

*Brad Jackson Presents*

**PUMA**  
**PICK UP MAGIC ARTIST™**



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**ADVANCED TECHNIQUES  
GUIDE**

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P.U.M.A. Skills**

## **P.U.M.A. Skills Advanced Techniques Guide**

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## Using Magic to Pick Up Girls

I'll be the first to admit that the title of this chapter sounds kind of cheesy. "Using Magic to Pick-Up Girls..." Does it paint a picture of a dork in a sparkly jacket and annoyingly pseudo-mysterious vibe walking up to a girl and saying "Hi, wanna see a magic trick" and then pulling out a deck of cards or sponge bunnies and hamming up the magic he's been practicing in the mirror after putting on his zit cream for the night?

If it does, you're not alone. That's the notion many guys have and why so many of them fail to see how useful magic can be to enhance your personality and attractiveness when done correctly.

I am not looking to be the next Guru of Pick Up and I've never claimed to be the next David Blaine...far from it. But I am skilled at each and more importantly I've found a way to successfully integrate the two skills together so that my game with women improved dramatically.

There are guys who think that they only use magic to attract a girl, as though it will do the work for them. There are also guys who will never do magic because they think it will either hurt the situation or do nothing to improve it. Thus, they either never learn it or they hold back what they know. The balance is letting magic help you get the girl rather than letting it get the girl for you.

"You can't pick up women with magic until you can pick up women without magic."

You see, magic is an appealing visual that can enhance our personality in a very memorable way. Sometimes even the simplest of effects can have a terrific effect on someone who not expecting anything like that. The most effective routines are when the effect is unbelievable but the performance is downplayed as something natural.

Magic gives you a seemingly impromptu but carefully scripted opportunity to interact with girls.

Imagine approaching or interacting with a girl that is different, exciting, fun, non-presumptuous, like, magic – the entire frame of the interaction will be shifted.

Using magic will typically have one of three effects on a girl:

- 1) Diminish or even kill the attraction
- 2) Intensify or create attraction
- 3) Just provide simple entertainment

If you can accomplish just numbers 2 or 3, you'll be doing great. Even just entertaining can be a good outcome because you provide levity to the interaction. If you have fun and everyone else does, there's really no loss in that. It's in making sure that #1 doesn't happen and #2 does happen that PUMA Skills finds its mission.

Regarding numbers 1 & 2, the preconceived notions that go along with magic are on opposite extremes. Many perceive magicians to be nerdy geeks who dabble in

children's hobbies. However the other extreme is the mysterious sex appeal of performers like David Blaine and Criss Angel. Could there be any two more examples of magicians who are NOT nerdy or geeky?

So what separates the two? Presentation. It's wise to take note of the style of each, the mysterious vibe, the unassuming nature of the performance. If you tend to model the attractive parts of the latter you'd be doing yourself a favor. You can do this simply by going to Youtube and watching their style...not "what" they're doing, but "how" they're doing it: Calm, cool, and collected with an air of mystery and even sexual tension. Keep the one liner jokes to a minimum and if you can make them tongue-in-cheek jokes or sarcastic ones, not the jokes that grandpa would tell.

Some of the best traits that you can exhume are: Confidence, Charisma, Humor, and Mystery.

Confidence can come best from practicing anything and becoming good at it and comfortable in your own skin. This is where magic can be a major skill-builder towards this trait. As you practice your magic you become better confident in those abilities. If you lack a tremendous amount of confidence in other areas of your life, this will help make up for that and eventually bleed over to other areas.

Charisma, this can be the hardest to convey if it doesn't come naturally but can be a direct result of building confidence. When confidence goes overboard it becomes arrogance. Confidence combined with humility and interest in others becomes charisma. A great sense of humor can lend greatly to a charismatic personality.

Girls will all tell you they love a guy with a great sense of humor...but at the other extreme, few of them want to date a comedian. So many guys get this wrong by overcompensating with their humor. No girl wants the class clown. Most of them want an understated sense of humor, a fun and funny wit, but not one that craves the attention it receives. Do you see the difference. The key is in not seeking approval. That goes for your jokes or your magic.

Mystery can be conveyed with mixed signals and once again, not showing too much interest or care about how much attention you're receiving. If you do a great magic trick, move on to another subject. It will strike her as strange that you're not reveling in the attention she wants to give you.

