TROY FRANCIS

TEXT GAME

Mastery

How to Get Her Off Her Smartphone
And Into Your Bed
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Congratulations – an attractive girl just gave you her phone number. Now the real work starts.

The girl. Perhaps she was introduced to you by mutual friends. Maybe you met her in a bar, nightclub, or in a mall or coffee shop in the city where you live. You spoke to her for a few moments, or possibly longer. At the end of the interaction either you plucked up the courage to ask for her number, or maybe – if you were particularly fortunate – she volunteered it herself. Either way, you walked away with the new digits in your phone elated and looking forward to calling her and meeting up for a drink.

The next day, still full of anticipation, you sent her a message telling her how nice it was to meet her yesterday at the gallery opening / Avicii concert / Starbucks etc., and how much you are looking forward to taking her out for a drink.

Half an hour later, no reply. Undeterred, you wait. An hour later, still nothing. You switch your phone off, try to turn your mind to other things. Later you check again. No message. Now you start to wonder whether your text went through correctly. Should you send another, just to be sure? But that would look desperate. Finally night falls and
you go to bed, sad that she still hasn’t responded. But tomorrow is another day – perhaps you will get an answer then.

You never hear from her again.

Sadly, this sorry tale is a pretty fair reflection of what happens a lot of the time when a woman gives a man her number. The first thing you have to get out of your mind is the idea that obtaining the number itself is any kind of a victory. The fact is that today girls give out their numbers to men easily for various reasons. If you met her in a club then there is a good chance she was drunk and not really thinking. If you met her in a coffee shop then there’s the unfortunate possibility that she swapped digits just to get rid of you. Frequently when a woman is chatted up by a man and she is polite, she will give her phone number rather than outright rejecting him simply to make things less awkward in the moment. Of course, she never had any intention of speaking to him, or responding to any of his messages.

You must therefore understand that there is no magic bullet, no secret combination of words and emoticons that is guaranteed to get a girl turned on and begging you to come over and sleep with her that night. If attraction is built correctly from the outset of the interaction, then text game is merely an afterthought. If she wasn't attracted to you sufficiently when you met in person, then clever lines delivered to her smartphone are unlikely to change her mind.

However, that is not to say that there is no art to texting women at all – of course there is. While texting cannot create something out of nothing, injudicious texting can and will mess up what might otherwise have been a positive situation. You only have to look at the prevalence of Smartphones in today’s culture. In big cities like London, Berlin and New York most girls you see out and about will have their eyes glued to the screen of their iPhone or Samsung, scrolling through endless messages on SMS, WhatsApp, Facebook and Tinder.
Whatever age you are, and whatever opinion you might hold on the ubiquity of these devices, it is essential you get to grips with how they’re used and develop an appropriate strategy. Even if you are not a huge cellphone user yourself you must recognise that the girl you are pursuing probably is and prepare accordingly.

Not only are there definite mistakes you should avoid, but there are also positive things that you can do that will amp up the attraction that any minimally-interested woman feels by a significant degree.

Think of this guide as your back-pocket primer – top-secret ammunition to keep with you and to refer to as you negotiate the highs and the lows of modern dating.

Whatever your level of success with women, whether you are a committed player with a large selection of ‘notches’ to your name, a beginner still trying to get over approach anxiety and speak to girls, or simply a social guy who is perhaps looking to meet a girl he can date or form a relationship with, there is something here for you. I have spent years and years in the field meeting and seducing new women as well as teaching other guys to do the same. In that time I have sent texts to literally thousands of girls and made every mistake possible. I have also enjoyed some great successes and coached other guys through the same. This book is a record of die-cast principles that work – simple, actionable hints and tips to use right now, or as soon as you get that next number.

