Worksheet #12

"The EJACH Formula"

"People will do anythign for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicious and help them throw rocks at their enemies."

I. Which of their DREAMS can you encourage?

ex : "you can get a date with a hot woman from the comfort of your couch, without ever leaving the house"

II. Which of their FAILURES can you justify?

example: "guys who are good with women are like that only because they were lucky to be born into a situation where they learned the right things from the right people at the right time. they just got lucky -but with this system you get something better than luck"

III. Which of their FEARS can you allay?

example: "if you have these skills, your girlfriend is much less likely to ever leave you, because she knows that you could find a new girlfriend within hours"

IV. Which of their SUSPICIONS can you confirm?

example: "being a jerk doesn't work either - because guys like that might get her into bed, but they'll pay for it with drama and stress"

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V. At which of their ENEMIES can you help to throw rocks?

example: "all those players will be furious because girls will now find their cheesy lines boring and talk to you instead"

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