One of the key tenets of Pick Up Magic is that you're better off doing no magic than too much magic. The reactions and effects you get from performing can be very intoxicating and make you want to pull magic out at every turn. But remember, this is a secret weapon. It's not the front line. The most difficult part of using magic to pick up women is to introduce magic without looking like a tool. As soon as it looks preplanned or like a gimmick or ploy to pick up girls you're done. The magic must be natural to the situation.

Now, let me tell you a story about...

## The Night I Discovered “PICK-UP MAGIC”

One night in 2001, I was having drinks with a friend of mine at a bar. We were about to order a drink and my friend grabbed a pack of matches, turned to me and said, “Watch.” He made a match change colors, vanish and reappear and then tore it in half and restored it right before my eyes!

I know these were probably the only tricks he knew and he thought they were simple...but I thought they were simply amazing! Fortunately for me, he taught me the methods. After practicing for about 3 minutes, I knew I had to try them out.

Standing near me at the bar were two girls, out for the night with their party dresses on. The one nearest me had a sundress on with legs that could make a grown man cry. Everything on her was put together. From her highlighted blonde hair to her perfect make up and Prada bag. This girl meant business.

She and her friend were also giving off a very cold and snobby vibe. You know the type I’m sure. It’s hard enough to get the nerve to approach a girl like that and even harder to remember your name once you do...much less engage her in a conversation that will keep her interested.

There’s a lot I know now that I didn’t know then about opening and running game with girls this hot, but that night was different. I literally didn’t care if she liked me or not...but she was the closest one to me so I could show off my new little magic tricks.

After learning these tricks with my buddy, I was already in a really fun and playful mood. I bumped her on the shoulder with mine when she was standing next to me. I said “I’m sorry, I didn’t see you there. Hey, you look smart, tell me if you can figure this out...” (By the way, I’m probably the only guy who’s ever told her she looks “smart.”)

She looked at me and said “What?” I began to perform the “Color Change” trick with the pack of matches and said “I can’t figure out how it does that...can you tell me?”

By the time I got through with all three tricks, something amazing happened. She and I were having “fun.” She was no longer this snobby hottie with fangs! She was actually very cool.

She pulled me over to her friends a few feet away and told me to do it for them. I refused and said I’m sorry, I’m off work tonight, I’m not a real magician...I just play one on TV...that kind of stuff. Then I said I was going back to my friend because it was my round for drinks...which is true.

I see how powerful *not* performing the tricks again was because after I bought the drinks she came back over and found me. She was *begging* to know the secrets. My, my how the tables have turned.

I never showed her the methods to my future obsession, but instead went off into another flirty conversation about a lot of other things. That interaction and the way I played it paid off handsomely. I did show her one more trick that night...much later. Something about making her clothes disappear. :-)

Notice in the example above I never asked her if she wanted to see a “magic trick.” She wasn’t expecting magic until it already happened. Also, by pulling away and not succumbing to her begging I was able to generate even more curiosity from her.

Obviously, the magic tricks didn’t get me the girl. But they gave me an angle I wouldn’t have had otherwise. More importantly it enhanced my personality and gave her something that most guys at the bar that night couldn’t...fun.

Every night I went out on the town after that night I performed these tricks for someone. Either for girls I was hitting on or my friends (who got sick of the same tricks...but they saw how effective they were).

I learned the hard way that opening and approaching a girl with magic tricks is very dangerous to your game. That first night was beginner’s luck. But these skills were to powerful to *not* use in an initial open. So after time, I figured out a couple of techniques to open a set of girls or a single girl up without looking like a clown.

My favorite and by far the easiest is when I cause the girl I’m interested to come over and open ME! I’ll reveal that in another chapter in explicit detail though.

So after I saw the light of how well magic works when using it you game I became obsessed with learning more tricks. I went to every website I could think of to learn as many tricks as I could. I’ve forgotten more tricks than I know because I never had a chance to use them...they weren’t appropriate for bar and social settings.

I spent over a thousand dollars downloading videos, buying DVD’s, grabbing everything I could get my hands on. I was “drinking from the firehose of magic!”

In doing all this I was also filtering down all the tricks that I could do when I was out with my friends and discarding all the ones that didn’t. For instance, I love card magic and I know some great tricks, but I’m not a good card-magician because I don’t take them to bars. I did get really good at close up though.

But a big difference between being a P.U.M.A. and a close-up street-magician is that P.U.M.A.’s never use objects that make it look like he came out intending to do magic. If I carry magic with me, it’s probably going to be coin or currency magic and a few other neat tricks of the trade that are completely inconspicuous to the girl we’re performing with.

