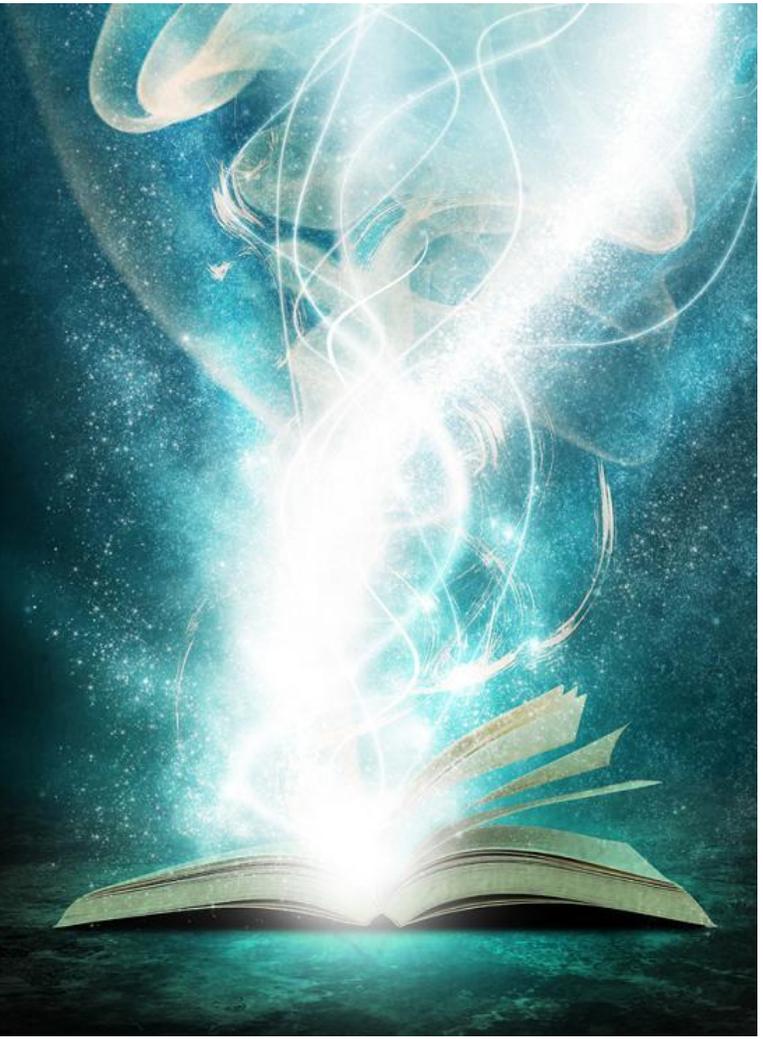




Presents:

# The PUA Lingo Dictionary



The PUA Lingo Dictionary v1.5. Last Updated: 1/7/2013

# Acknowledgments

Casual and I started this journey to document the entire universe of “Pickup Artist” lingo back in 2008. We were driven by a desire to organize non-commercialized and unbiased information regarding the ideas and breakthroughs of our community. At the time, we would have never guessed that it would become one of the most popular PUA websites in the world.

Lingo in its purest form is the expression of an idea. It is further filtered into context by language, cultural, and tribal context. It is no more, and no less, than that. We hope you take pleasure reading the concepts that help define our community and appreciate the concepts for what they are: beautiful ideas in seduction.

We want to thank Orbitor, Seven, Wanderer PUA, Borodin, Lyricx, DJ Fuji, Johnny Wolf, Grape, and many others who submitted to us new words and terms we have missed.

A great thank you to all of our loyal readers!

Sincerely,  
Vince Lin and Casual



### "What if" Pain

The accumulated pain of regret that comes from inaction over a few sets, or a longer period of time in the PUA's life.

### 1 Set / One Set

A girl who is out alone, or who is waiting for her friends and is alone for an extended period of time.

### 101

A method of keeping an interaction interesting by alternating between interest and disinterest at irregular intervals.

### 2 Second Rule

The technique of pausing for two full seconds after someone has made a statement, to ensure that she has said everything she wanted to say.

### 24/7 Attractive Man

The point when your social awareness is very sharp, your vibe is mastered, your sexualization is effortless, and your logistics and lifestyle are clear.

### 3 Minute Rule

The concept of avoiding sets that could be easily interrupted within the first 3 minutes.

### 3 Second Rule

A rule that says you should approach a set within 3 seconds of seeing them, or them seeing you.

### 7 Hour Rule

A rule of thumb for the average amount time it takes to build the comfort necessary for sex.

### Abundance Mentality

The belief and life perspective that there is no shortage of hot girls to meet in any man's lifetime. Rather than viewing the number of girls in a man's life as a limited supply, the PUA sees the world as chalk-full of girls to meet.

### Accomplished Introduction (AI)

A well-constructed or improvised introduction of a wing embedded with DHVs for a lasting impression.

### Active Attraction

Refers to a natural or master PUA who has an ongoing magnifying force that creates attraction and charisma at his "normal" state.

### Active Disinterest

Actively engaging a target, while conveying indifference to her beauty or any attraction to her.

### Active Disqualification

Actively acknowledging and interacting with a target, and also disqualifying yourself as a potential suitor in the process.

### Affirmation

An exercise by which one builds new beliefs by restating or "affirming" them on a regular basis.

### Air Traffic Control

Where one wing notifies others of incoming targets and any useful information for the sarge prior to actually being within sight of the target.

### Alpha Female Of Group (AFOG)

A woman who is the leader of a group of women. Also known as the "Mother Hen."

### Alpha Male

The top dog in a social hierarchy, or shorthand for an attractive and dominant man. Often abbreviated to just "alpha."

### Alpha Male Of Group (AMOG)

An aggressive male who is competing for the attention of the target. Or used as a verb, the act of taking attention away from another male so that he is no longer a threat. Also referred to as "Alpha Male Other Guy."

### Alpha Male Other Guy (AMOG)

See the definition for Alpha Male Of Group.

### alt.seduction.fast (ASF)

ASF stands for "alt.seduction.fast," which is an Internet Usenet newsgroup. ASF was one of the first online forums for discussing pick-up and seduction techniques.

### Ambiguity

A term taken from NLP that refers to the use of phrases or words which sound alike but differ in meaning, such as "blow me" and "below me."

### AMOG Destroyer

Similar to Boyfriend Destroyer, but specifically refers to routines to out alpha another AMOG in a set.

### AMOG Killer (AK)

A gesture, or verbal cue such as the letters “a-k,” used to indicate to a wing to disarm a specific individual, or group of AMOGs, or to put a wing on high-alert due to AMOGs in the vicinity.

### Analysis Paralysis

When newbies (and sometimes veterans) spend way too much time analyzing past sets instead of moving forward and gaining new experiences, either in pickup or in life.

### Anchor

An association of an emotional state with a physical touch, body motion, or a verbal phrase. Once created, the PUA can elicit the emotional state in his target by using the anchor.

### Animated Chat

The act of conversing with your wing in an overly fun and animated fashion, in order to become the “observed” in a room and to stimulate curiosity.

### Anti-Approach Invitation (Anti-AI)

When a girl signals an action that discourages your approach (the opposite of AI).

### Anti-Slut Defense (ASD)

Women’s internal mechanism to create plausible deniability before sex with a new man. It ensures that she doesn’t appear (to herself and others) that she’s too easily seduced.

### Approach Anxiety (AA)

The fear that arises when doing a cold approach on a woman or group of women (or group of strangers, including men).

### Approach Invitation (AI)

The conscious and unconscious behaviors of a woman that convey she is interested in meeting the PUA.

### Approach Machine

An artist who is able to do approach after approach without the fear of AA or rejection, but may be somewhat uncalibrated in his genuineness to connect with the people in the sets that he approaches.

### Approach Priming

Priming and preparing for an approach in order to set it up for the highest chance of success.

### Approval Seeking

The need to validate oneself via the approval of others. Approval Seeking behavior involves a person doing things with the primary intention of gaining the approval and attention of others.

### Arbitrary Target

A 'target' that is approached with the intention of practicing game rather than any specific desire of a result.

### Arbitrary Value

A value that is used to label or assign something or someone that is subject to the desires and wills of individuals or a group of individuals. Usually, this value is not derived from any substantial scientific support and is highly influenced by individual discretion.

### Archetype Game

Knowledge of a social demographic's ideal and how to capitalize on it.

### Art of Charm (AOC)

A dating and pickup company based in New York City and Los Angeles.

### Art of the Pickup (AOTP)

A 2 DVD set by Formhandle and TokyoPUA that is marketed to give viewers the tools to be more successful with women.

### Aspiring Pick Up Artist (aPUA)

See the definition for GPUA.

### Attraction

The level of initial interest a target has in you, or the process of arousing sexual interest in the opposite sex. Usually considered the first step in the pickup process.

### Attraction Circuitry Projection

The concept of assuming that the opposite sex is attracted to the same thing as the artist is.

### Attraction Triggers

Specific characteristics of men (or women) that, when properly conveyed, will automatically trigger a feeling of attraction in women (or men).

### Authenticity

Originally derived from philosophy and psychology, Authenticity refers to the degree by which one is true to one's own personality, spirit, and essence, despite external pressures to act otherwise.

### Auto Correcting / Auto Correct

When an intermediate PUA, or a new PUA who has internalized some of his reading material, can deduce what went wrong with his sets without someone else pointing it out to him.

### Avatar

A PUA's outer appearance and style relative to his internal frame.

### Average Frustrated Chump (AFC)

The typical guy who is outside of the seduction community; someone who has very little clue of what it takes to attract a woman.

### Backwards/Reverse Rationalization

The process of rationalizing emotional and behavioral decisions based on logic that makes sense for the person.

### Bad Boy

A pop culture icon, the Bad Boy refers to an archetype of a dominant male that women find naturally attractive.

### Bait, Hook, Reel, Release (BHRR)

A concept from Mystery best used during A3 (Qualification) and Comfort game to bait the woman to DHV herself to the artist and invest in him by asking genuine questions, which the artist can then reward her for.

### Banter

A manner of communication that is witty and fun, often involving playful teasing.

### Barrage of Awesomeness

An outcome independent attitude that an artist can possess to express who he is in a way that is congruent to his identity. This eventually causes others, even haters, to start liking him because of the genuineness of his words or actions.

### Beasting

The idea of being encompassed by pure male sexual dominance and sexual intent.

### Beautiful Woman Syndrome (BWS)

A condition that affects a large percentage of HB9s and HB10s whereby the individuals start developing undesirable characteristics because of their superior looks. It can also apply as the Beautiful Man Syndrome to male models and good looking men, although to a lesser degree as men's sexual attractiveness is based on more than just looks alone.

### Bedroom Eyes (Seducer Eyes)

A certain seductive look in a man's or woman's eyes that subcommunicates a desire for seduction and sex.

### Beer Goggling

AKA Beer Goggles. When a PUA turns a UG or FUG into a HB10 or HB11 due to drunkenness. AKA your worst nightmare waking up with a fat pig in your bed.

### Beginner's Hell

The first 6 months of getting into the game and the difficulty of the learning curve that affects most guys.

### Being Present

The process of fully experiencing the current moment in all of its capacity.

### Belief System

A person's accepted reality, especially his/her overall view of the opposite sex and their conditioned responses to them.

### Below Average Frustrated Chump (BAFC)

A man who is below average in terms of picking up women—worse than an Average Frustrated Chump.

### Best Self

The version of oneself that best represents his or her good qualities, usually exemplified in situations that require the pickup artist to be at his best.

### Beta Boy Friend (BBF)

A boyfriend of an HB who exhibits very few Alpha traits and is most often a beta male.

### Beta Male

A subordinate or inferior in a social hierarchy, often used interchangeably with AFC or Wussy.

### Big Mouth Theory

A theory that explains why, on average, people who talk more tend to have more success in life, as well as with women.

### Bio Feedback

The unconscious and automatic changes in attraction that women experience based on their physical position in relation to the PUA. (Otherwise known as "locking in" in positive biofeedback loops.)

### Bitch Shield (BS)

A metaphorical social shield that women adopt when attempting to fend off would-be suitors.

