

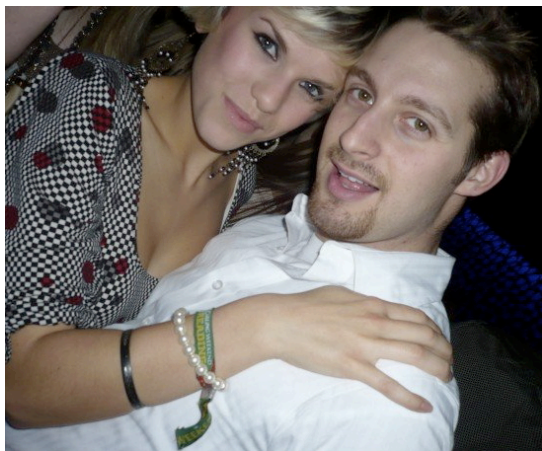
*Attraction Explained*

Principles  
of Attraction  
*Free edition*

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## Introduction

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The process of attraction is a mysterious and often frightening subject for most people. A few lucky people have a natural knack for this kind of thing. For most of us the concept of meeting someone new or starting a relationship with a special person is all quite daunting. Many people feel powerless to do anything about it.

Here we present a basic formula and process that helps us understand attraction and explains why certain things work and why others don't. Understanding attraction is the first step towards empowering ourselves to do something about it. This understanding is what helps us to meet new people, to start a relationship and to get the other person we really want.

There are four distinct steps in creating attraction and in taking it in the direction that you want it to go. These steps are:

**Comfort:** establishing trust and security; making someone feel pleasant

**Rapport Break:** sparking the interaction from friendship to attraction

**Building Attraction:** to win or elicit someone's attention; where they start to see your attractive qualities

**Escalation:** taking it to the kiss, the date, or wherever you want it to go

Each step is a phase that people naturally go through when developing a romantic or sexual situation, whether it's a one-off encounter or a full-blown relationship. If you have ever had any kind of encounter or relationship, chances are that you have been through all of these steps yourself – every time – but without even realizing it.

The order of these steps is important. Diving in at the deep end could result in disturbing or panicking the other person. A rapport break with no comfort could be unpleasant or insulting and trying to build attraction with no comfort is an unwanted advance. Escalating with no attraction won't feel right because they don't see

you as anything more than a friend. Sometimes it is possible to skip to a later stage, however, the previous stages may have already been completed by the other person.

## Comfort

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Comfort, in this context, is a state of being at ease in someone's company. Comfort is essential to attraction; if someone feels no comfort with you then they won't even want to have a prolonged conversation with you, let alone anything else. Establishing comfort ensures your attention is never unwanted. In some instances a level of comfort may preexist, say from prior acquaintance or by being around a lot of mutual friends. Most of the time, however, it is necessary to build upon this or even create it from scratch. Comfort building is almost always the best place to start as being overly aggressive or flirtatious with a complete stranger can result in a negative reaction. The cliché of *coming on too strong*, or appearing weird, desperate or even threatening, is what can happen if comfort is not established. Never skip building comfort unless you have a good reason to believe the other person is already trying to build comfort with you.

Establishing comfort is easiest when dealing with people within your own social circle. When possible, the best way to do this is often an introduction through a mutual friend. We are naturally inclined to view our friends' friends in a positive light. The

friendship almost rubs off and we immediately feel more at ease with these people than we would without the introduction.

Without the advantage of a mutual introduction things start to get a little trickier, but there are still many great things you can do. The next easiest step is to look for people who already want to talk to you. You would be surprised at how many there are! Anyone who takes notice of you, looks at you a moment longer than usual or smiles at you is essentially offering an open invitation to talk– they want to build comfort with you. All you need to do is just smile, approach and begin the conversation.

With a stranger who isn't showing you any immediate signs of attraction – who isn't already trying to build comfort with you – you will need to approach them and break the ice yourself. What you want to accomplish in doing this is to improve their situation somehow with your presence. This means adding value to them. Let's suppose you see someone struggling with a map and clearly in need of directions. This is a great opportunity to help out! While we might not always have such a fortunate situation, being a fun and interesting encounter for them is more than enough to add value. A casual comment or genuine complement about something they're doing is often a good approach. For example, if you were to see

someone you liked walking in the opposite direction down the street you could say,

*“Hey, I’m sorry to bother you, but if I didn’t say hi to you I would kick myself all day. It’s just that you rarely see someone in this city who actually has a friendly face. Nice to meet you!”*

With the greeting out of the way you have engaged their interest and now can take the conversation further. Always remember that you should be someone who enhances their day in some small way. The goal is to demonstrate some kind of positive value to them. This doesn’t have to be daunting. Adding value can be as simple as providing interesting conversation.