So let’s skip forward from 2001 to 2008. I have come to the point where I not only use magic effectively in my game with girls, but now even my friends request magic when they see it. They also know I’m a great wingman with my magic. They can pull me over to girls they’re talking to and that’s the only time that I’ll be the dancing monkey...is if I can help them out. (DISCLAIMER: Sometimes it doesn’t work out so well for my friend because I get all the attention of the girls they were interested in...I have to be careful with that.)

## THE P.U.M.A. MINDSET

The mindset and attitude you use when you become a P.U.M.A. is very important. This is the fine line between being an entertaining in a harmless way...and being attractive in a seductive way.

I will touch on this point several times, but I never let it be known that I came out to do tricks. Magic is something I'll do when the timing is right or I know it will serve the outcome I want. I do not do magic every time I am working on a girl. You should trust your intuition.

However, if I get bored when I'm out or there's no real eye-candy or targets, I will practice magic for my friends when I'm just bored. Doing tricks when you're bored is a great way to salvage even the worst of nights! You never know where it will lead and you're practicing.

I also will strategically play the part of the "Reluctant Magician." If one of my friends asks me to perform a trick, I'll act embarrassed and play it off while I think of a very simple one I can do at first...just to look like I'm not prepared. I'll usually follow that up with something mind-blowing.

Side note: I also play guitar. But I won't pull it out unless we're back at my house, the girl asks me if I play and I shrug, a little. She'll ask me to play something and I'll play it off like, "OK, but I haven't practiced in a while." Then I'll strum some basic chords and usually play the song "Smelly Cat" from the sitcom Friends. It always gets a laugh and they assume I'm not trying to show off...but that's when I hit them with a party-dropping song that leaves their jaws open. Same is true with magic. The "unexpected surprise" is powerful with many things...but none so much as magic!

The most important mindset that you need though is just to have fun. Life is good, go out and enjoy it. Don't take your magic too seriously...or yourself for that matter. When you have P.U.M.A. Skills, you have the ability to attract AND ALSO entertain. I didn't say "not" to entertain, just don't make that all you do.

You're also going to mess some tricks up and get busted. THAT'S OK. It's the only way you learn.

**People will never remember that you messed up a trick...  
and they'll never Forget when you nail it!**

Another important thing to get in the habit of is noticing your surroundings and objects that can be used for magic effects. Once you learn the fundamental principles of sleight of hand, misdirection, etc, it opens up a world of possibilities. I've done magic tricks with things that no one ever would have thought about just because I knew how to use the fundamentals with objects or other ideas. Once you know this aspect, you'll be scanning the room for anything you can use to demonstrate an effect.

Lastly, practice your magic. When you get confident in your magic it will show in other areas. First you'll know that you can do something that 99% of guys aren't able to do. Second, when you're performing confidently and not worried about screwing up, it gives you power over the interaction. You do the trick instinctively and your mind is free to tell her what ever stories or patterns you want to get her in the exact frame of mind you want her in. This is also called "frame control" and nowhere does it have as much potential as in magic.



## **“Natural Game” and Pick Up Magic...Are They Compatible?**

There are two major schools of thought in the Pick Up and seduction community. There are the Systematic schools that teach succinct strategies for every stage of a pick up. They make use of canned lines, practiced routines, Demonstrations of Higher Value (DHV), negs, gambits and the like. The gurus are people like Speed Seduction, Mystery Method, StyleLife, Venusian Arts,

On the opposite end is the "Natural" gamers which takes a much more holistic approach to the persona and social interaction in general. Instead of focusing on exactly what to say they tend to promote really watching and calibrating the interaction and then choosing your course of action more naturally from there without any real canned lines...just the style. Think Juggler Method, David DeAngelo, Zan, Stephane, just to name a few.

Using magic as a gambit can be a fun tool to insert strategically into your set in order to convey an entertaining vibe, social proof, elicit certain states.

Unfortunately for them, some of the Natural gamers believe that using anything like magic tricks or other skills amounts to trying too hard or being manufactured.

This is only true if the person doing the magic or any gambit for that matter approaches it as if the trick will do all the work. Also by taking themselves too seriously during the trick it can backfire. Many guys let this actually stop them from ever using such a powerful tool to convey great emotions in girls.

The reason that the Systematic approach teaches all the routines and gambits is so that after having something to practice for a while you incorporate them into who you are and it then becomes natural.

They both get to the same result.

But that brings me back to the main questions. Can Pick Up Magic and Natural game coexist? The answer is ABSOLUTELY.