### Blind Spot

Anything a PUA does that is harmful to his game, but that he is not consciously aware of.

### Blitzhooking

Disarming obstacles with a non-contrived magic trick and then a roll-off (immediately after the magic trick is performed) to quickly reach the hook point.

### Blow Out

To be kicked out or otherwise involuntarily removed from a set, often resulting in a loss of social value.

### Blow Out Game

Gaming in a way designed to blow the artist out in order for him to practice being comfortable with rejection.

### Blow Out Opener

An opener designed to blow the artist out in order for him to practice being comfortable with rejection.

### Blueprint

The ideal characteristics that a woman desires in a man. (Also the name of a product developed by RSD.)

### Blueprint Sequencing Awareness

An awareness of the different “archetypes” that the target finds most complimentary to his or her attraction circuitry.

### Blur

When a woman stops returning calls, even though she was initially interested.

### Body Language (BL)

The non-verbal communication a person’s body conveys to others. It is the physical manifestation of the artist’s internal state.

### Body Language Clusters

A cluster of body language signals that combine to give the social artist a good pattern and idea of what the observed person is thinking.

### Body Language Positioning

Invented by JT “the Asian Playboy” Tran, BLP is a more advanced form of Body Language Tactics.

### Body Rocking

A term coined by Mystery to describe the use of physical movement to create the impression that a PUA may leave the set.

### Bootcamp (BC)

An often rigorous training event whereby students undergo activities that are designed to develop their pickup skills.

### Bottom Bitch

The lead girl within a PUA's harem, who is always down when the artist needs help.

### Bottom Feeder

A PUA that seduces or is seduced by women who are way below him in terms of social value.

### Bounce

To move a target or group to a different venue.

### Boundary Function

The way an artist manages people's behavior in relation to what is acceptable to him and what is not.

### Boy Band Principle

The tendency for women to be attracted to men that other women display attraction for.

### Boyfriend (BF)

The regular male companion of an HB who has a romantic/sexual relationship with her.

### Boyfriend Destroyer (BFD)

A PUA routine used to get a woman to leave her boyfriend for the pickup artist.

### Boyfriend Game

The art of being a solid boyfriend, keeping the relationship value balanced, and behaving like a real man in a relationship.

### Break In The Clouds

A moment of clarity that comes at a critical time, or a moment of insight after much time searching in the dark.

### Breaking Point

The point where an artist breaks down in his effort to achieve a goal or become the person he wants to become.

### Breaking Rapport

The act of actively disagreeing or breaking existing rapport with a girl, for the purposes of showing individual dominance and creating attraction.

### Breakup Artist

A man or woman who is hired to break up an existing marriage or couple.

### Bridge And Tunnel Problem

The increasing difficulty to continue a seduction as the distance between the target's residence and the artist's grows.

### Bromance

A relationship of deeper meaning between two men.

### Bullshit Baffles Brains

"BBB" originally invented by Mystery as a way of describing the verbal distraction that fills the void of silence when the target reaches a certain decision point, or to smooth out the critical decision points to comfortably influence an easy decision to an otherwise indecisive girl.

### Bullshit Escalation

Anything that gives a PUA the confidence boost he needs in order to escalate his game, even if it isn't necessarily true.

### Bunny

Terminology from a select branch of PU referring to different types of girls as different colored bunnies: red, blue, black, and green.

### Button Pushing

The pickup process of maintaining an artificial "draw" of force attraction with a target via specific routines and structured game tactics.

### Buyer's Remorse

An emotional condition whereby a woman feels remorse or regret after sleeping with a man.

### Buying Temperature (BT)

The level of physical attraction an HB has for the PUA at any given time.

### Buying Temperature Spike (BT Spike)

A sudden increase in the target's buying temperature, usually initiated through a routine involving kino escalation.

### Buzz

When people talk about you (usually positively) when you are not there.

### Calibration

The process of establishing a desired relationship by controlling your effort and action to produce the outcome. A PUA must use calibration to be flexible in his strategy to game the target depending on circumstances rather than sticking to a script.

### Callback Humor / Text Back Humor

A funny text or use of words during a phone call that refers to content from your previous interaction.

### Campus Game / College Game

Calibrated seduction community teachings applied to the campus setting.

### Canned Opener

A memorized and practiced opener that a PUA uses repeatedly to open sets and start an interaction.

### Canned Routine (CR)

A set routine of things to say and do in a pickup that is rehearsed and memorized ahead of time, as opposed to generating things on the fly.

### Casanova

A synonym for "womanizer," used by some members of the community as an alternative to the more common label "PUA."

### Cat String Theory

A foundational theme in MM that illustrates how people value things more when they work for them and devalue things when they come too easily.

### Caveman

Aggressively escalating physical contact with a consenting female, as it is believed the cavemen did before language developed.

### Celebrity Game

The specific niche of game that deals with how a celebrity can use game to get the girl he wants.

### Celebrity PUA

A PUA that has attained mainstream media recognition and receives celebrity-like treatment and social status.

### Challenge Point

A difficult or challenging point along the path to becoming a pickup artist.

### Character Development

The underlying motivations and narrative details that combine to explain a character's (or person's) actions within a given social frame.

### Charisma

The non-sexual seduction of a person or group of people.

### Charisma Arts (CA)

A PUA company that teaches natural game founded by Wayne Elise (aka Juggler).

### Charisma Coaching

A dating and relationship company based in San Francisco that teaches natural game, founded by former Charisma Arts senior instructor, Dan McDonley.

### Chat Up Line

The UK English version of the "pickup line."

### Cheat Sheet

. A one page cheat sheet that PUAs keep in their pocket along with their notes on opening, overall mind set, and any routines as a backup when in field.

### Cheater

. A breach of the expectation between two people, usually of sexual exclusivity, although it can be for any reason that betrays and breaks the existing link of trust and expectations.

### Chick Bait

An interesting item that baits girls into opening the PUA, similar to the concept of Peacocking.

### Chick Crack

Conversation material for girls that stick like crack: astrology, palm reading, cosmos quizzes, celebrities, new age spirituality, any subject based on emotion and relationship dynamics.

### Chick Politics

The internal fighting that girls go through when they all realize they're after the same attractive man.

### Chit Chat Master

A guy who relies solely on conversation to pick up women, but is unable to sexualize or express interest with her.

### Chode

An AFC who is not living up to his potential, applied in a derogatory fashion.

### Chode Crystal

A pack of guys huddling together, not vibing and not talking much, which generally brings the mood of the venue down.

### Chode Vaporization

The swift act of dispersing a group of AFCs/Chodes around a target either via a routine or witty situational maneuver.

### Christian PUA

A Christian man who wants to practice the art of pick up while remaining true to his religious beliefs.

### Circle Jerk

<http://www.pualingo.com/pua-definitions/inner-game/>>Inner Game Circle Jerk Quick Definition: The process of performing mental gymnastics in theoretical pick up discussions with oneself or other PUAs that results lots of theoretical "feel good" talk and yet no action or results.

### Claim to Fame

A memorable moment or event when the world at large realizes who you are, and the things (or image) you represent. Every successful person has this rite of passage on his journey on some scale.

### Class

The perceived value of an HB based on an understanding of her social hierarchy and its associated stereotypes.

### Cliff's List

Clifford, who hails from Canada, was the original creator of an online seduction list in 1998. He recorded and marketed the first PUA summit convention that featured instructors from all over the world speaking about their philosophies and techniques.

### Close

To end an interaction by gaining a woman's contact information (phone, e-mail) or by performing a sexual act (kiss, intercourse).

### Closer

A PUA with the mentality and character it takes to get many full closes.

### Club Intuition

The ability to know or sense something without the use of rational processes, or the knowledge gained by the use of this faculty; a perceptive insight.

### Cock Tease

A girl who leads a guy on (usually intentionally) for a friendship or other favors within the relationship, but who usually has no intention of sleeping with the guy she's teasing.

### Cockblock (CB)

The various friends, AMOGs, hired guns, and any other individual that attempts to stop a PUA's advances in full closing a girl.

### Cocky & Funny (C&F)

An attitude that is a mix of cockiness (confidence) and a sense of humor, modeled from the behavior of typical "bad boys."

### Cognitive Dissonance

The human brain's ability to reduce contradictions in their thought patterns by way of altering existing reasons and rationale as to why they desire certain things or believe a certain idea.

### Cold Approach

The art of approaching and opening a girl or set that the PUA has never met before.

### Cold Reading

The technique of making seemingly true statements about a person without actually knowing the individual. Psychics often use this to fool people into believing they have paranormal powers.

### College Game

A specific segment of game that was developed for dating and seduction in the college scene.

### Comfort

The middle stage of seduction in the Mystery Method, where the girl is already attracted to you and the interaction requires more trust and rapport.

### Comfort Building Location

A location that the target and the artist can focus on each other and continue to get to know each other.

### Comfort Plan (CP)

A plan for a day2 that includes having a preset locations for the comfort stage.

### Comfort Zone

A psychological term used to describe the set of environments and behaviors with which one is comfortable, without creating a sense of risk.

### Commonality

A sharing of features or characteristics in common; possession or manifestation of common attributes between two people.

### Compliance

The measurement of how willing a woman is to do something for you.

### Compliance Momentum

The momentum created as a result of having the target jump through progressively larger and more frequent hoops.

### Compliance Test (CT)

When delivered by a woman, a compliance test is a small request or series of requests that a woman will make to shift the power dynamic of an interaction in her favor. When delivered by a PUA, a test to see the target's current compliance level to him.

### Compliance Threshold

The limit of a woman's compliance towards a PUA at any given point in time. The threshold determines what she is and is not willing to do.

### Compliment

A genuine or well thought out compliment delivered without lowering one's value and without expecting anything in return.

### Compliment Opener

A sincere and unique compliment used to start a conversation with a girl of the PUA's interest.

### Conformist

The behavior of most of society; or a person who adopts the behavior and thoughts of the majority of the other people within a tribe, rather than having a unique and unconventional way of thinking.

### Congruence

The degree of one's authenticity; the similarity and general state of agreement between one's internal state and external self.

### Congruence Test

A test or gambit a woman or PUA can throw out to test for congruency between a target's external representation of themselves and their real inner frame.

### Connection Triggers

Hardwired triggers in female and male psychology that, when triggered, cause a feeling of deep emotional connection and affinity towards the other person, usually the seductress/seduction master.

### Consistency

The tendency that people have of remaining consistent to their past behavior.

### Consistency Principle

A scientifically proven principal in social studies that states that a person is more likely to be consistent with the behavior and frame that he/she is already accustomed to or stated when interacting with someone else.

### Conspiracy

A shared connection between the artist and the target that only they know about.

### Continuously Orgasmic State

A sexual state that women can reach where she is continuously cumming or on the verge of cumming.

### Conversational Jujitsu

Various techniques from Juggler for navigating and controlling the flow of a conversation.

### Conversational Rapport

The degree of comfort, ease, and genuineness of the conversation between two people.

### Conversational Thread

A story or topic started based on any subject matter (by the PUA or someone else), which becomes the main topic of the conversation in a group.

### Conveyance

The third type of communication style, along with verbal and nonverbal, taught by Troy Dizon Dating.

### Core

A person's real inner self.

### Core Confidence

Personal confidence that does not come from an external source.

### Core Purpose

The real reason a person wants to be good with women (or men, in the case of FPUAs).

### Core Value

The inner values behind a person's beliefs and life views.

### Corporate Pickup

The practice of picking up girls at the place where the PUA works.

### Cougar

An attractive woman in her 30s or 40s who is on the hunt, once again, at her usual hunting grounds of nightclubs, hotel lounges, and other friendly locations with young boy meat.

### Courtship

The traditional term for the process of beginning a sexual relationship.

### Crash and Burn (C&B)

Getting badly rejected or ignored from a set when attempting an approach or during an interaction.

### Credibility Date

A very powerful conveyance date, where men take their dates to a place where they have high credibility and visibility.

### Cub

A girl that is too young to sarge (opposite of a cougar).

### Culture Shock

The anxiety, surprise, confusion, and shock that a person may feel when he finds himself living in a social environment that is significantly different than the one he is accustomed to.

