: you pay and in return you learn how to get laid - sounds fair enough. However, the teacher is in a distinct position of power because a) you are unable to judge whether he is giving you the best advice to achieve your aim or whether he is maximising the money he can get out of you (principal-agent problem) and b) you are unable to judge how good he is at seducing women and teaching it - it is very difficult for you to observe and measure his level of seduction and teaching skill (information asymmetry). You are left with a dilemma if you don't make the progress you want to - you will always wonder: am I just not a good student or is he not good at seduction and teaching?

Let me therefore give you a framework that will allow you to judge the quality of a (seduction) coach. And please, I urge you to hold me accountable to exactly those standards. The most important question you have to ask yourself is the following: is this coach trying to get repeat business from me to maximise the customer lifetime value I represent, or does he have the ability and motivation to get me the results I want as quickly as possible? In *The Close* I explain how to find a good coach and what to watch out for.

Hustle on,

Anthony Hustle

This free PDF summarises the main concepts of my book, The Close - Straight Line Seduction System. The BOOK is AVAILABLE on LULU.COM under the following LINK:

[The Close - Straight Line Seduction System](#)



**Do More.**

Anthony Hustle is a seduction specialist with over a decade of experience in seducing the most attractive women around the world. In his book *The Close* Anthony provides a highly condensed overview of his Straight Line Seduction System. The mindsets and techniques are explained in a highly practical way such that they can be applied instantly even by inexperienced seducers. This is the book Anthony wishes he had had when he started his journey of mastering the art of seducing the most beautiful women.



5 800131 054362