Topics I cover here are: collecting phone numbers and creating abundance; the differences between SMS, WhatsApp, Facebook messenger and other channels; strategy; how to talk to a girl over text; closing and ruthlessness. I then offer a bonus chapter on Tinder. Tinder is a phenomenon which is worthy of a book in itself, but given its currently popularity I run through some basic hints and tricks just to get you started, should it be something you want to pursue.
As with all game, texting is deeply individual and personality-dependent – yours and hers – so there is no right and wrong. You must judge each individual situation on its own merits. Still, if you stick closely to the principles laid out here then you will find that, more often than not, things will work out very nicely indeed for you.
As I’ve already mentioned, the success or otherwise of your text game is really decided before you press send on your first message. You must ensure that the way you present yourself to the women you meet is optimal, and that you come across to them as a potential sexual partner.

This is not a pick-up guide. The art of approaching, chatting up and sleeping with women (not to mention all the preparation you need to make to do these things) has been covered many time, not least my own book *The Seven Laws of Seduction*. That said, what I want to impress on you is that the more numbers you collect from girls, *and the more interested those girls were when they gave them to you*, the more likely it is that one or more of your text message conversations will end with sex. Therefore I now offer a few general tips on hitting on girls. For more, feel free to check out my other book plus other game resources.

I don’t want to give the impression that texting is a numbers game – it isn’t. Or not entirely, anyway. There are very real principles underlying a good text conversation. Nevertheless, it’s a fact that the more prospects you are working on, the more likely it is that one or more of them will turn into something interesting. Also – and this is key – it is
imperative that for you to give off the devil-may-care, caddish attitude that girls find sexy, you **must** develop a sense of abundance. You must know that there are other options out there for you aside from this one girl. If you feel that this particular woman is your only hope then naturally you will not be inclined to take risks or say anything that might offend her. As a consequence, the messages you send are likely to be anodyne and ‘safe’ – and these are the last qualities a player should convey.

Without going to deeply into the dynamics of pick-up (which are beyond the scope of this guide) there is one edict I want you to keep in mind at all times:

**Approach Every Woman You Are Sexually Attracted To And Try To Get Her Phone Number**

Of course, if you’re anything like me and see a woman you would sleep with every five minutes, then in practice this is impossible. And of course, there are always those situations in which approaching is simply not feasible – perhaps you are with your boss, or in a hurry to catch a train, or whatever. No matter. The principle holds. Whenever possible, you **must** initiate conversations with women you find hot and end them by asking for their phone numbers.

Some of these women will be introduced to you through your social circle. Others you will run into when you’re out and about. Precisely how you go about chatting them up is up to you. The one piece of advice I will give you is as follows:

**Don’t hide your sexual interest in her**

I don’t mean to imply that you should approach every girl directly and tell her you think she’s hot (although it’s perfectly fine to do that if you wish). What I am saying is that you shouldn’t be tempted to conceal your **underlying desire** for her. A combination of sustained
eye contact, subtly suggestive chat and light touch should will let her know that you like her without you having to spell it out.

**Getting Her Number**

Actually getting a number from a girl is very straightforward – here’s what you do. At the end of the conversation, open up ‘new contacts’ on your phone, pass it to her and say:

> “It’s been great chatting to you. Put your phone number in here and I’ll message you. We should definitely meet up for a drink soon.”

The phrasing doesn’t need to be precise, but something along those lines will work well. Notice that you *tell* her rather than ask her to give you the number. Don’t be afraid to be a little commanding – after all, dominance is one of the traits that women find most attractive in men.

Most importantly, the act of handing your phone for her to enter the digits places slight social pressure on her to comply. In most cases she will. If she doesn’t then as a secondary attempt you can ask her to add you on Facebook (and you should set up an account for this purpose – more on that in the next section). Many girls are more comfortable with this as it feels slightly less intimate. If she still refuses, then no matter. Just excuse yourself politely and leave shortly afterwards – on to the next one.

Repeat this enough times and soon (assuming that you have good social intelligence, hygiene and decent style) you should have a collection of phone numbers and Facebook contacts.