### Cutting the Thread

The act of ending conversational threads that are no longer useful to the artist and/or introducing a new thread for spontaneity and better conversation.

### Cycle of Internalization / Crystalization

The process of understanding the principals behind a seduction technique, both consciously and unconsciously.

### Dance Floor Monkey

Better than a "dancing monkey," the dance floor monkey is an average to above average dancer who uses dance game to initiate a dance with the target, but nevertheless gets nowhere because of his gaming method.

### Dance Game

The area of game that deals with engaging (opening, conversing, pulling) girls on dance floors.

### Dancing Monkey

A PUA who is high energy and entertaining, but not necessarily attractive.

### Dating Coach

A coach that offers advice, products, and services to improve the dating lives of their clients.

### Day 2

Meeting a girl again after the initial pickup, usually on a different day.

### Day Game

The specific segment of game that involves picking up girls during the day, outside of social settings such as bars and clubs.

### Dead Approach Invitation (DAI)

When an AI is turned into an Anti-AI because of poor pickup skills or a botched approach.

### Death Row

The line of guys holding their drinks, usually along the side and darker corners of a bar.

### Death Row / Wall of Death

A row of guys standing in line with drinks to their chest, doing nothing and adding no value to the club's energy, desperately staring at the hot girls walking by.

### Debrief

When a PUA asks a woman that he has fclosed about what made his pickup attempt successful in order to learn from the experience and improve his game. Also refers to a group discussion among PUAs at the end of a day or night of gaming.

### Decimal Rating Scale

The original scoring system for the way a woman looks, based on a 1-10 scale.

### Decision Dependency

The idea of controlling a situation by removing the trigger points for decision control by the woman, thereby eliminating her power to make a denying or rejecting action in response to your advances.

### Deep Identity Level Change

A permanent change in a person's core beliefs or core characteristic, which can happen very quickly, but is usually the result of a buildup over a longer period of her time.

### Default Facial Expression

The conveyance or non-conveyance of our face when we are in a normal state of energy and being.

### Delusional Sense of Coolness

A sense of self-confidence about one's "coolness" factor beyond that of reality.

### Demonstration of Higher Value (DHV)

A story or action used to increase the perceived value of a PUA within a setting, which results in increased attraction and interest from the opposite sex. Also known as Display High Value.

### Deus Ex Machina

The literal translation from Latin is "god out of a machine." This refers to an improbable character, device, or event that propels a situation or otherwise spices up the plot.

### DHV Spike

A spike or sudden increase in a PUA's perceived value in the target's or room's eyes, based on a great story or action that takes place.

### Dick Crack

Pickup related gossip and hero worshipping.

### Direct Game

An approach to pickup where the PUA shows direct interest in a target, rather than hiding or implicitly stating his intentions, as in indirect game.

### Direct Opener

An opening line or statement that conveys direct interest in the target or set.

### DIS Method

A pickup method developed by Agent76 originating from Italy.

### Disarm

To neutralize someone who is trying to disrupt a pickup attempt.

### Display Low Value (DLV)

When a PUA says or does something that lowers his social value, thus reducing attraction. Also referred to as "demonstration of lower value."

### Disqualification (DQ)

An indirect statement or signal to the target that makes her believe the PUA is not a potential suitor. The word also has other meanings, depending on the usage (see full definition).

### Doggy Dinner Bowl Look (DDBL)

The look on a woman's face when she is so attracted to the PUA that she has big trance-like eyes, a slightly lowered and tilted head, and a look of anticipation, which resembles a dog waiting for his dinner bowl.

### Dominance

The exercise of influence and control in male and female relationships.

### Domino Effect

The process of laying the "hottest" (or perceived to be "highest value") girl, and then going down the list on slutty social trees, or going for the queen bee in non-slutty social groups.

### Don Juan (DJ)

A seducer, used as a synonym for the more common "pick up artist" in some circles of the seduction community.

### Double Your Dating (DYD)

An e-book published by the PUG David DeAngelo; also the name of his company which publishes other pickup related products, founded by David DeAngelo in early 2000.

### Double-Take

A semi-conscious reaction to a surprising or less than normal sight, in which someone casually sees something, briefly stops looking at it, realizes what it is, and snaps attention back to it with an expression of surprise or disbelief.

### Down To Fuck (DTF)

When a girl is clearly interested in having sex with you.

### Dropping Anchor

The skill set to game a woman and her social circle with plausible deniability.

### Dual Induction Massage

A technique involving two people massaging one person that is used to initiate a threesome.

### Dynamic Social Homeostasis

The ideal balance all social animals seek to maintain, between protecting themselves from danger and aligning themselves with others.

### Economic Lover

Someone who has a very economic and utilitarian view of relationships.

### Eject

The act of leaving a set.

### Eject & Explain (E&E)

When the PUA ejects while still leaving the target with the opportunity to change the situation and get back with the PUA.

### Eject With Explanation (EwE)

See Eject & Explain.

### Eliciting Values (EV)

A way to draw out, through conversation, the values of a person, usually with the intention of understanding the deeper inner desires that motivate him or her in life.

### Email Close (@close)

Getting a girl's email address during an interaction.

### Emotional Connection (EC)

Connecting to another person beyond just the physical level by sharing feelings and relating emotionally.

### Emotional Intelligence / Social Intelligence

A measurement that describes the ability, capacity, and skill to identify, assess, and manage the emotions of one's self, of others, and of groups.

### Emotional Leverage

The power of associating strong emotions (can be negative or positive) to an action or to a process that is moving you towards a certain direction in life.

### Emotional Spiking

The process of spiking intense positive or negative emotions in a target.

### Emotional Stimulation

Stimulating and influencing a woman to respond to you with her emotions, as opposed to her logic.

### Emotional Tampon

A guy (or sometimes a girl) who allows others to bleed their emotional problems all over him.

### Emotional Value

The emotional currency in social interaction; the "value" you give to others and others give you to in the form of emotions.

### End-Game

The third and final stage of courtship in the M3 seduction model.

### Energy Level

The level of energy or vibe projected by a PUA when he enters a set.

### Engine of Survival

Nature's long-established emphasis on replicating as the prerequisite to all species on earth surviving and evolving.

### Entitlement

The sub-communicated personal expression of a person's expectations regarding what he thinks he deserves in life. (And subsequently the type of girl he believes he deserves on a deep subconscious level.)

### Entourage

A posse; a group of friends that one hangs out with on a regular basis.

### Entourage Game

Pioneered by AFC Adam, a type of game whereby you build a network and lifestyle of having many beautiful women around whenever you go out, and any new "targets" are forced to go through the process of pre-selection.

### Epiphany Chains

A series of lessons, events, and words from an instructor that may resonate with the student at first; however these memories come back to life at a later moment as the student continues to develop his/her game.

### Error by D (EBD)

To misjudge (usually overestimate) the attractiveness of an HB for some reason.

### Essense

The purest and most basic foundation of a person's core identity, which usually does not change drastically throughout a person's life.

### Exaptation

The evolution of an organism's feature beyond its original use.

### External Interrupt

An abrupt change in the internal dynamic of a set, often caused by someone else's arrival.

### Externalized Reference Points

The reference points that PUAs use that come from other people or social conditioning. These external reference points are then used by the PUA to judge him or herself.

### Extraction

To remove a target from a location or situation, usually with the intention of an f-close.

### Eye Accessing Cues

An NLP technique of observing unconscious eye movements to determine what another person is thinking.

### Eye Coding

Non-verbal communication through eye contact that is shared among two or more people. Eye coding is usually much more common among females.

### Eye Contact (EC)

Non-verbal communication that is communicated through the use of the eyes.

### Eye Fucking

See the definition for Fuck Me Eyes.

### Eyes Go Bright

This term has 2 separate definitions: @Female: The moment at which a woman's demeanor and body language suddenly become more receptive to a pickup artist's advances. The result of an attraction switch "clicking" in her mind. @Male: The moment the artist clicks and gets into "seducer" state. He is no longer thinking about his ego or himself, but is totally immersed in the experience.

### Facebook Close (FB Close)

To get an HB's information in order to add them as a friend on a social networking site, such as Facebook or Myspace (in which case it would be a "Myspace Close").

### Failed Target (FT)

The failure to approach a viable target.

### Fake IOI

When a girl gives a PUA insincere IOIs in order to gain something from him. (A common trait of skilled hired guns and strippers.)

### Fallout Pussy

Girls that were friends with another man in your social circle that he closed (or not). She eventually

trickled down to another friend of his, and they hooked up. Thus, "fallout" from the original man she was attracted to.

#### False Disqualifier

A DQ that is not true, thrown at the target or group in order to disqualify the PUA from being considered a potential suitor for the target.

#### False Idols / False Prophets

A "guru" or "leader" that claims to be a master in an art-form but is really a fraud.

#### False Presumption

When an assumption is made by a PUA or HB about the other person, but this assumption is, in reality, false.

#### False Takeaway

A head fake, or the appearance of a takeaway to make the target think the PUA is leaving, thereby making her chase him in order to make him stay.

#### False Time Constraint (FTC)

A statement a pickup artist makes when opening a set to communicate that he will not be able to remain long, reassuring them that he will not take up too much of their time.

#### Fat Chick Syndrome

The often mis-understood stereotype of the fat girl in the group and her general psyche and MO.

#### Fat Girl Overhead Photo (FGOP)

A deceptive camera angle showing a decent (or sometimes hot) picture of a girl who is actually much less attractive than the photo shows.

#### Fatty (Tuna)

. A fattie girl who is still "cute."

#### Fatty / Fattie

The girl that a man doesn't want to sleep with, but may because he has no other options or is winging for a friend.

#### Faux Pas

A violation of the standard accepted rules of behavior within a given environment or social situation; the French word for "false step."

### Feeding Frenzy

When the attractiveness of a man skyrockets exponentially because multiple women are competing over him.

### Female Gurus

ign: center">The PUA Community presents...

### Female Pick Up Artist (FPUA)

A woman who uses PUA techniques to pick up men. Note: See the Female PUAs and Female Gurus page here

### Female Sexual Fantasies

The various common fantasies that women have, of which most men have no idea even exists.

### Female Trainer

A woman who trains men in the art of seduction.

### Field / Field Experience

The real world, as opposed to idle fantasies and online pickup forums.

### Field Report (FR)

A report of a PUA's experience in the field, a recounting of the details from a night (or day) of sarging, or a specific pickup experience.

### Field Test

An in-field test of a PUA's or rAFC's pickup skills. Alternatively, to test out a new technique or routine in the real world.

### Filling in the Canvas

A way of delivering information about yourself that makes other people's minds piece together little bits of information about you and come to a conclusion that originates from their own minds.

### Find Meet Attract Close (FMAC)

Mystery's original model in detailing the process for pickup. First, find the target at an attraction location. Meet her (open), create Attraction, then Close.

### Find/Fuck Ten Other Women (FTOW)

Going out, finding, and having sex with ten different women as a way to get over a breakup.

### Fire Behind the Smoke

Real power or real social status must be backed up by evidence of a true foundation; hence, where there is smoke, there must be a source of fire to initiate the smoke screen.

### Fire Gazing

The natural instinct of a man to "zone out" and not talk after a long period of work or intense activity, often manifested in watching the TV or just reading the newspaper.

### First Phone Call (FPC)

The first phone call after number closing a target.

### Flake

When a girl cancels or fails to show up for a date. Can also mean a HB who gives you her number, but screens your calls (doesn't answer) and does not return voice messages.

### Flaky Chick

The tendency of certain girls to be extremely flaky and miss previously agreed upon appointments or social gatherings.

### Flash Game

A form of game that involves the PUA displaying social proof around the room by DHVing himself. This can involve the PUA taking a picture with two HBs from a first set to build value with future sets, or gaming one girl and asking her to introduce him to another woman.

### Flawless Natural

A form of natural game taught by Tim Marc from RSD. It is based on general concepts that leverage the person's core identity and amplify it.

### Flinch Points

The points of escalation during a seduction where the artist has the tendency to flinch a little and lose the set.

### Flirting

A hint of sexual interest through the use of words, body language, eye contact, or a slight look in a direction for a short moment. Ongoing flirting can be initiated through various cues that hint at eventual sexual consummation.