If you can learn to actually enjoy the process of doing a magic trick for someone and watching their reaction, and not trying to use it as a magic pill that works for everyone, it will be congruent with who you are and another unique skill setting you apart from the rest of the field. Trust me, I know from experience.

This goes true for absolutely any gambit designed to DHV and even entertain. If you perform it like you're looking for a reaction, you're going to usually get a reaction you don't want. However, if you know a few mind boggling tricks and know when to introduce them, how to perform them and how to close them using the fundamentals of sound pick up theory, knowing when to pull back and when to tease you're going to have an incredible impact. Best case is that she's blown away and she can't get you off her mind until you drop her off the next morning back at her place. Worst case is that you totally fumble a trick and laugh it off...which is easy to do if you don't take it too serious.

More likely than not it's going to fall in the middle like and she's going to really like you, like hanging out with you because you're fun and different than other guys and you were memorable.

If you treat pick up magic as a technique for a short term gain that you think will do all the work for you, then it won't work. You'll be another dude swinging a tool around.

But if you can take the best that magic has to offer and insert the principles of mystery, seduction, and curiosity into your personality, then it becomes quite natural.

## THE FUNDAMENTALS

It's important to have a mastery of the fundamentals of any skill before you can grasp mastery of the overall system. Since P.U.M.A. Skills marries two separate fields, each has their own set of fundamental knowledge and skill that you have to know. Each one is important and lays the foundation for your success with Pick-Up Magic:

### The BASIC FUNDAMENTALS of:

#### MAGIC

- NEVER reveal the secret
- Learn Misdirection
- Have patience and confidence
- Leave them wanting more
- Be playful
- Always be prepared to do some trick if the time is right.
- Sometimes slower is better
- NEVER reveal the secret

#### PICK-UP

- Be confident
- Have good style and grooming
- Understand the art of building "rapport"
- Demonstrate Social Value & Proof
- Keep a girl guessing a little bit about what you're thinking.
- Have some canned & practiced stories but deliver them naturally
- Don't chase them, cause them to chase you
- You won't get every girl, but keep trying to anyway.

### Basic P.U.M.A. Fundamentals

- Be very careful using magic to OPEN a cold set of girls. This can be accomplished after a lot of practice and skill with your performance, but you risk starting off like you're "trying to entertain" and you get pigeonholed as the guy in a bar trying to perform magic. Doing a trick during your set at an unexpected moment is a surprise and has a much more dramatic effect. Impress her with who you "are" first, then what you can "do."
- Do not do more than 3 tricks to one girl and spread them out. Make her ask for another one. If she doesn't ask, maybe your trick wasn't that good....or maybe she's still mystified by your first trick and one more will push you to the "entertainer" vibe....where you don't want to be. You're not on stage, keep some tricks for next time.

- When you do a trick perfectly be cool and collected and gather the energy they're giving you and lead it. Realize that there's that moment that you REALLY have them. It's like a minor trance they're in. They'll be susceptible to minor suggestions and open to all types of ideas. In the moment that you amaze her...you own her.
- If you bomb a trick, it's ok...you switch your frame to funny guy and tell her you were bored with the conversation and wanted to do something more fun. Can be a great use of a "Neg."
- Pick your magic tricks carefully and filter them out to be the most effective in whatever situation you are going to be in. For more information see the Chapter in this manual called "The P.U.M.A. Filter"

## SLEIGHT OF HAND

Sleight of hand is the magician's best friend and it will be yours too. If you learn a few basic sleights and how to apply them to multiple objects you can do amazing magic almost any where.

Keep in mind that sleight of hand is not only sneaky moves with your fingers. It is also using the very basic principles of misdirection to keep someone's attention focused somewhere while you perform a sleight of hand move. Often times, the sleight is anything but sleight...it's out in the open for everyone to see, if they're only looking, which if you're doing it right...they're not.

I'm telling you, sleights and misdirection are F-U-N. There is nothing like doing something that you think is so simple and yet watching utter confusion creep across a girl's face.

Whether you're making a book of matches disappear in front of their eyes or "apparently" throwing their credit card across the room only to make it reappear out of thin air, same principles.

Causing a coin to disappear into your hand, the table or even thin air...same principles.

**Misdirection** can be easily performed with your words, eyes, hands or touch, or even with time. There is a magic principle called "Dual Realities" which I love and use a lot. It's very simple to do and it's amazingly effective in mentalism effects that can really blow people's minds.

On my blog at [www.pumaskills.com/blog](http://www.pumaskills.com/blog) I have an excellent video of Penn & Teller performing a short routine using misdirection...and they tell you exactly how they do everything.