Now it’s nearly time to start text gaming.
DIFFERENCES BETWEEN SMS, WHATSAPP, AND FACEBOOK

First, however, it’s worth pausing a moment to consider the differences between the various channels on which you might message a girl. When you think about it, straight SMS actually seems rather antiquated, a relic from the 90s and early 2000s. These days I’m more likely to message a girl on WhatsApp or Facebook Messenger than I am on text and I am happy to do so. As I mentioned previously, if you don’t have either of these then you should get them. What follows is a brief note on each:

**SMS**

As stated, SMS messaging has been around since the 90s and is in many ways the “missionary position” of interconnectivity. Depending on what type of phone you have, we’re essentially talking about grey text on a slightly-less grey background, which feels somewhat old-fashioned in this age of Facebook and Instagram where visual images are shared constantly.

The main innovation in the SMS space is iMessage on the Apple iPhone. When the person you are chatting to is online you will get alerts about when they’ve read your text and you’ll be able to see when
they’re writing their reply, which adds a more personal context to the interaction. I go on to discuss this kind of functionality in the next section on WhatsApp. The new tech is significant, because it means that now you must make certain decisions about the rhythm of your texting that no one had to consider a few years ago.

As you now know, SMS feels a little dated to me and there are elements of the other platforms that I prefer, so I generally prefer to message girls on those. However, if SMS is all you or she have then don’t worry – it’s been tried and tested for years and all the principles in this book will still hold good.

**WhatsApp**

This App, owned by Facebook and available on iPhone and Android, has 900 million global users. Their aim is to reach one billion by 2016. In my experience of hitting on young ladies in London, Europe and America it appears to be de rigueur now as far as dating technology is concerned.

There are a few features that differentiate WhatsApp from SMS that you should bear in mind. For a start, each user can upload a profile picture. As you can imagine, a lot of girls love this and upload different images sometimes several times a day. While so-called ‘attention whoring’ is always irritating, I rather like this feature as it means that if I’ve met a girl briefly through cold approach I can check out her photos to see if she really is as cute as I thought she was. Also WhatsApp allows you to send images more easily than SMS (great for those late-night pic swapping sessions!) and most importantly it’s free. When you’re texting a lot of girls you’ll find that costs can mount up unless you’re using a free app or have a very favourable payment plan.

The other thing about WhatsApp is that a little tick symbol indicates that your message has been delivered successfully, and then turns blue
when she’s read it. As with iMessage, this throws up a number of
considerations i.e. how quickly should you respond? Should you click
on her message straight away when that will mean that she knows
you’ve read it? And so on. This all comes under strategy, which we
discuss in the next section. For now, just know that WhatsApp exists
and download it as soon as you can.

Facebook

Facebook is of course a social network, which is a slightly different
beast. However, it has a messaging platform called Facebook
Messenger which is incredibly useful.

I hear a lot of guys advising against taking a girl’s Facebook details,
arguing that if she won’t give you her phone number than she’s not
that interested and you should move on. I say this is nonsense. Yes, of
course you should always go for the number first. However, many girls
feel more comfortable sharing Facebook initially – that doesn’t mean
that they won’t engage with you – or send you x-rated pictures – on
Messenger.

An advantage of Facebook is that you can scroll through her pictures
to see how she scrubs up in different outfits and you can also get a
great sense of her as a person through her wall posts, likes and so on.

There are other apps available such as Viber but I don’t discuss them
here as their uptake is smaller. However, it’s worth downloading any
that you hear of and trying them out. It’s important that you make
yourself available on the widest range of platforms possible.
STRATEGY

Now we get to the heart of the matter. Once you have a girl’s phone number, what do you do? Should you message her instantly, or hang back, leaving it for the classic three days that people used to talk about? And how quickly should you ask her out on a date once you are in a text conversation with her?

When I talk about strategy in relation to dating, perhaps it sounds very cold. But the reality is that in today’s society, and particularly in big cities, people have busy lives and things move quickly. Disregarding whatever factors might affect her life, you should – as discussed – be working on a number of girls over text at the same time, so you need to be pretty tight and have a decent, nailed-down plan in place.