### Flooding Smile

A smile that broadens in proportion to how much the target has impressed you.

### Floozy

A woman who enjoys giving men sexual pleasure and can't get enough of sex.

### Flopsy

An opener where the PUA comments on something that a woman is about to focus on.

### Flow

Another description of being "in state". Flow also refers to the feeling a person gets when she/he is fully immersed in what they are doing (Mihály Csíkszentmihályi).

### Fluff

Small talk that has no significant meaning but fills the conversational space or need that occurs between seduction phases and bounces, or an extraction.

### Focus Opener

A type of opener where a PUA starts a conversation by talking about something that the woman is focused on.

### Fool's Mate

An easy f-close that happens without really gaming the target.

### Fool's Mate Fantasy

A seducer who expects to meet a woman and then engage in the sex act within moments.

### Forcing IOIs

An action that forces a girl to disclose clues about whether she's into you or not.

### Foreplay Close (4close)

A close between a kiss close and a Fclose: BJs, oral sex, toy play, finger fucks, etc.

### Fractionating

A process of taking someone else into and out of a mental state rapidly and thereby intensifying that mental state for them, or de-emphasizing the emotion for them (if it was a bad experience).

### Frame

A system of interpretation that an individual or group uses to understand a certain event/situation.

### Frame Control

Controlling the frame that a target or group uses to interpret a specific event or situation.

### Frame Games

The behavioral cues and subtleties through which people convey their assumptions and control the interpretation of an interaction.

### Frame Hog

A person who over-compensates by always trying to control the frame.

### Freeze Out

The deliberate but casual ignoring of an HB.

### Friend Close

Keeping in contact with a woman and becoming her long term friend.

### Friend Zone (FZ)

Being stuck in a platonic relationship with a woman, with no sexual chemistry.

### Friends With Benefits

An arrangement between two people to have a sexual relationships without the commitment and intimacy that usually comes from being in an exclusive relationship.

### Fuck Buddy (FB)

An HB with whom the PUA engages in frequent, consensual sex without expectations of a long term relationship.

### Fuck Close (FClose)

To end a "pick up" by having sex with the target.

### Fuck Me Eyes

When a girl looks at you in a sexual, almost predatory way.

### Fucking New Guy (FNG)

A new guy to the community, who is a "newbie" status on the forums.

### Fucking Ugly Girl (FUG)

An exceptionally bad looking girl.

### Full Close (FClose)

A less explicit term for fuck close; completing a pick up by having sex with a girl.

### Functional Opener

inition: An opener that has a specific purpose within the given situation.

### Fundamental Shift

A change in a person's perspective that is permanent, regarding his or her theories about how life works.

### Gambit

A short memorized line or routine that can be used to deal with specific situations that arise during a pickup.

### Game

There is no short answer for this term. RSD defines game as "the external representation of your internal frame."

### Gay PUA / PU Gay

A homosexual PUA using pickup skills to attract men.

### Gay Test

A test used by less experienced PUAs to calibrate their kino.

### Gaymog

When a guy acts in a homosexual way in order to try to intimidate a PUA. Also sometimes used to refer to an AMOG who is genuinely gay.

### Geographical Gaming

The differences in pickup tactics that arise from visiting different countries or different geographical regions. Also, the practice of traveling to different countries for practicing pickup.

### Getting the Party Started

The act of getting a party's energy going, incrementally increasing to a high point or climax where everybody is feeling the fun and social vibe.

### Girl Close (GClose)

A close (number close, kiss close, fb close) that leads to a full close.

### Girl Code

inition: The rules and guidelines that most girls obey in order to stay within their social peer group. These rules can be communicated verbally or subcommunicated. AKA Girl Coding

### Girl Coding

Subtle, non-verbal cues that girls use to communicate with each other in set.

### Girl Friend (GF)

A woman that the PUA is having a long term sexual relationship with.

### Girl Game

The skills and tactics of normal single women increasing their chances of success to meet a guy (or guys) that fit their desired levels of requirement for a relationship or sex.

### Girlfriend Material

Genuine qualities beyond physical looks that qualifies someone as a potential romantic candidate for the artist. Someone you can genuinely fall in love with. Next Level: Wife Material: Genuine qualities of a woman that would make her a good wife.

### God Mode

A reference to video games, referring to when a PUA is totally in state.

### Good Guy Game (GGG)

A unique type of game developed by "good guys" that allows them to hook and attract women by sincerely exhibiting their genuinely good characteristics to women.

### Grace

A way of moving through the world that exhibits great elegance, beauty, and smoothness.

### Grand Master PUA (gmPUA)

A step above the master PUA, the grand-master PUA is a master of the masters.

### Grand Master Style (GM Style)

A style developed by "GM," or "Grandmaster," whose PU style is blatantly sexual and forward, in a confident and unapologetic manner.

### Green Pick Up Artist (GPUA)

An alternative acronym for the more common rAFC; an aspiring but newbie PUA.

### Grooming

The importance of keeping hair in control, including facial hair to hair everywhere on the body. More often used to refer to male hair control.

### Grounding

A power routine (or a sequence of routines) to convey one's core personality with DHVs, vulnerabilities, and an interesting and engaging story line.

### Group Theory

Understanding the social dynamics of a group in order to get to a target within the group or to win over the group for social proof.

### Gunwitch Method (GWM)

A method of pickup, developed by Gunwitch, that ignores indirect game and focuses on accepting the fact that women want sex as much as men, then getting women into a sexual state through non-verbal communication.

### Handicap Principle

A hypothesis suggesting that signals of "handicapping" oneself in the mating game actually communicates a stronger value in sexual selection. (Usually expressed through extravagant waste of valuable resources.)

### Harem Management

The management of a PUA's relationships with HBs that he has regular sex with. This includes controlling the frame of the relationship when needed, managing expectations, and recognizing when to make the tough decisions based on the PUA's personal moral values.

### High Class (HC)

A woman from an upper social class, who is often wealthy or has high social value. (HC can also mean "hard core" depending on the context.) See the definition for Class.

### High Sex Drive (HD)

A strong physiological and psychological urge to engage in sexual activities.

### High Value (HV)

The perceived high status or social value of a particular person.

### Hired Gun

An HB who was hired to work at a venue because of her beauty, often in restaurants, bars, and other direct service-oriented locations.

### Hired Gun Game

The specific area of game theory that applies to picking up Hired Guns, or girls that are working and are specifically hired for their physical beauty to interact with customers.

### Honey Trap

A false representation of replication/survival value by a girl to seduce a man for his value, which is usually much higher.

### Hook Phase

The phase of the courtship process whereby amplify PUA amplifies a woman's attraction into sexual attraction by hooking her to chase him.

### Hook Point (HP)

The point during an interaction when a woman decides she is interested enough in the PUA to continue interacting with him.

### Hoop Theory

A task or request for compliance by a PUA or HB, to see if the other person will comply and "jump through" their hoop.

### Hot Babe (HB)

A beautiful woman, or any woman, rated on a scale of beauty from 1-10. (HB can also stand for "Hunny Bunny.")

### How To Get The Women You Desire Into Bed (HTGTWYDIB)

A pickup book by Ross Jeffries.

### Hugger

See the definition for Tailgater.

### Hunny Bunny (HB)

An alternative to "hot babe" as the definition of the PUA acronym "HB."

### Hyperfocus

Focusing intently on a person to the exclusion of all else.

### Hypnosis

A mental state that is achieved via hypnotic induction, which involves a series of questions and instructions by a trained hypnotist.

### I Perspective

Using the first person perspective when telling a story or having a conversation.

### Identity

A part of inner game, identity refers to knowing oneself at a core level. In its reference to outer game, identity relates to how one can quickly convey this core personality in a prepackaged, stylish, and easy to remember form.

### Identity Criterion

The degree of social reinforcement that mentally allows a PUA to become in a certain state and assume a certain identity

### Image

A representation, usually visual, of the external/public form of a person or brand entity.

### Improvisational Opener

Similar to a situational opener, except that it contains elements of drama and “make believe” in the opening statement. (Like in drama and improv class)

### Incidental opportunity (IO)

When an artist is not in "sarge" mode and living his normal life, and sees an opportunity to meet a new girl.

### Incongruence

When one's external representation is not an accurate reflection of his or her internal state, the opposite of congruence.

### Indicator of Disinterest (IOD)

A sign or signal from an HB that conveys disinterest.

### Indicator of Interest (IOI)

A sign or signal from an HB that conveys attraction.

### Indicator of Sexual Interest (ISI)

Evidence from an HB or PUA which indicates real sexual interest in the other person.

### Indirect Game

The type of game that encompasses seduction techniques where the PUA does not convey direct interest in the target right away. Interest is given as she has demonstrates enough value relative to the PUA's DHVs and passive value.

### Indirect Opener

An opener that is used without revealing the PUA's true intent. Opinion openers, for example, are indirect openers.

### Inducement to Approach Invitation (IAI)

Shorter abbreviation of pAlmAI. Related Terms: pAlmAI, AI, BHRR Source: Formhandle

### Inner Demons

Refers to a person's biggest fears and challenges in obtaining his dreams and goals in life, which may or may not be real but is a strong psychological barrier in moving forward in life.

### Inner Game

The area of game that deals with one's personal development, inner beliefs, core values, and life goals.

### Insta-Date

An instant bounce/transition to a date from a cold approach.

### Instant/Interactive Value Display (IVD)

Something which communicates one's value to a set or target.

### Intellectual Discipline

The discipline required to seek knowledge specifically for an application of it in a stage of the pickup, rather than soaking up knowledge without a goal or the intent to apply it in field.

### Intermittence

Randomly rewarding good behavior as to create a pattern of behavior in a subject that is permanent later on, with or without a reward.

### International PUA

A PUA who lives abroad in another country and/or travels frequently between countries.

### Interrupt

An event or person that temporarily stops the communication between the PUA and the HB.

### Interview Pickup

A boring date consisting of interview style questions.

### Isolation

The act of separating a target from the rest of the set in order to escalate the interaction.

### It's On Moment (IOM)

A signal you receive from a girl that shows that "it's on" and that she is interested in you sexually.

### It's On Moment (IOM)

A critical moment in the seduction process where the girl is ready to have sex or sexually escalate significantly with the artist.

### J-Girls / Japanese Girls

A Japanese HB.

### Jealousy Plotline

A tactic designed to get an HB more invested in the PUA by developing a jealousy story with another HB, which gets her to compete for the PUA's affections.

### Just Another Wannabe (JAW)

A relatively newbie or rAFC that either has the grand illusion of mastering the art with no work, or only sees the surface level "media appeal" of the seduction community without authentically understanding the depth of seduction knowledge and skill.

### Keyboard Jockey (KJ)

A PUA who reads a lot and posts frequently on the forums but lacks the field experience to back it all up. Hence, he spends most of his time in front of the keyboard.

### Keys to the VIP

A TV show originally intended for a comedy channel in Canada, Keys became a pop culture phenomenon and developed a seduction community following outside of Canada.

### Kinesthetics (Kino)

Touching someone in order to build comfort and attraction.

### Kino Anchored Motion Inducement (KAMI)

Using of kino in order to help lead a HB to a place where the PUA wants her to move.

### Kino Escalation

The physical escalation of kinesthetics (kino) with a woman, from the initial touch to sex.

### Kino Escalation Ladder

A specific sequence of steps for escalating kino (touch).

### Kino Opener

Approaching and opening a girl without words, via body language and kino.

### Kino Pinging

A powerful tool, where a PUA is just touches everybody whenever he talks to them, "pinging" his kino signal in a non-sexual, non-threatening manner for anyone who is interested to reciprocate.

### Kino Steps

The progression of kino escalation as established by known patterns of waypoints.

### Kino Test

A physical action that is intended to test the compliance level of the girl for increasing kino escalation.

### Kiss Close (KClose)

A close where the PUA ends up sharing a kiss with the target.

### Label Whore

A fashionista/aspiring PUA who is only stylish—or tries to become more stylish—through an uneven focus on buying name brands instead of developing the subtleties of style by trying different things.

