Bobby Rio's
Social Training Lab Mentorship
Newsletter
How to strategies, examples,
News, opinions, and Q and A in every issue
August 2009
What You'll Discover Inside:

- The most magical question you can ask yourself
- All of your questions answered with thorough practical advice
- Some great tools sent in by your fellow students
- How to get sexual access to members of your social circle
"Become a Social Chemist, and Use the World as Your Laboratory"
Sticking with the "inner game" theme that we started with this week’s Inner Game Audio Workshop I sent over to you...

Social fame is about a mindset.

And in the near future I'm going to begin a program called "Superstar Mindset" where I give in depth details of the mindset shifts you will need to make.

But in the meantime there is one thing I want you to begin doing immediately.

From here on out… the magical question you must ALWAYS ask yourself is:

"What if?"

This is a question that separates the winners and losers in life.

What if?

This question will create opportunities for you where previously didn't see possible.

It will open new doors for you.

In life… there are four kinds of people.

And when they are taught something new they ask themselves one of these four questions:

1. Why
2. What
3. How
4. What if

The "why" people spend all of their time asking "why am I learning this?" or "why does this work?"

The "what" people stay focused on "what is it that I'm supposed to be doing?" or "Am I doing it right?"

The "how" people want you to hold their hand and show you exactly how to do it.

The "what if" people take what they learn and ask "What if I add this to it?" or "What will happen if I try this?"

Which of these "questions" do you think will get you furthest in life?

What if…
Of course.

All of the great thinkers, entrepreneurs, artists, pickup artists, and superstars ALWAYS asked "what if"

That is how they continually got to the next level.

Everything that you're learning in this mentorship program will radically change your life IF IMPLEMENTED.

But you want to see MIND STAGGERING RESULTS? Start asking yourself "what if" every time you get a new weekly lesson from me.

If the lesson says "practice doing the "3 name routine" don't just say OK that's what I'm going to do. Ask yourself "what if I do the " 3 name routine" and then follow up with the "slow smile" immediately after.

Or

What if while I'm out there "farming" I'm actively looking for people who would network well with one of my friends? What if I put my focus on connecting like minded people?

Or

What if I use the "drunk I love you" opener and then transition into the story about my trip to Europe, and then try a "conversational 180" to begin "drug dealing" and then stop… acknowledge the "elephant in the room" break her state and go in for the kiss????

Yes, that last one was exaggerating a bit.

But do you get my point?

People don't see EXTREME results by simply following orders. The best pickup artists in the world didn't get to be as good as they are by just following the directions on the back of the box.

They got there by continually asking themselves "what if I tried this?"

Do you feel me?

Can you see how maybe you would come up with some brilliant new ideas if you were always asking yourself that?

Of course, not all of your "what if" combinations will turn into winners.
But that is just life.

But if you do it enough you're bound to stumble upon gold.

**The Secret to "what if"**

The secret to "what if" is immediate implementation.

This means that as soon as you give the possibility the time to roam around your mind… go test it out in the real world.

Don't wait.

Or always say "no… that wouldn't work."

What if Mystery never asked himself "What if I neg the target- yet, at the same time I befriend all of her friends?"

And then tried it immediately in the field.

Seems like commonsense now.

But how many people were teaching that 10 years ago?

I know Ross Jeffries sure wasn't.

When you get to DAY 7 if the Inner Game Audio Workshop I ask you to create a few new habits that you will begin implementing immediately.

What if you made asking yourself "what if" one of those habits?

**QUESTIONS AND ANSWERS**

**How do you balance having an awesome social life and being financial responsible? What is the best way to turn down an invite or say no without hurting people's feelings?** I get invited to do some cool things but I have to say no because I don't want to spend 100% of the money I make or go into credit card debt like a lot of people in their 20s.

I usually just say "I can't make it."
Avoid going into details. There is no reason to tell anyone you can't afford it. And you sound like a pussy if you say "I'm trying to save" or something like that. For some reason people always just expect "SUPERSTARS" to have money.

Ambiguity always reigns supreme. People will just assume you have more important things to do.

If you really worried about hurting their feelings, I would recommend saying you're working on a "project."

For years, I was working on a screenplay. Whenever I was broke and couldn't afford to go out, I would just tell people I was working on it. If you can get people to rally around your dreams they'll be supportive of that kind of shit.

How do I keep in touch better with all of the girls I'm meeting?