Feel free to check it out.

## HOW TO OPEN WITH MAGIC... OR HAVE THEM OPEN YOU

Earlier I recounted a story of how my first magic trick for a girl worked out wonderfully when I opened her with the intent of showing her a magic trick. I need to warn you, that method is the **least** effective method to open an interaction with a girl. I've tested this and crashed and burned more times than not.

Using magic tricks to pick up girls can be a very powerful tactic when done correctly. But it can also be risky if you don't know how to do it. First impressions are everything, and if you start out as a magician and that's all she knows about you...the rest of the interaction you'll be trying to convince her that there's more to you. Plus, you've fired the big guns way too early.

A lot of guys won't use magic tricks because they think they'll look stupid. They can't imagine walking up to a hot girl at a bar and saying "Wanna see a magic trick." Who can blame them?

Magic is at its best when the girl least expects it, with little set up and when you've already established rapport. Unless you have amazing skills and an even MORE amazing way to follow up, a true Pick-Up Magic Artist, would wait until later in the interaction to open.

Ideally, the best time to introduce magic in your game is where you would normally tell a story to the girl to create some sort of connection (real or canned)? That's a great place to interject a magic effect spontaneously. But you don't want her to think you came out to the bar to do magic for her and impress all the girls, because you'll be doing the exact opposite if that's what she thinks

### BREAKING THE RULES: THE STEALTH OPENERS

Rules are meant to be broken and these are no different. What good is magic if you can't use it to meet the girl. Here are the situations that when used correctly can give you a foot in the door with almost any girl or group you meet.

**The Proximity Open:** This is where you are doing a casual but visual effect (like levitating an object or using flash paper) in a girl's line-of-sight. Perhaps you're doing an effect for a friend and it's close enough to get noticed. It's important to be low key and casual here...she'll be much more likely to come over and open you. I've personally have about an 80% success rate with this method, especially when I use the most visually stunning trick in my repertoire (for details on the trick and method, please pick up the P.U.M.A. Skills Mastery Course at [www.pumaskills.com](http://www.pumaskills.com))

**Wingman Engages:** This is a little riskier unless you follow the second half of this routine closely. It takes practice but once mastered gets very easy to do. I'll have my wingman pull a hot girl in and say, "Watch, you gotta see this!" or even better "Can I borrow a (dollar bill, cigarette, lipstick, your hand, volunteer, whatever the trick calls for)." But if he does this...make

sure you become "**The Reluctant Magician.**" Play it off, laugh and tell them that your friend is impressed very easily. I'll say, "*Ok watch, my grandpa just taught me this...*" They'll think you're about to pull a coin out from behind their ear. When you float a bill or make five \$1 bills turn into five \$100 bills in front of their eyes...you may even get a scream!

**The Back Door:** Occasionally I have taken the opportunity to open a group of girls with a magic trick when the girl I'm opening is NOT the target of my affection. She's the friend, the girlgoyle, the grenade, the obstacle etc. I like to find her when she's not directly "with" her friend, but standing near her or wait until the hot girl has left temporarily-then open the one you're not really interested in.

Theory here:

- I'm entertaining her friends, not her.
- You don't care if you impress or attract her friend if the trick doesn't work out.
- When it DOES WORK, and the obstacle likes you, she will undoubtedly pull her hot friend over to meet you so you can do the trick for her. If this happens...YOU MUST REFUSE! Do not be a Dancing Monkey. You just got an intro to the hot target without using magic directly. Yet because you won't show her, now there's something "mysterious" about you AND you're not complying with her demands like 99% of AFC's or Average Frustrated Chumps will. (You can pull out a trick later in the night after you've been engaging your target for a while...but only when she doesn't expect it at all!)

Summary: Don't say "Wanna see a magic trick?" Insert them into your set at certain unexpected times. If you absolutely must open...either do a Proximity Open, have your wingman pull a girl in and be "The Reluctant Magician" or open the Obstacle of the girl in the group.

Keep in mind two things: 1) The girl is attracted to how cool she thinks that you are viewed by the group. If you are "a leader of men" as Mystery puts it, you get social value points.

2) Its hard to get anywhere with a girl in a group while you're in that group. You need to isolate her. If you perform more magic or just run game on her after you isolate it's up to you. But you need to isolate her.

Also, unlike many close up personal tricks I'll show you, remember that group tricks should be more fun and visible and entertaining than the personal close up tricks that you'll be doing in isolation.