### Ladies' Man

A man who is attractive to many women, or a negative description of a ladies' man (one who leaves them worse off) who is a womanizer.

### Lair / Seduction Lairs

A group, club, or informal gathering of men from a specific geographic area who get together for the specific purpose of improving their skills with women.

### Lair List

, A list of all of the known pickup lairs in the world, as documented by old standing internet domains like Fast Seduction.

### Landmines

The complimentary cousins of grenades. Unlike grenades, they are usually skinny and otherwise pretty cute from behind. However, they are ugly up close.

### Last Minute Resistance (LMR)

The resistance that a woman puts up to physical advances before sex. LMR is different than ASD in that it is a natural, biological feeling. She can't always consciously control LMR.

### Lay of Rage

To have sex with someone (or a group of people, usually within a social circle) with the purpose of retaliation or revenge.

### Lay Report (LR)

A field report that ends with a lay (sex).

### Leading

The act of taking command of a situation, and leading men (and women) into specific actions or scenarios.

### Let's Just Be Friends (LJBF)

A statement uttered by women, which essentially closes the door to a sexual relationship—being put in the friend zone.

### Life Changing Moment (LCM)

A highly emotional and significant moment when an event causes a foundational shift in a person's inner mindset that results in a lifestyle change.

### Lifestyle

A way of living that reflects a person's values and attitudes on a day to day basis.

### Likability Factor

The title of a book by Tim Sanders that presents the idea that people who are well liked are more apt to get what they want out of life than those who are disliked.

### Limiting Belief

A belief that holds one back from reaching one's true potential.

### Lock-In Prop

An accessory or piece of clothing that a PUA can put on the target to commit her to the interaction.

### Locked Out

When a PUA is physically or verbally unable to progress further with a set. (The opposite of locked-in.)

### Locking-In

Positioning oneself as the center of attention in a set, and physically having the girl lean towards that position of power.

### Logistics

The details of a situation, be it transportation, timing of events, how many friends need to get home, how close the target lives to the PUA's house, and other details that are necessary to successfully complete a pickup.

### Long Distance Relationship (LDR)

A relationship with a woman who lives far away.

### Long Term Coaching

On-going coaching that lasts somewhere between one and six months, where the instructor offers support and a coaching system for the student to improve his pickup skills over time.

### Long Term Relationship (LTR)

A long term sexual and romantic relationship between a man and a woman.

### Love Systems

Formerly known as the Mystery Method corporation, Love Systems is a pickup company based on structured game and routines Founded by Savoy and Mystery in 2004.

### Lover

The stereotype of a guy who is sexually attractive to women.

### Low Class (LC)

A woman from a low social class, or a woman with poor and uncultured behavior.

### Low Self Esteem (LSE)

A sense of low self worth or a poor view of oneself—weak inner game.

### Low Sex Drive (LD)

A person who is usually less motivated by the body's sexual urges, albeit still motivated to some extent. (The opposite of high sex drive.)

### Low Value (LV)

A person with perceived poor social worth. (The opposite of high value.)

### M3 Model

A core component of the Mystery Method that divides the seduction process into 3 sections (attraction, comfort, seduction) and further divides each section into 3 subsections. (See the definition for Mystery Method.)

### Male Pattern Blindness (MPB)

A condition which afflicts AFCs and even many PUAs, which makes them blind to the signals of interest that a woman is throwing at them.

### Maslow's Hierarchy of Needs

A hierarchical listing of mankind's basic needs, with food, water, shelter, and sex at the bottom, and self-actualization at the top.

### Master of Ceremonies

An official host of an event, party, or performance responsible for keeping the event flowing smoothly and entertaining the audience during session transitions and breaks.

### Master Pick Up Artist (mPUA)

A PUA that has gained great skillfulness and knowledge in the art of pickup and seduction.

### Mastermind Alliance

Napoleon Hill, author of Think and Grow Rich, first defined the mastermind as a “coordination of knowledge and effort, in a spirit of harmony, between two or more people, for the attainment of a definite purpose.”

### Mayor Walking

When a PUA walks around introducing himself in a friendly manner, similar to a Mayor of a small town.

### Meme

A unit of cultural ideas, symbols, or practices that transfer and replicate from one mind to another through speech, gestures, rituals, or other cultural activities.

### Mental Conditioning

The repetitive exercise of your mental muscles to become conditioned to a certain stimulus, even if it may be against an instinctual biological response.

### Mental Masturbation

Thinking and talking about pickup, instead of actually doing it.

### Merging

The technique of introducing different sets to each other, with the PUA playing the part of the social connector.

### Meta Game / Meta Frame

The concept that game is more than just the actual conversation, but a whole series of events and correlating forces that govern the nature of the interaction with the girl.

### Mid-Game

A period in game where the girl and the artist are getting to know each other and the core identities are being revealed.

### Mind Fuck

Mental seduction, as opposed to actual physical sex.

### Mini Cold Read (MCR)

A "mini" version of a cold read, usually involving a sentence or two about framing the girl's innate bad/sexy/good behavior.

### Mirroring

The act of mimicking the other person's body language, speaking patterns, and eye contact for the purpose of building rapport and familiarity.

### Mixed Set

A group that contains both girls and guys.

### Mode One (Alan Roger Currie)

A philosophy of approaching women boldly pioneered by Alan Roger Currie in the 90s that exists outside of the mainstream seduction community.

### Modelizer

Men or PUAs who specialize in dating models or girls who look like models.

### Moderated Alt Seduction Fast (mASF)

The moderated version of ASF, developed after uASF became overwhelmed with spam and flammers.

### Modus Operandi (MO)

Refers to one's general philosophy, patterns of operation, and underlying motivations for doing things the way they do.

### Moment of Decision

A moment in time full of emotions when the artist has a fundamental core identity shift and decides on the path of his life going forward.

### Moment of Inspiration

A defining moment that inspires a person to become a Pick Up Artist or to become good with women.

### Moment of Realness

A particular moment in time when our core personality shines through.

### Momentum

The increasing force and ease of a seducer's game as he becomes more comfortable with each approach.

### Most Chicks Don't Suffice (MCDS)

A perception that some men have that most HBs he meets don't interest him enough to pursue further.

### Mother Hen

An overprotective woman who is often the most dominant member of a set, who will attempt to cock block the PUA if she is not befriended or otherwise defused. (See the definition for Alpha Female of Group.)

### Motivation Killers / Motivation Boosters

Specific actions, activities, or anchors to things or people that the artist associates as either inspirational or depressing.

### Motor Response

A skill that has been mastered to such a degree that it is unconscious and automatic.

### Moving Target/Set

A target or group of girls that are in motion.

### Moxy

The way an artist's moves about and is courageous in the face of apparent fear. Someone with "moxy" is not afraid of social conditioning and knows the boundaries and how to push them.

### Mr. Smooth Style

A subtle way of DHVing a wing designed to generate automatic agreement in the target.

### Multi-Threading

The concept of creating and playing with multiple threads within a conversation.

### Multiple Long Term Relationship (MLTR)

The management of multiple sexual relationships with different women at the same time.

### Multiple Long Term Relationship Cubed (MLTR<sup>3</sup>)

Another level from MLTR2 where the PUA has more than 1 bisexual HB in his harem. However this is accomplished, the result is that the PUA is able to have regular sex with at least 3 girls from the harem.

### Multiple Long Term Relationship Squared (MLTR<sup>2</sup>)

An even more advanced version of the regular MLTR whereby at least one of the PUA's HBs is bisexual and is able to wing him to pickup other HBs.

### Muppet Gallery / Peanut Gallery

The Muppets was a famous show with several puppets in the Muppet Gallery that commented on the show. Peanut Gallery is a name that derived from old theatres that had the cheapest seats for its patrons, which often was full of peanuts, the least expensive snack. These days it is known as an audience that heckles the speaker or performer.

### Muse

An artist's main source of inspiration for his work, often traced back to his true love, usually to a woman or a cause. (Although it can be love for any entity.)

### Mystery Lounge

An exclusive seduction forum created by Mystery.

### Mystery Method (MM)

A method of seduction developed by Mystery, and also the name of his former company.

### Nano Expressions

A very brief, involuntary facial expression shown on the face of humans according to emotions experienced.

### Nanpa

A Japanese term for a form of pickup done by young males (usually in their 20s) on the streets of Japan.

### Natural

A guy who is naturally good with women.

### Natural Game

In contrast to structured game, natural game teaches a more free flowing, improvisational type of game. Zan, Juggler, and Richard La Ruina are examples of gurus that teach a more natural seduction method.

### Natural Selection

The process by which favorable traits become more common in successive generations of a population of reproducing organisms, and unfavorable traits become less common, due to the difference in the reproductive success in passing on a organism's genes.

### Neg Hit/Negging (Negs)

A backhanded compliment or similar comment that is used to bring hot women down a notch.

### Neg Opener

An opener that itself contains a neg (backhanded compliment) intended to bring the girl down a notch, delivery in a playful manner.

### Neg Roll

A series of negs one after the other, usually done using cocky funny and in a playful manner.

### Neg Theory

A unique technique developed by Mystery that involves conveying active disinterest in a HB9+ target for the purpose of removing her bitch shield and lowering her value relative to the PUA's perceived value.

### Negative Body Language

The art of non-verbal communication that expresses a person's disinterest in another person.

### Nester Chick

A girl that is looking to rush into marriage, or "nesting" quickly, usually with a man of beta behavior and ideally of significant wealth.

### Neuro Linguistic Programming (NLP)

A philosophy and method that promotes personal development in positively changing our perception of the world and our behavior patterns. By modeling tools based on human neurology, language, and programming, NLP helps its students study and improve the structure of their subjective experience.

### New Behavior Patterns

When a fundamental shift happens that enables a person to change his or her behavior patterns towards a new goal and lifestyle.

### Newbie Mission

An exercise or event with goals to accomplish for aPUAs, which can be overseen by an instructor or organized by the newbies themselves.

### Newbie's Paradox

Paradoxes (seemingly contradictory statements) in ideology that the newbie must deal with in the beginning of learning seduction.

### Next

The concept of not lingering on the negative outcome of a particular situation, and moving on to the next set.

### Nice Guy

The typical AFC, who is very nice and polite to people, but oftentimes lacks a certain selfishness that conveys his own self worth and attractiveness.

### Night Game

The segment of game that occurs at night time, most commonly in venues such as lounges, night clubs, and bars.

### Nightlife Princess

The type of turbo girl who takes control of a club and treats it like her own palace.

### Nimbus

The positive energy a PUA projects, or the manifestation of a person's state of mind that creates a strong aura and vibe around his body.

### Non-Reaction Seeking

An attitude and mindset a pickup artist adopts that enables him to not be overly reactive to the emotions and reactions of others.

### Non-Verbal Communication

Any interpersonal communication that is not verbally expressed. See Subcommunication.

### Nonsexual Touching

Touching someone in any form that does not communicate or sub-communicate sexual intent or interest.

### Nonversation

A boring, curt conversation where one person is not genuinely interested, and is thus not paying attention or giving serious thought to the questions or comments of the other person.

### Norming

A body language technique used to determine a person's natural response to a specific scenario. In scientific experiments, referred to as the "control" group.

### Not Ready For a Relationship (NRFR)

Chick lingo for "I am not interested in you sexually."

### Number Close (#close)

To complete a pick up by getting a girl to give you her phone number.

### Number Crunching

To roll out at night where your main focus (at least for part of the night) is to develop leads and fill your pipeline with girls' phone numbers in a short period of time.

### Obstacle

A person or entity that tries to prevent a PUA from progressing with his target.

### October Man Sequence

An NLP pattern believed to be extremely powerful—to the point of being "manipulative"—that is used to achieve "15 minute lays" according to the authors, IN10se and Swinggcat.

### Omega Male

The lowest member of a social hierarchy, who is subordinate to everyone else.

### One Night Stand (ONS)

A brief and casual sexual encounter between a PUA and a HB/multiple HBs.

### Oneitis

A "disease" (hence the 'itis) where a man is stuck on one girl and feels that she is "the one," usually to the detriment of having any romantic relationship with her.

### Online Game

The practice of meeting women online, either on dating sites or general purpose social networking sites, such as Facebook.