Facebook. Duh!

No seriously, as you get good at this, one of the hardest things to do will be keeping in touch with everyone you are meeting. Thank god for Facebook.

Even if you're too busy to hang out or make a call… it doesn't take much to write them a message or leave a comment on their wall.

ONE WARNING:

Don't get in the habit of getting numbers and never following through to actually hang out. I made that mistake years ago. I was so excited to finally have girls that wanted to hang out with me… I felt like I had already "WON" and never bothered to actually fuck them.

I seem to be having a problem getting myself some female friends. I just want to game every female I come across now. Do I need to revert back to AFC ways to get myself some "girlfriends"? Do you have any extra advice on how I should go about this without compromising this superstar image I'm creating for myself?

AFC's don't have female friends.

AFC's have females that they want to fuck… but the women put them in the friend zone.

Superstars put women in the friend zone.
Game the girls you want to become friends with. But when it comes time to asking them to hang out- always set up a group encounter. Get them to meet you at a bar with some of their friends. Or invite them over to your house for a party.

Hell... me and my old roommates used to use Match.com for this exact reason.

We would meet girls that we might not be interested in for ourselves... but set up group dates with them, and usually wind up hooking up with one of their friends or something.

It helps if you have cool friends that women see as potential hookups. This way, once they know it isn't going to happen with you- they set their eyes on one of your friends. And the women's friends will be much more likely to want to all hang out again.

The issues I'm dealing with now are mainly with roommates,

I've got a triple, and both of them are chill; we have no conflicts. But we don't have many things in common. One of them is naturally alpha and the other connects to guys well, they naturally dominate the conversation whenever we're talking to a group; that doesn't help when I'm starting to build my connections. When people seem to speak on the same frequency, it doesn't matter what the topic is about, they're just having fun and being spontaneous. That's the mindset I'm striving for, they've already got it.

I noticed sometimes I'll be outside of the group. What I'm doing now is just being laid-back about it. I don't want to look like the tools who follows around and are just supplicating attention to the alpha.

Whenever when I'm in a situation where I'm outside of the group, how do I quickly gain their respect?

Is it better now to just move out from the people I'm currently rooming with and find another?

Enjoy living with the two alphas. Once you break through the initial "barrier" you will find that these guys are probably pretty cool... PLUS they'll make great wingmen.

Dude, how long have you been on campus? A week? Give it time. Make friends with these guys... how? everything you learned in the mentorship...

go re read:

the how to be liked lessons
drug dealing lessons
Here is the thing... use your natural skills to bring something different to a group. I am NEVER... and I mean NEVER the loudest most outgoing guy in a group. Often I'm the most laid back one there... But I've been able to make dozens and dozens of friends because i know how to deal with people better than anyone else i know.

Being the loudest or most dominating isn't always what people want to be around.

The thing is... most people want to be talking about THEIR own likes, interests, problems... and guys like your roommates don't give them that opportunity....

The trick is to mimic their GOOD alpha behaviors and use what you're learning in this mentorship to go to an even higher level.

What was your mindset when you were in college?

Honestly... in college I lived in a delusional fantasy. I shared a frat house with 10 guys and partied pretty much every night.

(Not saying this was the right course of action... I'm just saying...)

The mindset you need to have in college is that THIS IS A FANTASY WORLD... AND I CAN DO ANYTHING.

Trust me, shit happens in college that NEVER happens in the real world.

We actually had a group of girls we called "the crack whores" who were like freshman groupies who would come to the frat house WEARING t-shirts that said "Crack Whore #1...#2 ect. And randomly fuck us.

We had pudding wrestling matches. Rode kegs down staircases. And dressed up like a Crazy Superhero and walk around campus hammered.

I tell you this to emphasize that in college ANYTHING and EVERYTHING is possible.

Facebook related questions:

1. Status updates: I've seen people use and abuse this in many different ways, and I'm curious what level is effective for keeping in touch with people without spamming them. Should I post the day-to-day stuff ("Off to <blah blah place>!", "Just saw so-and-so movie...")? I've seen some good use of witty comments --a meetup.com bud has a knack for one-liners about his daily happenings, which he
makes sound cool and he always seems to get a few girls weighing in, so I see some value in doing this... I'm just not sure where tacky meets tasteful on this one.

Day to day shit is OK as long as it's just once a day... And you should try to put an element of humor into it.