Once you're in isolation with the girl, any tricks should be highly personalized, with elements of humor peppered in as well as a sexual tension when possible. Mentalist effects work perfectly in isolation. At this point, the magic should be about her and give you the opportunity to build rapport.

## THE BEST TIME TO INTRODUCE MAGIC

This really hits at the heart of P.U.M.A. Skills. You want to look for natural moments to introduce magic. Don't be on edge waiting to do a trick. Most importantly, have fun and let it enhance your charisma and charm, not try to replace it.

The trickiest part of introducing magic into an interaction with a girl or group of them is to do it without looking like you came out planning to do it. I've discussed this before a few times but it's important so I'll reinforce it. The worst thing you can do is look like you're trying too hard to impress her. But the best thing you can do is to unexpectedly impress her.

I will admit that knowing how to do magic and the reactions it brings even makes me anxious to bring it out early. It can be easy to rely on it as a crutch or make it the primary part of your game. If you do either of these it's a mistake and will typically get you the opposite result that you're looking for. This works for magicians, but not for P.U.M.A.'s.

I'll reveal a few insights into the best situations I've experienced over the years and the unique aspects of each.

### Scenario A: The Total Surprise

Let's say that I am already talking to a girl, I'm building rapport and enjoying the interaction. Depending on where I am and what objects are handy I will go into a trick just like I would go into another conversational thread. I will make sure that "I" am not impressed by the reaction. I give no sense of performing "for her." The most I'll give her when she sees the effect is a slight wink and go on. I will barely acknowledge what she saw that just amazed her. This will typically arouse her curiosity to the point of making me want to talk about it. By refusing to do so I cause her to "chase" me conversationally.

The other way that this technique affects her is to cause you to be very "mysterious." You obviously have a talent that surprised her and it makes her wonder what other talents you may have elsewhere.

### Scenario B: Deliberate Performance

The key to deliberately performing magic for a girl that you're running game on is "rapport." Rapport is that feeling of connection between 2 or more people. If you have really strong rapport then there's little that you can do wrong and a lot that you can do right. She will most likely immediately see any trick you do as charming and fun. It may accelerate the attraction that's already there through the roof or introduce a new playful vibe to the interaction. This is the best time to do magic since you've already got momentum.

One phrase I'll use often in cases like this is: "Have you ever seen something that you couldn't explain, and after seeing it you couldn't think about anything but that all night long?" While saying "...anything but that..." I will point to myself or touch my chest in a very subtle manner.



This is called “anchoring” and “embedding a suggestion.” You’re telling her subconsciously that she’ll be thinking about you all night long and by pointing to yourself (subtly) it will reinforce that.

There are various other verbal patterns that can follow that opening line, but to keep it simple, you can easily follow that up with “Watch...” and go into your effect. This will put her into a very slight trance and you’re telling her what to expect.

What if you DON’T have strong rapport with the girl but are trying to stir up or liven the conversation? Well, this is also great for stoking that fire. By using a similar line as above, you are demanding her attention and taking control of the interaction. In these cases...never rush your magic. You’ve got a unique opportunity to use this moment to draw her into you and get her vibing on your level. I’ve done this before and turned what looked like a lost cause into breakfast the next morning.

### **Scenario C: The Group**

The easiest way to introduce magic in a group setting is to have a wingman request a trick, in which case you play the reluctant magician and then bring something out. The second easiest is to do a simple visual trick for just one of the girls but let the others see. For instance, if sitting at a table, start a trick for one of them quietly and the others will catch on. Soon you’ll be getting the attention of the entire table without ever requesting it. All eyes are on you, time to shine.

### **\*Scenario D: The Difficult Girl**

No matter how great your magic is you’re going to come across some girls that won’t be impressed, will be cynical, will try to ruin your tricks or will try to figure out how you did the trick out loud instead of just enjoying the experience. Especially if you succeed in fooling her, it will drive her nuts and she’ll become more difficult. I have heard several girls even say “That was just sleight of hand or something...it’s a trick.” Does the word “Duh” come to mind here?

Now this is usually a red-flag for me since my experience says if a girl can’t enjoy a simple magic trick, a childlike pleasure, that she’s going to be difficult in many situations. This much cynicism turns me off, BUT you can really play with them and have fun if you know what you’re doing. Allow me to recount one of my favorite encounters with one of these types:

We met through a friend and chatted a bit at first. I thought she was pretty hot, unfortunately she thought she was pretty hot too. Bad sign already. She was a little difficult at first and being a smart ass, though in a playful way. My friend asked me to show her a trick. I was reluctant at first and then performed an effect that took more of her attention than she wanted to give. I succeeded in fooling her but she kept saying she wasn’t impressed and to do another one. That was a test to see if I would comply with her like most men would.