### Open

To begin a conversation with a person or a group of people.

### Open Ended Question (OEQ)

A question that cannot be answered with a short or one word answer.

### Opener

A statement, question, or story that a PUA says upon first approaching a target or set to engage them.

### Opinion Opener

A type of opener used to start a conversation by eliciting a woman or a set for their opinion on a topic.

### Orbiter

A man who spends time with an HB pretending to be their friend, though in truth he wants to sleep with her.

### Out Alpha

To successfully display more alpha male characteristics than a competitor in a set or venue.

### Outcome Independence

The mindset of not focusing on a specific result or growing attached to any outcome.

### Outer Game

The area of game that is purely technique based. Outer game eliminates discussions on personality differences and focuses on a PUA's "outer" reflection of game.

### Outing Report (OR)

See the definition for Field Report.

### Over Qualification (OQ)

When a PUA demonstrates too much value relative to an HB he is gaming, to the point where she thinks she is unworthy of a relationship with him.

### Pacing

Matching or getting in touch with a person's emotional state in order to build rapport and the lead the interaction.

### Pair Bonding

The affinity and attachment that develops between a male and female for the purpose of raising an infant to adulthood. Pair bonding in humans is in part controlled by chemicals (such as oxytocin) in the brain.

### Paradoxical Realities

A term used to describe conflicting ideas that appear in pickup and seduction.

### Party Girl

The type of girl that is either naturally in "party mode" or going through a period in her life where she just wants to have fun and party!

### Passive Value

Long term, anchored attributes such as physical looks, height, historical sense of self worth, wealth, physical fitness, and dancing skills, among other traits. Passive value traits are displayed with ease and unconsciously to new people we meet, and are inherently long term and difficult to change in the short term time span.

### Pattern

A set of NLP words, phrases, and tonalities combined to create a hypnotic autosuggestion in the target, which can later be recalled to solicit a desired response.

### Pattern On-The-Fly (POTF)

The ability to create spontaneous NLP patterns from any conversation based on a PUA's practice in NLP patterning.

### Pattern-Interrupt

A break or interrupt in someone's NLP pattern or routine sequence.

### Pawn/Pawning

Using a woman who the PUA is not interested in as social proof to attract other women, or a woman used in such a manner.

### Peacocking / Peacock Theory

When a PUA wears something flashy or unusual to attract women's attention and start conversations with them.

### Peak State Performance

The level of performance that is accompanied by a strong mental state, usually through rigorous mental conditioning and preparation before the actual event.

### Pebble

A comment or short line that is thrown—like a pebble in a lake—to DHV and neg the target, disqualify the PUA, and show a sense of humor all at the same time. This is Style's version of a quick and efficient DHV.

### Pecking

The act of leaning in and out of a conversation, almost like a bird pecking at some seeds.

### Pendant Anchoring

Anchoring an initial meeting into a physical object.

### People Watching

An original girl-code term that describes the act of watching other people and their behavior, as if studying the animal at the zoo.

### Perceived Value

The intuitive judgment of a person's S&R value based on a first impression.

### Perceptual Escalation Threshold

The fine line of balance between the conscious realization of your escalation intentions and unconscious acceptance of the woman to your sexual advances.

### Permanent DHV

A long term personal trait that is always exhibiting the social value of a man.

### Personal Amusement

When an artist does something or takes on the mindset of doing things simply for his own amusement, and not to get a reaction from a girl or another person of higher social value.

### Personality Conveying Routine

A routine that is tailored specifically to a PUA's personality and history, embedded with DHV spikes.

### Phase-Shift

To transition between the comfort and seduction stages of pickup. A phase-shift can be a general change in communication style, as well as a phase-shift routine.

### Phone Game

The segment of game that involves time bridging the girl and communicating with her via phone and text to continue the seduction.

### Pick Up (PU)

The art of "picking up" or seducing a member of the opposite sex.

### Pick Up Artist (PUA)

A person who has committed himself/herself to studying and applying the art of pickup and seduction.

### Pick Up Guru (PUG)

A self-proclaimed expert of the seduction community, often an instructor of their own PUA Company.

### Pick Up Master (PUM)

See the definition for Master Pickup Artist.

### Pickup Artist Pilgrimage

The journey that a pickup artist takes, allowing him to master his own life, the art of seduction, and ultimately himself.

### Pickup Lifestyle Experiments

An experimentation of different ways to best train men to become good with women over a short period of time. Lifestyle experiments involve living together with instructors or other naturals and having a structure plan to improve one's game.

### Pickup Opportunity Cost

The opportunity cost is the next-best choice (assuming the PUA made the best choice available to him) that is available to someone who has picked between several mutually exclusive choices.

### Pickup Pension

The occasional "lay payments" from girls calling a PUA back after years of sarging within a major city or town.

### Pickup Podcast (PuP)

A free podcast that features interviews with pickup gurus and tips on how to improve your game.

### Pillow Talk

The relaxed, often intimate conversation that occurs after sex.

### Pimp / Pimp Game

A person (usually a man) who brokers the sexual favors of women for profits, either monetarily or socially.

### Pings & Pongs

The various messages people send and receive from each other, in a conscious and unconscious manner.

### Pipelining

The act of setting up multiple girls to meet you during a given time period, in order to create abundance, to create a "group" outing, or otherwise prevent flaking from one particular girl.

### Pivot

A wing woman or female friend that the PUA can use as social proof, DHVs, and diffusion of obstacles in the field.

### Plate Spinning

The practice of working on seducing multiple women at once.

### Platitude

A sentence or common statement that is presented as if it was original or has significant meaning, when in fact is said with a tonality of triteness and fear of not being politically correct. In essence, a platitude is a useless sentence and can be deemed as disrespectful.

### Plausible Deniability

The ability of the female to deny any wrongdoing in kino escalating with the PUA because of the lack of evidence suggesting she's initiating the action, based on the PUA's frame of a game or routine.

### Player

An individual involved in the game of seduction, generally a man who sleeps around with many women with no long term relationship commitment.

### Playette

The female version of a player.

### Playfulness

The level of fun and willingness to interact with others positively. This is communicated through overall demeanor and vibe.

### Plowing

To persist in the face of resistance. (Sometimes spelled "ploughing.")

### Point To Self (PTS)

A NLP technique whereby the user points to himself and anchors that motion with a specific idea, feeling, or emotion.

### Polarity / Sexual Polarity

The contrast in the nature of male and female energy.

### Portal Words

Trance Words.

### Position of Power

The influence, decisions, and considerations one finds himself facing when he has considerable power within a social situation.

### Poster Boy

The iconic personification of a brand, identity, or idea embodied in an individual.

### Power of Observation

The power that comes from the ability to quickly observe a person to the extent that you can usually read what he or she is feeling through verbal and more importantly non-verbal cues.

### Practice Game

When a PUA doesn't know what to do or no longer understands where he is in a set, and instead decides to improvise and learn in this new situation.

### Pre Lay Relaxation Mode (PLRM)

The confident and relaxed vibe that a PUA projects while leading a girl to a sex location.

### Pre-Approach Invitation, male Approach Invitation (pAlmAI)

A PUA's ability to display social proof and flash game as to initiate AI signals from the targets in the venue.

### Pre-selection

The communication of the PUA's value based on his ability to provide evidence of already having women in his life, thereby being "pre-selected" by females.

### Precedence

A frame presented as an action or statement at the beginning of a new event/relationship. This frame sets the tone and serves as a guideline for the remainder of the interaction based on the PUA's strong precedence.

### Premature Ejectulaton (Pre-me)

A term used to describe when a PUA ejects from a set too early.

### Presence of Mind

A mental control process that allows the artist, through practice, to recognize his emotions, acknowledge their existence, and resist the emotion's natural response by putting his mind into a certain state. In this way, the artist recognizes and embraces the emotion, yet remains cool and logical in his assessment of reality in a moment of adversity.

### Pressure Gauge

Our internal boundaries to maintain balance while trying to change our fundamental behavior patterns.

### Primary

The PUA who gets to pick the target. Also refers to the guy you're trying to hook up with a girl. (Not to be confused with Primary GF, which refers to the artist's primary girl that he's closest with.)

### Principle Based Coaching

The type of coaching that focuses on teaching the core principles of a paradigm, with a lesser focus on the exact execution of techniques.

### Prizing

Developed by Swinggcat through the Prizing e-book, this is a frame that is adopted by a PUA, whereby he is the prize and the woman needs to game him.

### Process Over Outcome

The importance of learning the skill set rather than focusing on results when developing your game.

### Professional PUA

A PUA who practices and makes a living from teaching pickup full time. Often, he has other credentials as well as a resume working with the biggest companies in the game.

### Project Rockstar

A residential training style bootcamp where the students are chosen every year to live together and train with Love System instructors in Europe.

### Promoter Game

Building social connections with club owners and promoters in order to improve one's social value and access to venues.

### Propinquity / Propinquity Effect

The tendency of people to form social bonds and engage in relationships with those closer in proximity to them.

### Protection Shield

A less negative term for Bitch Shield.

### Provider

The stereotype of a guy who is nurturing and provides women with resources.

### Proximity / Proximity Alert System (PAS)

A PUA's awareness of women who have migrated closer to him because of an attraction or curiosity triggered by a DHV.

### Prude

A girl who is more conservative and traditional in her standards and is less willing to have sex with guys in a short amount of time together.

### Pseudo Seeker (PS)

An aPUA who looks for the quick fix instead of asking himself the real questions.

### PUA Apps

Iphone and Android applications that specifically help a PUA, examples include opener apps, routine apps, and finding wingman apps.

### PUA Convention

### PUA Diva Behavior

The sometimes erratic egotistical behavior from a PUA who has lost his sense of nobleness and humbleness in learning the game, using it as a crutch to prove that he's better than others.

### PUA Field Intuition

The 6th sense that develops after a few extensive years of in-field training. This 6th sense hones in on recognizing, sometimes unconsciously, certain subtle patterns of social situations and what's really going on before they actually happen.

### PUA Forum

An online forum or message board where guys get together to discuss pickup.

### [PUA Forums](#)

An online community of PUAs sharing ideas via "threads" composed of hundreds of subjects, questions, thoughts, all in the form of a "online forum."

### [PUA Hate](#)

A website devoted to users that are disillusioned from their experience in the seduction community. This includes lurkers and haters, and the site occasionally posts leaked personal information of famous PUA instructors.

### [PUA Seminars](#)

An in-class workshop as opposed to a bootcamp where students learn theories on the art of seduction.

### [PUA Training](#)

A pickup company based out of the UK.

### [PUA Vision](#)

An enhanced way of viewing a venue in terms of available sets and HB levels.

### [PUA Watchdog](#)

An organization (now defunct) that used to "out" PUA scams or instructors that seem shady. Their videos uncovered instructor in field footage that were staged. Their site, puawatchdog.com disappeared as of 2012.

### [Public Display of Affection \(PDA\)](#)

When a couple publicly displays their affection, with gestures such as hand holding, hugging, or kissing.

### [Pull](#)

To lead a woman to one's house for the purpose of having sex.

### [Punish/Reward](#)

The act of managing punishment and reward for the HB's behavior to encourage positive behaviors and discourage negative ones.

### [Purd](#)

The opposite of Prudes; teenage girls that are more open to sexual exploration.

### [Push-Pull](#)

A sense of momentum between two people, at times moving forward with an interaction, and at times moving back a little. Push and pull describes the unpredictability and spontaneity of seduction.

### Qualification

To screen for desired qualities in an HB by asking questions or otherwise testing her. Also used in other contexts to as a synonym for approval seeking.

### Queen Bee

The female leader of the group, or the female with the most social value in the group as perceived by her peers and outsiders.

### Quiet Confidence

The surface reflection of a person who has a calmness and confidence in the way he moves through life.

### Rapport

A feeling of mutual trust and authentic connection with another person.

### Re-Opening

The act of re-engaging a set that was previous opened with an initial greeting. Can also be coined as a warm approach.

### Reactive Disqualification

A disqualification that is initiated after an assumption (either false or true) that the PUA is a potential suitor.