Funny random shit is cool too... remember, you don't need to be a comedian... it's the simple "playground" humor that works best.

When possible reference something fun or nostalgic... ie. Cartoons from when you were a kid, pop culture references from the past... (I'm actually going to write a lesson about this soon)

DO NOT post surveys, games, or any of that other Facebook bullshit time wasters... it just makes you look like you have nothing better to do.

Here is a list of good ones:


2. Wall posts: I've tread carefully here so far, and I've mostly replied to other people's posts without starting many myself. I recall from an earlier lesson that we should be aiming to do 2-3 "staying in touch" type farming moves on a daily basis, and the strategy for me has been to comment on people's status updates. Should I be adding personalized wall posts to the mix?

Definitely. Don't abuse. And generally I will rarely hit up the same person more than once every couple of weeks (or even months) but remember... people crave attention. And as a "drug dealer" your job is to provide them their fix.

I try to make a relevant comment. If college has just started- I'll post something on someone's wall about "back to school" if they have a favorite sports team or player that was in the news.. I'll mention it. Or I'll just say something random like "When we gonna paint this town red?"

The best thing about posting on other people's wall is that it will make them inclined to post on your wall in the near future... which just adds SOCIAL PROOF to your profile.

3. Should I friend all comers or be selective? I've accepted most any friend invite from acquaintances and old classmates, save one or two that I don't remember so
fondly...or that have truly awful pictures. I never cared for Myspace's top 8 friends politics, but I can see a benefit in using Facebook's equivalent to put my comeliest contacts up first.

That's really a personal choice. I befriend everyone- but I also get a ton of guys from TSB befriending me... so I never want to decline.

I wouldn't do the top 8 friends thing... seems juvenile to me. But that's just my opinion.

4. Friend question #2: Let's say I'm at a party or group event at a club and share some good vibes with people without spending too much time with them individually. Is it cool to friend-invite them through the host's profile, or is that being too aggressive? I know there's always a judgment call with that, but there's probably a rule of thumb on what's acceptable.

I would befriend them. Send a SHORT message along with it to remind them how you know them. It can't hurt. And Facebook is rarely looked at as aggressive. Texting them or googling their name to get their phone number is AGGRESSIVE. Facebook is just networking.

The reason for doing this is that the next time you see them you'll have a slight bit more rapport and will have a better chance of getting to know them better.

5. Tagged photos: I've posted generally good pictures, but my friends aren't so discreet. Is it best to aggressively de-tag the less-than-flattering pics of myself, or am I just being paranoid? I've removed all the ones where I looked truly bad, though I've let most of the mediocre ones stand.

Un-tag bad pictures.

6. Privacy settings--I've set mine fairly restrictive, as I figure I don't want all of my friends getting alerts every time I post a comment somewhere...my guess is I should only use mass notifications for starting events and photo albums. Is that correct?

Totally your choice. I don't have mine restrictive... but then again, at the moment I'm in a relationship and am not juggling several girls. If I was single, and working several girls, I might want to be a little more discreet (with jealousy traps set of course)

When you realize you've committed a social intelligence blunder, how do you recover?

Ignore it, and hope it goes away.

Seriously.
If you catch it as soon as it happens... you can talk about "the elephant in the room" and make a joke about it.

But once the night ends... it's old news.

I can't tell you how many mornings I've woke up TERRIFIED at my drunken behavior the night before. The drunk texts, the slurred speech, the groping....

But usually I'm the ONLY one who remembers how big a fool I made of myself.

Most people are way more concerned with how they looked to be worried about you.

If it was really bad... sometimes when I see someone who witnessed my atrocities I'll say something like "you were a little out of control the other night, huh?" and they will immediately catch the joke... and it breaks the tension.

There has been a few cases happened where when I'm in a conversation with a chick, we've already got a little chemistry and rapport going on, and there comes to a point where our eyes meet. What happens then is she'd keep staring at me almost intentionally, like a staring contest.

What would I do in this situation? Stare back until she looks away or nonchalantly look away at some point myself?

SLOW SMILE

Then approach.

Simple as that.

I'm getting pretty good at cold approach, but in cities that aren't so big...everything starts to become social circle. Clubs everyone frequents, promoters everyone knows from college, etc.

You alluded to how to work the dj's and the doormen, how do you work the girls though? Do you cold approach (game) the ones you don't know? Is there neutral material that you have for "slow playing" them? Or does it even matter lol

Once you've seen a girl before... assume rapport.