## Breaking Rapport

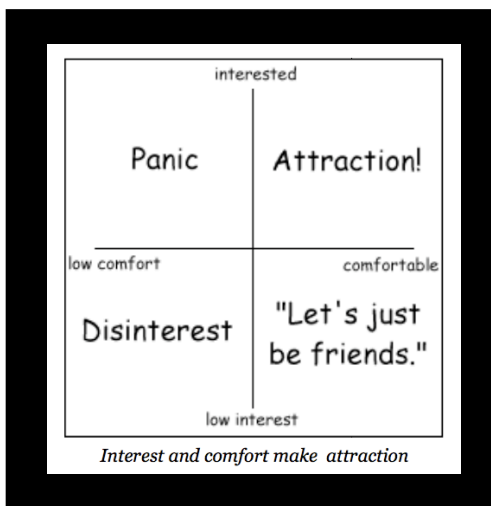
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Once a good level of comfort is established it is important not to let things get too cozy. Pure comfort that is never spiced up with any kind of conflict is warm yet unexciting and ultimately leads to a platonic friendship; not attraction. Most people know what its like to really like someone who only ever saw them as a friend, and the fact that they never broke rapport is one of the biggest reasons why this happens.

Breaking rapport jars the established comfort with a small element of conflict or danger.

Breaking rapport is exciting! Vocalizing a disagreement, teasing or being sexually suggestive are all great ways to break rapport and you should do

it as soon as it is safe to do so. When the conversation is flowing naturally and they're not looking for an excuse to leave, it is time to break the rapport. There is no best way to do this but the different



choices can help develop the situation in different ways. For example, a lewd rapport break, such as an innuendo, paves the way for things to develop sexually sooner.

Bear in mind that the goal is just to jar the comfort you have already and to make them view you in a different light. It is not to eradicate the comfort completely. Too hard of a break could make someone very uncomfortable and then you would be right back to square one and have to start rebuilding comfort all over again. For example, *“You know, you’re really sexy when you smile like that”* is often a fairly safe sexual break whereas *“I want to take you home and screw you hard”* would make most people very uncomfortable at this stage! Sex is such a taboo subject that any mention of it often serves to break rapport.

Let’s look at teasing for a minute. Teasing is a very playful way to break rapport. Be careful not to be insulting but look for a cheeky comment that will get a reaction out of them. Hopefully it will be a physical one. Pick something about them that they won’t get really self-conscious about and play with it – remarking that they’re short with a playful pat on the head will work well. If your teasing is met with an exclamation or a playful glare, you’re doing fine. If you get hit on the arm or the leg then things are going very well indeed.

## Building Attraction

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Once you have established comfort and have broken up the rapport a little, it is time to start building attraction. This is the stage where we display our value as a potential partner and try to convey why someone would want to be with us. This is arguably the trickiest part of the whole process and certainly the hardest to learn how to create from scratch.

As with breaking rapport, we must take care not to destroy all our comfort as we seek to build attraction. In fact, as we build attraction we are also going to have to work to reinforce the comfort we established earlier. While trying to display our attractive qualities we may appear a little cold, distant or arrogant and mixing this with comfort creates an exciting push-and-pull experience for our prospective partner. Building attraction is the push away from you; demonstrating your high value and your best qualities can be a little intimidating. Meanwhile reinforcing comfort is the pull, bringing them back in.

Ideally, as an attraction grows you want them to seek comfort with you as you push them away, which you then consolidate when you pull them back in, reinforcing their comfort-seeking behaviors.

One simple, though hard to master, technique for building attraction is **assumption**. With assumption we believe we have so many attractive qualities and assume that whoever we're with is attracted to us. This plays on the natural human tendency to accept what people around us accept, but it requires a lot of personal confidence to pull off correctly! To do it you need to be confident, comfortable and at ease at all times. This is easier said than done, especially when talking to members of the opposite sex. Though the more you talk to others, the easier it becomes.