### Read The Fornication/Fucking Manual (RTFM)

A short abbreviation usually directed at newbie PUAs to do their due diligence and go through the fundamental materials of pickup.

### Real Social Dynamics (RSD)

A company started by Papa and Tyler based out of LA, founded during the timeline of the game around 2002-2003.

### Recalcitrant Experience

An experience that shatters the web of beliefs a person has built up as a way of maintaining his worldview.

### Recovering Average Frustrated Chump (rAFC)

Recovering Average Frustrated Chump (RAFC, rAFC).

### Recovery

A turnaround of a stalling or bad set that becomes a successful pickup.

### Recycle

Moving onto a new location after a PUA has approached most or all of the available HBs in a given venue.

### Reference Points

The focal points of experience in various in-field situations.

### Reframe

To say or do something that alters the context ("frame") through which someone sees an idea or situation.

### Rejection

When a girl has seen Low Value behavior in the PUA and has lost all attraction for him, determining that he does not have high S&R Value.

### Residential Training

Bootcamp style training that involves the student living within a mansion or with instructors over a period of time, usually throughout a long weekend or a whole week (sometimes more).

### Resistance

The colliding energy that is accompanied with the push and pull of seduction.

### Reticular Activation System (RAS)

A micro-system of the brain system that evolved to allow humans to pay close attention to only things that are most important to them. The object of attention usually involves an event, item, or relationship that preserves or increases the organism's survival and replication value

### Reverse AFC

When a woman starts acting like an AFC around a PUA.

### Reverse Approach Anxiety (RAA)

This is when a girl panics and walks/runs away from you after a direct approach – even though she may be attracted to you.

### Reverse Game

When a girl is super into you or otherwise think you are higher value than her by a significant amount. I.E. Playing game by de-valuing yourself instead of assuming high value.

### Reward & Relate

A conversational technique for genuinely listening to a person, rewarding them when they make a statement, and relating to the statement with a statement of one's own.

### Rite Of Passage

An event or "ritual" that is planned and initiated by the social group to mark a person's progress from one status to another within that tribal group.

### Rituals

A developed habit (either consciously developed or developed via force of unconscious repetition) that a person performs to determine his physical, mental, and financial reality.

### Road Head

A girl giving the PUA a blowjob while he is driving.

### Role Reversal

Reversing typical female and male gender roles.

### Roll Off

A physical move of the PUA's body to convey active disinterest or waning interest towards a group or target.

### Romance Artist

Distinctly different than "PUAs," some dating coaches maintain that they are "Romance Artists."

### Routine

A gambit, story, or memorized pattern of actions that the PUA can use during an interaction.

### Routine Monkey

A guy who over-uses routines as a clutch to hide his core personality.

### Routine Stack

The combination of routines that can be used interchangeably and "stacked" together during an interaction.

### RSD Inner Circle

A private membership group started by Papa and Todd of RSD that features an inner community of like-minded PUAs to organize events, gatherings, and extend the social scene beyond just pick up for guys.

### Rules of Seduction

A British documentary that details the seduction/PUA community. In this documentary we see an interviewer cover Q&A with seduction students, PUA training, and specific programs.

### Rumination

The process of repetitively thinking about certain events with a very negative and often "the sky is falling!" frame.

### Same Day Lay (SDL)

When a PUA sleeps with a girl the day he meets her.

### Sandbagging

Purposely appearing unsure or unconfident about a subject in order to lure a woman to shit test a subject that one is actually strong in.

### Sarge

The act of going out in field, usually with other PUAs, with the explicit intention of picking up girls.

### Sargeholic

A person who is addicted to the act of sarging and pick up. Also sometimes spelled "sargeaholic."

### Sarger's High

The PUA version of Runner's High, when the artist starts feeling pumped and positive about approaching new girls.

### Save-Me Eyes

The look in a girl's eyes when she's looking away either to her friend or into the background for help from a creepy or lower value guy hitting on her.

### Scarcity Mentality

A mental metaphor that one holds that says "every resource in life has a limited availability and that protection of existing assets should prioritize over the accumulation of new ones."

### Score

The number of women a PUA has slept with.

### Sealing The Motherfucking Deal (STMD)

The sense of urgency in striking when the iron is hot, or pushing a stalling target towards a full close.

### Second Meeting

See the definition for Day 2. Usage: I have a second meeting with that HB Brunette tonight.

### Secret Society

A romanization of the very real behavior of how women truly have and manage sex in regards to society, and how select men are part of the secret community.

### Secret Underground Internet Seduction Community (SUISC)

Another name for the Seduction Community.

### Seducer's Aura

An energy that channels through a PUA that is totally in the zone for seduction.

### Seduction Community

A term used to refer to the community of men working to improve their skills with women. Also known as the "pickup community" or, more simply, "the community."

### Seduction/Seducer

A person involved in the conscious practice of the art of fulfilling people's fantasies.

### Selection Dynamic

The changes in power and the way interactions occur between men and women when percentages of each sex change within the population of a geographic area.

### Self Acceptance

The ability for a person to understand oneself, and realize that happiness is the default state, while having a realistic view of one's strengths and weaknesses.

### Self Amusement

The mentality of having fun yourself, and influencing other people by the distribution of positive energy and not caring if they ultimately are influenced by you or not. The acceptance that ultimately you are responsible for how you feel and no one else can take that away from you.

### Self Fulfilling Prophecy

A future prediction that directly or indirectly causes itself to become true, by the very terms of the prophecy itself, because of the positive or negative feedback between the person's belief and behavior.

### Self Point (SP)

See the definition for Point to Self.

### Self-Kino

The act of kino escalating yourself, better known as masturbation.

### Sense of Urgency

A sales tactic to add a feeling of urgency in order to assist the buyer to make a decision that usually benefits him, however the value or benefit wasn't clear before the sense of urgency is anchored into his mind.

### Separate-Together (SnT)

A style of sarging where a group of PUAs go in field together but game apart, unless a wing needs to be brought in to help with a particularly difficult set.

### Set

A group of people in a social situation.

### Set Rich Environment (SRE)

A venue or location with a high ratio of single female to male ratio. (Or vice versa if you are a FPUA.)

### Sex Location

A location where sexual intercourse can actually occur.

### Sex Worthy

A man who is worthy of women choosing him for their sexual pleasures.

### Sexting

Sending nude or arousing pictures via text messaging for the purposes of sexual arousal.

### Sexual Confidence

The calmness and confidence one instills when he or she has developed the skills necessary to have good sex, and to acquire good sex when the need arises.

### Sexual Discretion

The sensibility and responsibility of a true artist to not brag about his sexual conquests.

### Sexual Market Place (SMP)

The system in which men and women exchange goods and services (time, money, attention) for sex. Also known as the "dating market" or "relationship market."

### Sexual Market Value (SMV)

The value that a person has within the sexual marketplace, i.e. how sexually attractive they are to the opposite sex.

### Sexual Selection

In Darwin's own words, "the struggle between the individuals of one sex, generally the males, for the possession of the other sex."

### Sexual State

Getting into a sexual/sensual mode and communicating it outwardly to the woman.

### Sexual Stereotype

A "type" of man whom some women find naturally sexually attractive.

### Sexy Son Hypothesis

An evolutionary biologist's hypothesis that females tend to choose males that will most likely yield a male offspring with great reproductive success, despite conflict of interest in her sexual mating strategies.

### Shifting Sands

The elusiveness of a player's seductive charms and its effect on making women attracted to him, without them realizing the details of exactly what he's doing.

### Shit Test

Often unconscious (and sometimes conscious) tests that women throw at men in order to quickly determine their social status. A shit test is a more specific instance of a "congruence test."

### Shocker

A type of opener that creates a "shock" emotion from the target, both IOI and negging the target at the same time.

### Short Setting

The practice of quickly opening up multiple sets in a venue in order to establish social proof.

### Short Term Relationship (STR)

A relationship heavily based on sexual attraction, without possessing the long term attraction and values required for a LTR.

### Shotgun Neg

A neg hit delivered to the group that communicates active disinterest and disqualification towards the target.

### Show of Interest (SOI)

A sincere compliment to a girl, following by a question to elicit her core values.

### Shut up and Lead (SUAL)

The critical window of opportunity where the artist should stop talking about irrelevant things and simply lead the woman towards seduction.

### Signal/Statement of Disinterest (SOD)

An action or statement from the PUA to the target that conveys active disinterest very clearly, without insulting her. It can also be verbal evidence of disinterest from a target.

### Simple Pickup

Jesse, Jason, and Kong started posting YouTube videos of their openings and approaches in mid 2011, and they quickly became a viral internet sensation. Following their success on YouTube, the trio started their own pick up company at SimplePickup.com.

### Single/Same Night Lay (SNL)

When a PUA has sex with a woman on the same day/night that he meets her.

### Situ

Short for situation; a quick phrase to ask for any useful information at any given moment.

### Situational Confidence

The confidence an artist receives and channels through himself based on external and situational forces outside his own ego. (Opposite of core confidence)

### Situational Opener

An impromptu opener where the PUA draws upon something that is going around him in order to start a conversation.

### Slow Motion Entrance

A real life entrance that is so eventful or dramatic that it appears to slow down time in everyone's perception.

### Slut Shaming

The tendency of the larger society to make a woman or women in general feel guilty about having sex, or a perceive "larger" number of sexual partners. The so-called "double-standard".

### Sniper Neg

A neg hit delivered specifically to the target to lower her value.

### Social Alignment

When two or more people align and ally based on a sharing of their core values and goals, for the purpose of increasing their chances of success.

### Social Butterfly

A person who enjoys socializing with many different people, and usually has become good at meeting new people.

### Social Capital

The value in a person's life (and economics) derived from the degree of social cohesion and connections he has with his community.

### Social Circle

The friends and allies within a PUA's social sphere.

### Social Circle Game

The process of developing, managing, and maintaining a strong social circle that is in alignment with the PUA's personal life goals.

### Social Conditioning/Programming

The implantation of ideas of what life should be like for a particular person based on society's paradigms, communicated mainly through mainstream media (but also in other forms such as commercialization and government intervention).

### Social Connector

A person that possesses a wide network of social connections, friends, and resources.

### Social Context

The frame or larger picture of a social situation that governs a specific expectation in social rules.

### Social Cue

Signals that are given, usually consciously during a social interaction, that communicate a person's thoughts or expected actions at certain intervals of a group's activity.

### Social Dead-end

A person that possesses a limited social circle, which often leads to a dead end because of the lack of active connections.

### Social Ecosystem

The circle of social connections that a person has relatively to his peers and his larger geographical context and each element of the system interacts with one another to create an interdependent ecosystem.

### Social Exchange Propensity

The overall likelihood and flow of energy within a particular venue that encourages strangers to get to know one another.

### Social Fluidity

The ability to adapt to different social situations and navigate social pressure when the full picture of the situation is unclear.

### Social Gathering

An event that brings together many of those closest to the PUA and his core group's social circle for a celebration or event.

### Social Hierarchy

The explicit or implicit hierarchical structure of society, where a person's position is usually based on their social connections, money, or status.

### Social Hook Point

A point in the interaction (after opening) when the group wants the artist to stay more than they want him to leave. Their interest outweighs their feelings of fear or uncomfortable-ness at meeting the new acquaintance.

### Social Intuition

The level of natural sense of the unconscious mind to decipher the real meaning behind certain social situations.

### Social Kinetic Energy

The level of social interactivity within a person's life or a particular location, environment, or community.

### Social Mask

The innate mask we wear when we are in social situations involving people we do not yet know.

### Social Nexus

The person that is the best connected to everyone else in the room. At most parties, this is usually the host.

### Social Norms

The behavioral expectations and cues within a social setting or social group.

### Social Pressure

The pressure one feels to behave in a certain way based on society and other people's expectations.

### Social Proof

First described in Influence, social proof refers to the increasing perceived value of any particular person within a social setting, usually through explicit or implicit DHVs.

### Social Robot

PUAs, often introduced to the community at an early age, who seem to lack real personality, life passions, and core values developed outside of the community.

### Social Trees

The connection of branches that encompasses a social circle.

### Social Value

The inherent and conveyed survival and replication value one has within a given social setting.