Cocky/funny works everywhere. On all girls.
You don't provide "value" in the same way to the girls that you do the DJ and bouncers. The girls you provide value to by introducing them to the bouncers, bartenders, and DJs.

If you see them a lot. FACEBOOK. This way you can continue the conversation from the comfort of your own home.

If you're seeing her for the first time... yes, cold approach the same way you would game any girl.

The big difference in working girls from your social circle is that you AVOID dates. Instead you create group dates, parties, and events.

Going back to the gathering at my house where my friend was dominating the scene for a time, how do you handle it when you're out-presenced by someone you invited? I was the clear group leader when I organized the event and assembled the group, however, my friend stole the spotlight and I struggled to hold on to a piece of it. I won't be dealing with him in the same way again, but I'm sure I'll encounter other alpha types in my learning process who I can't beat on straight charisma.

If you can't beat him... JOIN HIM.

If there is a guy that clearly outshines you... don't compete with him for the attention. Partner up with him.

If you compete against a guy who is clearly more charismatic then you... it will only AMPLIFY YOUR FLAWS.

However, if you team up with him... and work together... your value and attractiveness will be increased.

I used to do this all the time with a couple friends of mine.

Whenever we were chilling with a group of girls... we would pay more attention to each other then the girls. We would almost act as the girls could leave- and we wouldn't even care (not in a homo sort of way though)

And the girls would eat it up.
What should you do if you’re hooking up with a girl from the group— you know she wants more than casual sex... but you don't?

Fuck her anyway.

It's easier to apologize then ask permission.

Once you've hooked up with her you ruined the "only friends" tag- so you may as well go all the way.

And fuck her good.

Because girls talk. Soon enough she'll find another guy. But your performance will be talked about amongst the group long after the sex stopped.

What websites are the best for these foreign apartments you were mentioning (and what type of deals can I expect in Latin America)?

Easy. VRBO.com.

I promise I won't use this on you...yet ;) What is the best way to go about attaining a mentor in a field that you're interested in? How do you approach them?


Create massive value for the person long before you ask them for anything.

And give without expecting anything in return.

For instance, with TSB Magazine... for a long time I talked up various dating coaches, promoted their stuff, put them in top 10 lists, linked to their blogs...

I sent them customers, credibility, and never asked for ANYTHING in return.

So naturally, when I did finally get around to calling them or asking them for a favor... do you think they said yes?

Of course... they practically fell over asking me how they could help me.

3. I know you're familiar with the idea of getting a mastermind group. I'm sure you have experience with this. What are the first steps to acquiring one?
Patience.

I would start with ONE person similar to yourself. Meet with that one person on a weekly, or bi-weekly basic.

Document everything. Make it organized as possible.

Once things are flowing nicely with that one person, search out one more person to add to the group.

You want to make sure that you only include committed people. It is really frustrating to have someone in your group who is always making excuses and shit.

They'll drag everyone else down.

My questions concern if there are any English based participants on the course, and how to cultivate a social circle differs in a small, very work intensive and focused university than as opposed to a normal university.

It's all the same.

There might be slightly less partying…

But all the principles apply just as much.

Student’s Stuff

I've been getting a lot of great stuff from all of you in the group. Here are a couple of the things I've been sent that I thought I would pass along.

Lauren put together this list that he found helpful and I thought I would share with you guys…

Like List (8 Ways)

1. Association with Pleasurable Stimuli
   - Try to meet people when you’re in a good mood.
   - Message or facebook comment when statuses are especially good (happy).
   - Random sincere compliment or admiration through genuine question.
2. Repeat Exposure
   - Facebook regularly (8x idea from Braddock).
   - Organizing a weekly outing.
   - Joining the same club as those you want to build relationships with.

3. Reciprocal Affection
   - Being happy to see someone (slow smile).
   - Doing a small favor.
   - Talking someone up to another (good rumors). “Don’t tell John I said this, but…”

4. Similarity
   - Find commonalities.
   - Tell stories showing similar characteristics.
   - Setting up activities that both parties will like.

5. Appear Same as Them
   - Dress similar to desired group.
   - Use same slang as desired group.
   - Go to places they frequent.

6. Let Them Do a Favor (Invest)
   - Ask a woman to clean something.
   - Ask a woman to cook something.
   - Ask a guy to pick up something from a store.
   - Ask a guy to borrow something (NOT MONEY!!!)