I replied “my next trick is to make you disappear.” I made a poof action with my hands in front of her and then said “damn, you’re still here.” I asked my friend who introduced us “Is she always this difficult?” Then I turned to her and said, “This is why I could never date you, way too high maintenance. You probably make your boyfriends go get pedicures with you don’t you?” She laughed and tried to give me a “high-five.” I gave slapped her hand like she wanted then told her to go stand in the corner until she can come back and play nice.

Guess what...she went to the corner. Now she was being “playful.” I didn’t put up with her and she realized I wasn’t trying to impress her with my magic because I didn’t care if she wasn’t impressed. She came back over and asked me to do another one.

This time I did a mentalist effect that really screwed her mind up and NOW she was impressed. The tables totally turned. She said “You do magic to try to impress girls don’t you?” I said “No, I impress girls by buying them ridiculously fancy dinners, expensive jewelry, and taking them on exotic trips. Good to know that magic is all it takes to impress you. Guess I don’t have to do all that other stuff.” (Insert shit-eating grin).

I’m going to skip ahead and let you know that this interaction worked perfectly and turned a hot, cynical, pain-in-the-ass into a fun playful girl who was all over me and even genuinely requested more magic tricks later that night.

Disclaimer: This was a unique result and they usually don’t turn around this nicely. But this story goes to show that with proper technique you can turn almost anything around. Most times you’ll just want to avoid those girls or bust on them for being difficult. Practice knocking her off her pedestal a little bit. This tactic can be useful in many situations.

## CLOSING SKILLS

This chapter is about closing out of the magic set and transitioning to closing the girl for her number or even more. When you have a successful performance it's very tempting to "ride that high" too long and keep on doing tricks. The reactions can be intoxicating. However, it's important to know when to quit and use the magic as a stepping stone to accelerate the rapport for the night.

The easiest way is just to transition to another topic if you have one. But one of my favorite techniques is to say: "Ok, your turn. You show me one of your two hidden talents."

She will typically react one of two ways: *(This is hard to capture the essence in writing by the way.)*

- She says "One of my *two* talents?" You respond: "We're not married yet so I can't see the first talent...that would be a sin. But you're bound to have one talent in there. Come on, what did you do when you were in those pageants as a little girl?"
- She says "I don't have any talents!" You respond: "I'm a little disappointed. I thought there was more than meets the eye to you. Nothing but a pretty face? We would never work out. I need more stimulation than that." If I'm really hamming it up I'll tell her to go learn a skill and call me when you've mastered it. Then we'll continue this discussion.

Both scenarios are ones that I've field-tested time and again and they work on many levels. Feel free to make them your own and play with them. But it's important to pay attention to the structure of the interaction and how I lead her around playfully.

There are a lot of ways to close out your magic but if you do nothing but those, you should be covered. To recap. A) Transition easily to another subject. B) Tell her to entertain you now. Make her put on a show.

In the P.U.M.A. Skills Mastery Course I use an amazing illusion to make it look like it was fate for me to have her number and it works wonders. It takes getting her number to a whole new level. I call it the "Destiny Number Close" and it's available by visiting [www.pumaskills.com](http://www.pumaskills.com) and investing in the Mastery Course.

## **Avoiding Mistakes & Demonstrating LOWER Value**

The name of the game in using magic skills is “demonstrating higher value” (DHV) or showing her that there are skills that you have to entertain and impress her and other people. Simple DHV’s can be very effective in giving you something called “social proof.” Most girls want to be with interesting guys that are unpredictable and can command attention. There are many techniques to DHV and you can never have too many skills with which to impress girls or anyone else.

Magic is one of those skills and when used correctly can be a very powerful one because of the magnetic effect it has on women and men, adults and children alike. However, as you’re probably aware, like any skill it is a double-edged sword. If used carelessly or incorrectly it can come off as trying too hard to impress and seeking validation. These are called Demonstrations of Lower Value or (DLV).

I mentioned earlier that it’s tempting to get caught up in the reactions you receive and step over the line to become a performer or a “dancing monkey.” It’s imperative that you don’t do all you’re the tricks you know and end up looking like you’re on stage. This will have the opposite effect you’re looking for.