Investment is another way to build attraction. With investment someone's attraction to you grows due to the time or effort they are investing in you. The simple fact that they are talking to you at all builds their investment in you on a small scale. Getting someone to give up their seat, move to make room for you, buy you a drink, or to give in any small way builds investment – we value the things we have to work towards, and the more someone does for you the more likely they are to be attracted to you.

## Qualification

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The last attraction building exercises we'll cover here is qualification. With qualification we set up a situation where someone attempts to prove or qualify themselves to use. We ask questions designed to get someone to prove themselves to you. Qualification works both as a way to build attraction and as an indicator as to how well things are going – the more they prove themselves to you, the more they care about what you think of them.

The two kinds of qualifying questions are open-ended ones and closed. An open-ended qualifying question doesn't come preloaded with expectations but is the sort of question that helps you learn about the other person. It is merely a question about themselves. Don't ask mundane questions that they're used to, such as *"What do you do for a living?"* Instead, ask about their hopes, dreams and aspirations. Ask them where they would like to be if they could be anywhere in the world right now and then ask them why. Another great example of an open-ended qualifying question is *"Where is the most interesting place you have ever been?"*

A closed qualifying question is one that is pre-loaded with a specific cause and effect. In effect you are looking for a specific

answer in order to ascertain their level of attraction toward you; the more comfort and attraction they feel for you, the more likely they are to answer correctly. A good example of a closed qualifying question with a pre-loaded statement is:

*“You know, I only date people that can cook. Do you cook?”*

No matter how they answer the question, by responding they have accepted that they are open to dating you. If they go on to tell you how great of a cook they are then that is a fairly certain sign that they are attracted to you. They might even offer to make you dinner. In that case, you’ve hit the jackpot!

## Escalation

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Once a certain level of attraction has been achieved you are then in a position to escalate. You can capture the situation with a kiss, making a date, getting a phone number or however you want to take it.

Escalation is all about taking a chance. With comfort and attraction in place there is very little chance involved. Your goal is to close the physical gap between the two of you, reflecting the way you're both together. It's important to note that many people feel uncomfortable doing this under the scrutiny of their friends. Ideally, the two of you want to move off to somewhere quiet or at least amongst strangers. Elsewhere a dance floor, another bar or anywhere they don't feel they're being watched will make them feel more free to escalate with you.

Physical touch makes up a large part of escalation. A gentle hand on the elbow or a brush on the leg are good places to start; there's no need to be overzealous, just introduce physical contact in a relaxed and gentle manner. While we're taking things slowly, our goal is to get to a point where they would feel comfortable hugging you.

Possibly the most important thing to learn about touch is that it's as big a deal as you make it. If it looks like you're really looking to get something out of touching them, then that's what it becomes and again you make them uncomfortable.

Imagine that a boy and a girl are sitting closely at a bar, leaned in to each other and having a relaxed and enjoyable time together. The boy glances down and says, "*By the way, I love your jeans – where did you get them?*" indicating them with his hand but also brushing them with his fingers as he does so. This is quite natural and harmless.

Now imagine the same situation, only the boy looks nervous and glances down a few times as he edges his hand closer to her leg. He goes to stroke her thigh but pulls up short and says "*Can I touch you there?*" Now it's really odd and the girl wonders what this suddenly strange man is trying to do to her!

Of course even the natural touch can sometimes be met with an adverse reaction. Some people just aren't very used to physical contact. If this happens just apologize and say you didn't even realize and have a laugh about it. Then go back a few steps, build some more comfort and try again later. If you can get to a point

where you can touch their neck without meeting any resistance you can be pretty sure its safe to move in for the kiss.

## Final Notes

These are the stages that every interaction goes through when it develops into attraction. There are a great many other books and writings on the subject all presenting differing ideas on how things are best done, but they all conform to this model in the end. Without comfort you will unnerve them; without breaking rapport you will never be more than a good friend; and if you don't escalate, you'll never know what might have happened.

Making the most of attraction is all about choice. Many of us believe that fate will take a hand and that the right person will appear one day, but the simple fact is that the more people we get out and meet the more chance we have of finding someone we really connect with. This isn't to say you should jump into a relationship with everyone you meet. Rather than leaving it up to chance take what you have learned here, go out, have fun, and see if you end up with the person of your dreams.

This is the free, *lite* version of the  
Principles of Attraction.

The full book is available at  
[www.attractionexplained.com](http://www.attractionexplained.com)

## **Personal Notes:**

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