Timings

You have her number. Do you text her straight away? Of course, this depends to a degree on the circumstances. If it’s someone you’ve met through work or mutual friends then you can perhaps afford to hang back a bit. If it’s a girl you’ve met through cold approach, either in the daytime or at night, then my advice is you should always send that first text within an hour of meeting her.
Why An Hour?

It’s very simple. Cities are fast-moving places. I’m not saying that someone else will snap her up if you don’t message immediately, but at the same time there’s no harm in making your digital presence felt as soon as possible.

The other thing is that all of us – and girls especially – are so attuned to Smartphones, instant messaging and social media these days that our attention spans have shortened and there’s almost an expectation that communication will be rapid.

Another point is that you want to get yourself on her network as soon as possible so that you can enjoy the potential benefits. If I meet a girl in a club and then bounce to another venue then I’ll always send her a cheeky message before I go as there’s a good chance she’ll be feeling horny later on and I’ll be able to meet up with her. The same goes for daygame. If the chemistry was on when you met her at 3pm on the street then there’s nothing to stop you meeting up for some fun later that night.

Understand that the world is now a fast-moving place that thrives on digital interactivity and position yourself accordingly. You need to be on her radar as soon as you can to enjoy impromptu late-night hook-ups, photo-sharing, sexting and so on.

When To Respond

Once you’re connected, though, responding to her messages is a slightly different thing. Assuming that she’s replied to your opening message, from thereon in you should follow this formula:
Don’t reply to her quicker than she’s replied to you

If, for example, it takes her an hour to respond to your first message then don’t eagerly text back thirty seconds later. Wait for an hour, then shoot something back.

As with face-to-face game, it’s vitally important that you don’t stoke her ego by appearing overly-keen or worse, desperate. Hang back, feel her rhythm. Be cool. Don’t bombard her with messages like an excited schoolboy – it won’t do you any favours. At the same time, you should also use your common sense. If there’s a particular reason to text her sooner, like a time constraint before an actual date, then by all means do so.
This is the section you’ve been waiting for – in fact, some of you probably skipped right ahead to it immediately! What should you actually say when you are talking to a girl over text or instant messenger?

I nearly called this section “Audacity” because in my experience the best results to be had from text game are by being audacious and spiking the text chat with increasingly sexual content as you progress. I omit anything about normal chit-chat – as I assume you can already do that – and go straight for the good stuff. First, though, a note of caution – remember, the primary purpose of texting is only to get the girl to come out and meet you in person. Never do anything that could endanger this. At the same time, don’t be too cautious either – that will make for bland, “vanilla” messages. Be the bad boy, but be mindful of pissing her off before you get to a situation where you might actually sleep with her. If you feel like you’ve gone too far in any interaction then by all means pull back and apologise – there’s no shame in doing so and it won’t make you less “alpha”.
The Two Forms Of Text Game – Long Game and Short Game

There are basically two forms of text game – short game and long game. Short game is where you've met a girl who lives in your city who you hope to date imminently. This is by far the most common situation. Here, your texting should be spicy but functional and should lead to you asking her out on a date.

Long game is where you’ve met a girl from another city or country, and you are keeping her primed for a sexual encounter that will occur in the future. In this instance you must dial up the sexual talk slowly over time until you are basically talking about fucking one another’s brains out, sharing nude photos and so on, so that when you do finally meet sex is almost a given. There’s no need to do this in short game because it’s better you escalate physically in person and also sex messaging can be risky as you can piss girls off, especially if you are new to it and not well-calibrated.

Beginnings:

My first text to a new girl I’ve met in the street is almost always something along these lines:

Troy: “Hey, so it's the determined shopper with the big smile! I hope you managed not to break the bank buying shoes? ;)

Let’s break it down a little. For a start, I caricature her as a “determined shopper” (because she was walking quickly when we met) and as a girl who is likely to buy as lot of shoes. In doing so I am lightly teasing her and making the (perhaps unfair) assumption that she is a stereotypical girl only interested in purchasing footwear. Why? Well, it’s slightly cheeky and therefore avoids putting her on a pedestal. It's not pedestrian (i.e. “Hi, it was really lovely to meet you. This is Troy. I was wearing black boots and a leather jacket while you
were shopping in H&M blah blah blah”) It also gives her something to come back at me on:

**Girl:** “*lol no – I’m not that kind of girl you know!*”

Where would you go from here? Here’s what I would do – I would throw in a sexual spike immediately:

**Troy:** “*Oh really? I know exactly what kind of girl you are ;) You may look very cute and innocent on the outside but you have very naughty eyes ;)***

You might also try:

**Troy:** “*I’m worried . . . I’ve got a feeling you might be the kind of girl to take advantage of me. My mum warned me about you French girls ;)*”

You see how quickly a simple exchange can be infused with sexual overtones? Now, a note of caution here – this will likely only work if there was at least an element of spark in your actual physical encounter. If you took the phone number of an uptight lawyer in a frosty encounter after she’d just left court then its unlikely this approach would work. But assuming though you approached a regular girl in a man-to-woman way and didn’t hide your intentions then sexualising the interaction like this will work wonders.

**Incongruity**

If you are new to game or haven’t sent a message like this before then it will likely feel a little weird and you will worry that the sky will fall in as soon as you do so. Here’s my advice: just do it anyway. For a lot of guys, being sexual with girls off the bat is a tough call. It requires a certain cockiness and an assumption that one’s own sexual value is high enough to justify it, as well as the confidence that the girl is going to accept it. But here’s the thing – it is precisely that cockiness which is attractive to the girl. So by having the balls to send a text that portrays her sexually, you actually increase your value in her eyes.
Also, such sexy messages allow you to fall into a pattern of flirtatious talk that is the opposite of friendly banter. Guys often complain about getting put into the friendzone, but how can you if you send a message like that? Even if she gets offended and deletes your number (unlikely) at least you’ve been unapologetic about your position and lost her on your own terms.

But the truth is that most girls are horny and bored, so when the opportunity to engage in a bit of flirty banter with a new guy arises they’ll take it willingly. But you don’t want to come over as too predatory. A way around this is accusing her of hitting on you, as above. Very likely she’ll find it amusing, but she’ll bat it back so as not to appear slutty. Frequently she will respond with something like this:

**Girl:** “Me? I’m a good girl. I think you’re the one who will take advantage of me…!;)”

This is absolutely fine. She’s accepted the humour and is being coy. At this point I will go back with either of the following:

**Troy:** “I’m an innocent English gentleman – it’s me that needs to be worried ;)”

*Or*

**Troy:** “Take advantage of you? Only if you’re a good girl . . . ;)”

In the first of these I am again inverting the reality of the situation – that I’m pursuing her – by pretending to be a guileless innocent pursued by a her femme fatale. In the second I am conceding to the pursuer frame she’s set but suggesting (probably accurately) that she secretly wants me to chase her.

Again, assumption is key here. I may have had no strong indication that the girl was wildly attracted to me when we met, but over text I assume she is. Why?
(i) Because if she has given me her number and is responding to messages it’s likely there’s interest.
(ii) My implied sexual confidence (even if initially misplaced) is itself an aphrodisiac for her.
(iii) I might as well push the envelope. At this stage it’s only a phone number, not a sure thing. It’s my job as a man to manoeuvre things in a sexual direction if I can (she’s probably not going to do it for me). If she doesn’t accept the frame then fair enough, that’s her prerogative, but it’s ultimately sex that I’m after, not the friendzone.

She may then reply with something like this:

**Girl:** “Me? I’m always a good girl . . .”

This is an attempt to be coy. I would try the following:

**Troy:** “Oh really. I’m not sure I believe you . . .”

She may then come back with something like this:

**Girl:** “It’s true!”

At this point I would be inclined to pull the trigger and ask her out.