Don’t’ make obvious attempts to look too cool or even care what other people think. Your attitude should be that these are skills that you have and you’re performing them for yourself. If other people like them that’s great, but you’re confident in who you are, what you can do and you enjoy entertaining people. This will be apparent in your vibe. You’re having fun.

Another mistake is trying to “keep” her attention long after you’ve already won it. “Push and pull” in the interaction. That’s why I said earlier to make her perform something for you. It’s also good to take your attention away from her after you’ve gotten a great reaction. Make her chase you a little bit. It helps validate the fact that you’re not seeking validation.

## P.U.M.A. FILTER

All magic tricks are all pointless unless you know how to perform them. Whether it's as a magician or as a P.U.M.A. or anything else in life, the skill isn't as important as the way it's displayed. That is one half of what pumaskills.com teaches...the proper performance.

However, it's equally important to know which magic tricks are the most effective and appropriate in spontaneous situations when you're out with your friends and you happen to meet a girl and knowing a great trick would come in perfect.

But you don't want to pull out a deck of cards or other props. So how do you know what tricks to do? What makes for a good trick in these situations? There are a lot of great and visually stunning magic tricks out there but most just aren't appropriate and might give the wrong impression.

The key here is not necessarily the most impressive magic tricks, but the most impressive that are easily available, provide spontaneity and help you demonstrate how charming you can be in any situation.

Throughout my experiences with magic I've probably forgotten more tricks than I remember. When I first started I wanted to know EVERYTHING! Card tricks, levitation, stage illusions, sleight of hand, street magic, pyro magic. You name it, I bought it. The problem was when I tried to use most of those tricks in real situations it all fell apart. Remember, I'm not a working magician. I wanted it for one reason only...to impress friends and females when I'm out socially. That eliminates 90% of magic tricks out there.

I found myself combing through all the online magic instruction sites with a "mental filter" in place trying to identify which tricks would work. Here's what I was looking for:

- Tricks that get a good reaction
- Tricks that are easy to learn and mastered with a little practice
- Tricks that are close-up, spontaneous & impromptu
- Tricks that involve very little set-up or clean-up
- Trick with "gimmicks" must be extremely portable & concealable
- Tricks that are convenient and easy to do at a Club, Bar, Restaurant, or Party
- Tricks that could tie in a great storyline so I could build rapport
- Mentalist techniques that will engage a girl's mind and also fit the above parameters.
- Tricks that won't embarrass you if you do them in public.

This has become what I call...THE P.U.M.A. Filter

This filter gave me the idea for pumaskills.com and the Mastery Course. If you are content with combing through all the tricks on your own to find ones that fit this mold I encourage you to use this filter and adapt it to your needs.

However, if you value your time and money and would like to use my years of experience and field-testing these tricks I welcome you to invest in the P.U.M.A. Skills Mastery Course at [www.pumaskills.com](http://www.pumaskills.com) and get a jump start.

**If you're brand new to magic** and never really used it before then the course is perfect for you. If you only know a couple of the tricks and how to perform them you'll probably have a lot more success in your game. However, knowing a couple dozen or more will make you more flexible in other situations and your friends won't get tired of the same old tricks over and over.

**If you've been doing magic for years** you may watch the initial video and think you know how to do all of the tricks already. You may think they're not complex or technical enough but I challenge you to see the beauty in the simplicity. Though most of the other tricks in the Mastery Course are much more involved and visual, the key is to know which tricks are the most appropriate and how to perform them in the context of meeting and impressing girls.

Have you been using magic but are unsure how to generate attraction with it? Then the Mastery Course is for you and might make all the difference.

Magic doesn't have to be complicated to be mind-blowingly effective.

For instance, I give away 3 Free Magic Tricks on a video once you log into [www.pumaskills.com](http://www.pumaskills.com). These videos involve a simple pack of matches. They are definitely not the most visually stunning tricks but imagine how often you can use them to surprise a girl in the right circumstances and how often you could use them. The rest of the tricks in the system typically more advanced than this. Yet these are the three tricks I STILL do more than almost any other.

Pay attention to the instructions and nuances of presenting the tricks and how I explain when to use them and how when you're working on a girl the next time you're out.

But for the beginner and intermediate, it's the only magic course you may ever need unless you want to be a stage illusionist or the hit of a children's birthday party.

But I'll question to everyone: **“What sounds like more fun? Being a professional magician doing tricks for an audience and making a couple bucks but being forgotten about after you leave...or knowing which magic tricks you can use in any situation to impress the pants off a girl and ensure that she won't forget you for a long time and knowing you can go out and do it again the next time?”**