### Social Watering Hole

A biological term for "social gathering," watering holes are where animals gather to drink and socialize.

### Speed Seduction (SS)

A trademarked seduction technique founded and developed by Ross Jeffries that uses NLP and hypnosis to seduce women and improve one's inner game.

### Spinning

Representing a series of events in the best possible light, based on the specific audience.

### Stack Forward

A routine or topic that is used to move the interaction forward with a new frame that involves new material.

### Stage Presence

A person's or performer's ability to command the audience's attention.

### Stale

A lead that has gone bad, either from time elapsed, lack of exciting events, or other reasons of not following through with the lead.

### Stalker

### Stall

A pause or break in the flow of an interaction.

### Starfish Girl

An otherwise hot girl who just lays there like a starfish during sex.

### State

"The zone"; the feeling of being in a state of flow.

### State Change

A noticeable change (positive or negative) in the emotional state of an artist, target, or group.

### State Control

The ability to control one's own state or the state of a target.

### State Pump

Actions and events that increase a target's emotional state.

### State Transference

The natural ability to transfer a strong emotional state from one person to another.

### Statement

A verbal expression from a PUA expressed confidently, as if it was a known fact, not in question form.

### Statement of Intent (SOI)

An explicit statement of your intent regarding the relationship you wish to develop with the girl.

### Sticking Point (SP)

A stage in a PUA's game that has become a significant challenge to master. (Also see challenge point.)

### Stonewalling

Avoiding direct replies and giving evasive statements in a social interaction.

### Strawberry Fields Routine

version by Maniac High: Intro: Hey, let's play a game! Imagine you are alone in a field, and see a strawberry field in front of you with tasty strawberries.

### Street Cred

The unofficial credibility of a person within the common residents of his local community.

### Street Game

Specific type of game where a PUA tries to pickup girls on the street, usually involving moving sets.

### Street Hypnosis

The act of performing NLP and hypnosis out in the street.

### Stripper Game

The specific area of game that deals with pulling and having a relationship with strippers.

### Structured Game

A type of seduction that focuses on the teaching process, routines, and techniques.

### Stylemog

A term developed by Tyler during Project Hollywood, referring to Style's natural (and arguably personal) mannerism to frame control in his interactions.

### Subcommunication

Messages that communicated between people without being stated in words, stemming from one's body language, vibe, double meanings, movement, and actions in a given situation.

### Subset

A small group of people that has temporarily broken off from a larger group.

### Subtext

The real underlying message that is not directly communicated with the words chosen or the immediately visible context of the situation.

### Success Barriers

The natural barriers that a person's ego sets up in order to prevent him or her from embracing change, clinging onto old beliefs and thought patterns because the ego is afraid of the consequences of success.

### Super Hot Babe (SHB)

A woman of exceptional beauty, whose rating is undeniably a 10 out of 10.

### Super Winging

When mPUAs or very experienced players go out for the night and each manage to add value by cold approaching and bringing girls from their own efforts.

### Supplication

To ask, request, or otherwise express a wish for a favor from someone else by lowering one's value relative to the benefactor. In PU terms, the act of doing something for a girl that a man normally would not do, in the hopes of getting affection and intimate with her.

### Support System

A social network or system that the artist has set up that gives him the support he needs in improving his game by obtaining ongoing and genuine feedback.

### Surrogate Rage

The transference of anger when a girl acts extremely hostile towards an artist not because of him, but because of something else that happened to her.

### Survival and Replication Value (S&R)

The degree to which a man is able to contribute to a woman's biological goals of survival (security) and replication (having good genes). Also sometimes abbreviated as SnR value.

### Swagger

How a person presents him or herself to the world that shows strength, charisma, and a sense of roughness and danger.

### Synesthesia

An overlapping of one's senses, where one sensory system leads another second sensory pathway to be triggered. For example, remembering a scent upon the uttering of a specific word.

### Synthetic

A guy who is not naturally good at game or socializing. He needs to be brought "up to speed" on social dynamics.

### Tactile Opening

A creative way of opening a girl, or getting her attention without other people being aware of it.

### Tailgater

A GPU or rAFC that follows a more experienced PUA around in the hopes of gaining knowledge from his sets without offering any value in return.

### Takeaway

A permanent roll off, where the PUA disengages from the target or group after hooking the set. A takeaway can last from a few seconds to hours depending on the situation.

### Tandem Hunting

The act of seeking out and picking up an HB with a GF. The term originates from hunting patterns of predators who team up in the wild.

### Target

The girl that the PUA is interested in gaming.

### Target Market Assessment

The ability to assess the validity of a set.

### Target-Rich/Target-Poor

The availability of viable targets and sets within a given venue.

### Teaming

Stories grounded in a previous memorable event you experienced with a girl or wingman.

### Technique Based Coaching

The type of coaching that focuses on technique and methods over inner game.

### Teen Game

The type of game that takes place in high schools and colleges. Relates to picking up girls for under 21 artists.

### Text Game

A subset of phone game, where text messages are exchanged with a HB for the purposes of setting up a Day 2.

### The Fucking/Fornication Manual (TFM)

A reference to the Fast Seduction website, the home of mASF.

### The Pick-Up Artist (on VH1)

A reality TV show where nine AFC contestants compete to see who can win the title of the Pick-Up Artist.

### Threesome/Foursome/Moresome

The act of having sex with more than one person.

### Thresholding

The practice of inviting a woman back to one's place in order to build familiarity and pave the way for a future seduction.

### Time Bridge

A mental bridge that uses logistics and foreshadowing to ensure a day 2 with a target where he can continue the seduction at a later time and location.

### Time Constraint

A real limitation of time on the PUA's behalf (opposite of a FTC),

### Time Distortion

A distorted sense of time, where minutes can feel like hours, or hours can feel like minutes.

### Tits and Ass (T&A)

Self explanatory.

### Token Resistance

Resistance that a woman puts up to sexual escalation.

### Tool

Someone who is being used or otherwise taken advantage of. Tooling someone is the act of taking advantage of someone else and making him look like a fool in the process.

### Toolbox

The concept of possessing a box with a set of tools that are specific to accomplishing different pickup tasks and addressing various areas of game as they arise.

### Trance of Scarcity

The extremely negative thought pattern that makes an artist believe there are only a certain number of girls that are right for him or that he can meet, which drastically contrasts with the reality of data. The negativity of the mentality may be brought on by a series of bad social reactions from girls or people.

### Trance Words

From NLP, words spoken by a person with strong emphasis and repetition that indicates its special meaning to the speaker and to the conversation's specific context.

### Travel Pick Up (TPU)

A pickup that occurs while traveling abroad, usually in a different city or country.

### Triangular Gazing

The act of getting into a sexual state by looking from a woman's eyes down to her lips, in a triangular pattern.

### Tribal Knowledge

Privileged knowledge passed on within the inner circles of a tribe that is either deliberately blocked from outsiders or simply unavailable unless you are a member of the tribe.

### Tribe

A group of people having a common character, occupation, or interest. In pickup, refers to a social group of people that share a specific type of lifestyle.

### Troy Dizon Dating (TDD)

A pickup and dating company founded by former Charisma Arts instructor, Troy Dizon.

### Trust Test

A request for compliance that requires a level of trust from the target.

### Try-Hard

A guy who tries too hard to win the approval of others.

### Turn Around (TA)

Turning a bad situation into a positive one, usually in reference to the relationship between the PUA and his target.

### Ugly Girl (UG)

A girl who is relatively ugly by most standards.

### Ugly Girl Cock Block (UGCB)

An UG who prevents the PUA from advancing with the HB.

### Ultimate Negs Collection

A collection of negs collected and organized by various PUAs on a forum.

### Unapologetic

A certain state that the individual gets into whereby he is unapologetic about his behavior and who he really is—not to be confused with being overly arrogant or unsympathetic.

### Unconditional Love

Love for another person or living being, inconsequential of their actions or beliefs.

### Under 21 Convention

A yearly convention held in a host city where PUAs across the world discuss game for artists that are under 21 and cannot get into the bar scene in the United States (Except 18+ clubs).

### Underground Pickup Artistry

Pickup, sexual, and relationship management techniques that are part of the community but have not yet been mainstreamed.

### Unique Selling Proposition (USP)

A marketing term originating from Rosser Reeves (of Ted Bates & Company fame) that explains the pattern of successful advertising by clearly communicating the product's unique value propositions (i.e. benefits) to the customer. In PU, this concept applies to each PUA's USP that only he possesses, which is of value to a target.

### Universal Female Excuse Archive (UFEA)

A list of excuses that PUAs run into time and time again during pickup, which are used by women to deflect a man's advances.

### Unmoderated alt.seduction.fast (uASF)

This original, and now spam-filled, newsgroup formerly known as ASF.

### Us-Bubble

A figurative bubble that is said to form around two people who are so engrossed in conversation that they lose awareness of the rest of the world.

### Vacuum

A conversational void deliberately created to elicit a thoughtful response from the other person.

### Validation

A feeling of being accepted and worthy within the larger social group .

### Value

A complex term in the community, that has many forms and variations. The general definition of value is the anything that another provides to improve the subject's chance of survival and replication. Beyond this, value can mean anything that offers another person good emotions that also ultimately align with things that also increase one's S&R success. (I.e. Taking drugs to feel 'good' is does not count)

### Value Connector

A person with access to specialized or rare resources.

### Value Demonstration Routine

A routine that is canned or improvised which demonstrates a higher value based on the PUA's implicit S&R value.

### Venue

The scene of any event or action where people meet to socialize and have fun.

### Venue Change

Bouncing a girl to another venue to build compliance and time distortion, or recycling and moving onto to another venue after the current location has gone stale. (See the definitions for Bounce and Recycle.)

Usage: The dive bar was getting kind of lame, so we venue changed to the Matrix.

### Venusian Arts

The name of Mystery's pickup company, after his split from the Mystery Method corporation. Mystery uses the term to refer to the art of love and seduction.

### Vibe / Vibing

A feeling and sense of a person's aura and personal magnetism, or lack thereof. "Vibing" is the expression of that sensation with others.

### Victim Chick (VC)

A girl who has a lot of emotional baggage, who takes on the frame of being a victim (can be true if she was victim of past abuse, or a self fulfilling projected image).

### Vulnerability

An exposure of one's personal areas of weakness or sensitivity.

### Warm Alpha

The congruent behavior of an individual (usually a man) who conveys all the alpha qualities of a tribal leader, but does so without creating mistrust, friction, or otherwise negative feelings. Instead, the warm alpha leader is able to lead using positive characteristics.

### Warm Approach

An approach on a woman with whom the PUA is already acquainted, or who shows some interest in him.

### Warm-Up Set

The first few sets that a PUA approaches when he goes sarging, which gets him into a social mode.

### Warpig

An extremely ugly girl.

### Way Below Average Frustrated Chump (WBAFC)

An AFC that is significantly below average in terms of skills with women.

### Waypoint

A reference point that shows how people in a set know each other, which can be used by the PUA to plan out his logistics.

Window of Escalation

Specific time frames where the opportunity to escalate is presented by the girl and/or by situational circumstance.

Wing

A fellow friend or PUA who is able and willing to assist the PUA in his pickup goals.

Wingman

A male wing.

Wingwoman

A female wing.

Wood

A number that a woman gives out with no intention of ever calling back.

Work Pick Up (WPU)

The act of seducing a co-worker at work.

Wow Factor

The combination of a woman's looks and her perceived characteristics that make her stand out above the rest of the girls for men who are often faced with multiple choices of women to have a relationship with.

Wussy

A stereotypical nice guy who lets women walk all over him; an AFC.

Yes-Ladder

A psychological technique where simple questions designed to elicit a "yes" or positive response are asked in sequence with increasing commitment, which, in turn, gains increasing compliance from someone.

Yet Another Outing Report (YAOR)

See the definition for Field Report.

Yin and Yang (MM)

A concept from Lovedrop and Mystery's "Revelations" product, refers to the balance of the fire and the ghost to create an attractive combination of positive influence, and non-reactiveness to negativity or anything that isn't conducive to the process of seduction.

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Zero Night Stand (ZNS)

A full close without spending the night, or before the night is over.