**Getting The Girl Off Her Smartphone and on a Date With You**

You need to keep the text conversation going for long enough so that you feel there’s a bit of rapport, but not so long that you just become ‘text buddies.’ At some point – sooner rather than later – you’re going to have to pull the trigger. In this instance, I would try the following:

**Troy:** “Well, I still don’t know if I believe you but I’m a risk taker . . . meet me at 8pm on Wednesday for cocktails we’ll find out how good you really are ;)”
As you can see, I’ve maintained the flirtation but now I’ve made a concrete pitch for a date. This is extremely important: don’t ask her where you should go out – it’s your job to organise it, not hers. Tell her to meet you at a certain time on a certain day. As before, don’t be afraid to be a little dominant. It’s just a better way of presenting your suggestion – if she can’t make it or would prefer another time then she’ll let you know. There’s more on what to do if she prevaricates in the next section.

Once she’s agreed to the date I might finish up by telling her to wear something sexy, just to keep the dominant, sexy vibe going.

A Word on Emoticons

Today, emoticons (smiley faces either constructed from punctuation marks or ready-made as those little yellow faces you see on smartphones) are everywhere. My views on them are mixed. On the one hand, as a literature graduate there’s a part of me that bemoans the debasement of our language and all of that. But on the other hand, I recognise that they have certain benefits:

(i) Girls use them – a lot. And as any good salesman knows, you should always speak in the language of your target market.
(ii) They are actually a pretty efficient way of imbuing short-form written communications with meanings that would otherwise be tricky to convey without being too explicit.

My preferred emoticon is the “winking face”. You can write this yourself with a semi-colon – ;) – or you can use a ready-made icon. It doesn’t particularly matter. The great thing about the winking face is it’s an easy way of letting the girl know that you’re being tongue-in-cheek with a particular statement and so she need not take you too seriously – or need she? Imagine if you write this:
When we meet I’m going to take you straight to the bathroom and fuck you ;)

The winking face takes the heat out of the statement slightly as it implies that you might not be altogether serious (in a much more understated way than writing “just joking”). At the same time, you’ve just sent a message saying you’re going to fuck her in the bathroom, which is pretty ballsy in anyone’s book. So will you or won’t you? She’ll just have to wonder . . . and likely get very wet doing so. The winking face is a tool that has allowed you to get a fairly outrageous statement in ‘under the radar’ without causing offence.

I tend to be very sparing with other emoticons. The classic ‘smiley face’ in particular is problematic and perhaps best avoided by newbies, for the simple reason that it can come across as too ‘nice guy’ unless you use it carefully. Some of the more obscure avatars, like the monkey with its hands over its eyes, dancers, glasses of champagnes, birthday cakes and so on are generally the preserve of girls who spend too much time messaging. Don’t use them – they will make your texts look feminine.

A Word on Sending Nude Images

A fun thing that you can do today that our fathers and grandfathers would be blown away by is send and receive nude images to the girl you are messaging before you’ve even had sex with her (assuming she’s up for doing so.) This is a practice particularly prevalent in people in their early twenties (so much so that SnapChat devised a whole business model around it!). I’m not in that particular demographic, but the girls I date are, so increasingly I find myself asking them to send me pictures. If you have a good rapport going with the girl you can be pretty upfront about it, i.e.

Troy: “Got any cute pics to show me? ;)”

Or you can be more oblique:
Troy: “So you're back at the hotel in bed... I need proof. Send me a pic ;)”

Again, the winking face conveys everything. The girl will know what you're after and she may or may not comply, depending on how drunk / horny she's feeling at the time. Surprisingly frequently though girls will be happy to send pictures of themselves naked or in their underwear to relative strangers (usually with their heads cut out the shot – fair enough). This is because in spite of feminism most women find it sexy to be desired and they know – or can imagine – the physical effect their image will likely have on the recipient.

Asking for pics is advantageous for two reasons. For a start – well, I don't know about you, but I enjoy seeing girls I’m attracted to naked. And you get to check out their body and see if they are as hot as you thought. Secondly, if you've already seen her naked in image then it’s less of a stretch for you to get naked together for real when you meet up.

Of course, girls are likely to ask for some form of reciprocation. I have a couple of upper-body shots that I tend to send. Some guys send dick pics – I’ve only done so once, on SnapChat, and I covered over the Troy Francis glory with a sock, so it’s not really my area. But by all means go for it if you're so inclined.