7. Be Human
   - Let flaw slip out (become discovered).
   - Have an emotional outburst.
   - Self-deprecating humor (after value established).

   - What would Tommy Lee do?
- Be self-amusing.
- Write out achievement list (as mentioned in Success Principles book).

Facebook/Text Technique

Alex had a really good technique for capturing both Facebook and phone number in the same shot:

"I have had success using this close: after I'm well along in the interaction, I'll ask the girl if she's on Facebook, and 90% of the time they are. I'll ask them to text me their name to add them later...gets me a name to add online, along with a number in case the name doesn't pan out. I figure I can safely use text messages at that point without crossing the creep line."

Sexual Access

This next section is taken from a report I read by a guy named Matt. He brings a few solid nuggets of advice in the article below... but the piece of advice I want to stress is STAY QUIET ABOUT YOUR EXPLOITS.

Girls will let you get away with nearly anything... IF they are confident you are not going to spread the news around town.

Women are VERY guarded about their reputations. If they believe that you're a guy they can have casual sex with... and not feel or look like a slut, YOU'RE IN.

Sexual Access to Members of the Group (By Matt, of Social Circle Domination)

This is easy, once you know how.

This is going to be devilish, so I'm warning you in advance.

You need to be able to be good at pulling off different channels.

So, say for example you get a woman from her social circle, and have sex, next time you are in a social situation, I'd keep it completely secret, so that no-one would ever guess.

I'd give some silly reason why it needs to stay secret, and then look to isolate another member of the group, and do the same thing.
Women will be surprisingly open to sharing you, so long as you don’t get clingy, and all boyfriendy, and get weird. Be good in bed, and socially strong, I mean, be able to go to a party, and socialize like a politician.

You need to be emotionally detached, and even when youfuck friends of each other, you need to not say anything to anyone.

Women will get off on fucking someone who their best friend likes, so enjoy being that guy, but be discreet.

Be prepared to only fuck some women once, especially ones with boyfriends. But stay friends, and act like nothing every happened.

Your real aim to is to be the 1 out of 100 guy. You don’t want to get in the trap of comparing yourself to others, but you want to certainly want to be in the running for the top dog spot. I went to the zoo, and I saw the top dog phenomenon in real life in the African wild dog enclosure, there was one dog, and he was the top dog, and all the other dogs followed him no matter where he went, so he just ran around all day with the other dogs following him.

Now if you are the 1 out of 100 guy, and there are 100 guys and 100 women, you will have sexual access to 90 of the women. This only applies where a guy is really dominant, not where all the guys are fairly equal. So to be that guy you need to be stronger at pickup than the other guys, be more masculine, and better at being dominant in social situations. When I join a social circle I immediately aim to take that top spot, while being super friendly to size up what you are up against.

I like to have a quiet sense of confidence, and if there is ever a timev when there is any sort of competition, I aim to win. I’ll train in secret, cheat, or generally be unsportsmanlike to get over the line, get coaching whatever. You do not want anybody dominating you in anything. I’ll let someone be better at something that I don’t do, but I won’t even put myself in a situation where I am competing.

Now its surprisingly easy to the 1 out of 100 guy. Often that position goes to the happiest guy, the one with the most positive mental attitude, the guy with some courage and some balls, and you’ll find that the average standard is actually quite low. Guys in social circles are often scared to escalate, don’t approach, are trying to be the nice guy, and the women are wanting to be bent over. It’s money for jam, or like taking candy off a stranger.

I can enter social circles and be dominant instantly, and I’m not the life of the party guy. I just share myself around, number close lots, and am not scared to escalate, or build
sexual tension. I’m kind of well known as a total pickup artist, and this helps me immensely. Instead of as guys think women get put off by being a player, it actually makes them want you more, and you have to do actually way less pickup techniques, they expect you to try and pick them up so when you don’t, they hit on you.

I just want to impress the importance of projecting a mental image of yourself that is fairly high status, and not making elementary social mistakes, like going to a nightclub and running around, being all fidgety, because social circle game can be a little bit shallow.

For guys who were not cool at school social circle is your opportunity to be the captain of the football team as it were, and dominate a bit. Try and not be like everyone else, and when you get good at cold approach you will find that it will be easy to dominate social circles. Like really easy. You will understand social dynamics, and people, and female psychology, and social circles will come easily for you.