Disclaimer: Of course, you have to be calibrated about these things. Only send a dick pic if you’re sure she wants to receive it – you can find yourself in a lot of trouble with the law if you mess up here. Also, don't ask for nude photos from a work colleague, fellow student, or any girl with whom the vibe isn't sexy to begin with. It’s not going to work and it’s going to cause offense.

Final Points

Some guys advise that you should never invest more than she does in the text conversation. So for example, if she texts six words, you should respond with fewer – perhaps four. I agree with this – up to
a point. Certainly you don’t want to look back over your messages
and see that you’ve written paragraphs interrupted by the odd non-
committal word from her. At the same time, depending on how strong
the interaction was when you physically met her, you’re going to have
to do a bit of work at the beginning just to hook her interest and get
things moving. So I would say don’t be afraid to write more than her
early on, until she starts to hook, i.e. to invest more in the dialogue,
ask questions and so on. At that point you should pull back and be a
little more sparing with your words.

Another element is spelling, punctuation and grammar – you might
want to drop your preconceived thoughts on these. While yes, these
things are very important in other forms of discourse, when you’re
texting a twenty-one year old you met in the mall then perhaps
slightly less so. I sometimes drop capital letters, don’t bother with
apostrophes, use slang and abbreviations and so on. This is not to
patronise the girl, but you should realise coming across as too pedantic
can make you look like a stuffy English professor and worse, like
you’re trying too hard. Ideally your messages should be short, funny, a
little bit slapdash – and very sexually suggestive lol ;)

TROY FRANCIS
You’ve now had a sexualised conversation with a girl over text and asked her on a date. What next? Well, hopefully you meet and then ride off into the sunset together and everyone’s happy.

Unfortunately, though, life is often not like that and you may encounter some obstacles. If so you need to be very clear about what your objectives are and what your course of action must be. You must deal effectively with any shit tests the girls gives you on text and if, after a while, it becomes apparent that the girl is stringing you along then you must be prepared to cut her off.

**Shit Tests**

If you practice the kind of cocky, sexualised texting that I’m advising in this guide then you will frequently encounter “shit tests” like the following:

**Girl:** “*Are you like this with all the girls you meet?*”
**Girl:** “*Are you only after sex?*”

The trick here is to keep your nerve and not back down into beta submission. You should be unapologetic about your intentions. At the same time, take care not to blow yourself out of the water. Don’t
respond with an unequivocal “Yeah, I just want to smash bitches – what’s your problem with that baby girl?” because clearly that’s not going to wash, and your primary objective is to get her on the date so you can game her in person. In answer to the two questions above I would respond with something like this:

**Troy:** “Only the cute ones ;(”  
**Troy:** “Well, I’m a man, you’re a woman. I think we should meet and see what comes naturally.”

The first is an amplify-and-agree joke. The second is a more serious response that doesn’t deny that sex is on my mind – which is only natural – but implies that I want to test the chemistry between us at least a little bit first.

Remember, being accused of being a player is no bad thing – it means the girl already has you down as a sexual prospect. But if she goes on about it for ages and it prevents her from actually meeting you in person then drop her and turn your attention to another prospect – although actually this happens far less than you’d imagine.

**The Texting Desert**

Occasionally, especially in the beginning, you will get phone numbers where the girl responds but the interaction never seems to go anywhere. You might suggest a date only for her to tell you she’s busy. A rule of thumb here – if she says “I can’t meet you on Tuesday but Thursday is great” then that’s fine. She’s volunteered an acceptable alternative. But if she just says she can’t do Tuesday and then leaves it at that alarm bells should start ringing. In that situation I would hang back for a few days before proposing another date. If she prevaricates again I would stop contacting her and see if she reengages with you.
Ruthlessness

The last thing you want to do is get into an endless loop of messaging with a girl that leads nowhere. A lot of girls enjoy the attention and validation of a guy texting them and have no intention of taking things further. With the other prospects you are developing you don't have the time to engage in such nonsense. By all means maintain a fun, flirty text relationship if it’s leading somewhere. If it becomes apparent that it’s not then be ruthless, cut it off, and work other girls instead.
Clearly Tinder is a very different beast to the messaging platforms we’ve discussed up to this point. A bespoke dating app, it is designed to allow people attracted to one another to connect quickly and easily.

For those who haven’t used it, Tinder is rather like a deck of cards. You set the parameters of whom you are attracted to – women aged between 18 – 30 in a 10km radius of your city, for example – and then you are presented with a series of photos of girls in that segment. You can either swipe these pictures left if you are not attracted to them, or right if you are.

Because the app only allows you to message those girls who have also swiped right on your profile – thus implying that they are attracted to you – in theory the subsequent messaging should be straightforward. In practice, unfortunately, it often isn’t. Many girls don’t reply to messages at all and if they do there’s no guarantee that the interaction will go anywhere. (This may in part come down to the local environment, though. New York, with its plethora of single girls, is apparently a more favourable Tinder destination for men than London, for example).
More than any other form of pick-up, Tinder really is a numbers game – the more you swipe, the more likely it is you’ll come across a girl who’s interested. Still, as with anything, there are a few principles to bear in mind to help improve your chances of success.

1. **Make sure the pictures on your profile are as good as they possibly can be.**

   Tinder is essentially a visual medium – just like you looking at girls, they will be sitting there scanning through hundreds of images of guys looking for the hottest, so it’s imperative you select your pictures with care. If in doubt, consult a female friend to let you know if your shots pass muster.

   While you can earn brownie points through the force of your personality when you approach girls in real-life, on Tinder they don’t have much else to go on but your looks. This, incidentally, is why you should never rely solely on online dating – the field is simply too rigged towards women.

2. **Have a cocky-funny profile description**

   Rather than using your profile description to list boring, irrelevant hobbies (“I loved the last season of Breaking Bad” or whatever) you should instead go for something arrogant that positions you as a bad boy. Mine reads:

   “*Good girls swipe left. Bad girls – bend over . . .*”

3. **Open with something strong and sexual**

   Remember that Tinder was basically conceived as the straight version of Grindr, the gay hook-up app. The idea was that men and women would use it as a way to meet for fast sex. These days the network is too clogged up with girls looking for boyfriends and generally trying to feminise it and turn it into a conventional dating app. I say fuck
that – you need to weed those girls out and find the ones who are willing to share nude photos and more with you as quickly as possible. Otherwise you may as well go to match.com. A friend of mine (who is admittedly very good-looking) always opens with this:

“What’s your favourite position?”

Undoubtedly, it’s a gambit which invites a lot of blow-outs. But the advantage of it is that it immediately disqualifies any girl who’s not up for quick sex. The ones who do respond favourably are sure to be horny and ready for fun. I personally tend to go in with something slightly softer:

“You look like trouble”

Like the text-game sequence discussed previously, this positions the girl as a sexual predator but in a subtle way that’s humorous and less likely to attract harsh blowouts. When she responds it’s then pretty easy to tease her about being a sexual threat and then escalate from there.

4. Get Her on WhatsApp ASAP

Once you’ve hooked a girl on Tinder and you’re chatting to her, your objective is to get her off the app and onto WhatsApp (or equivalent messaging service) as soon as you can. There are a couple of reasons for this. For a start there’s greater functionality on WhatsApp so you can get her to send you pictures there, for example. But more than that, it just feels a lot more personal. When you’re on Tinder, you’re just another Tinder guy. When you have her actual phone number you have already crossed a boundary into her more personal online space. Also, a lot of people’s Tinder use fluctuates – there may be periods when she isn’t using it or she might just decide to delete the app. You never know. If you have her phone number then you have a much more durable connection to her.
5. Once You Have Her on WhatsApp, Proceed As You Would With Any Other Girl and Get Her Out On a Date As Soon As You Can.

Enough said.
CONCLUSION

TROY’S TOP TEN TIPS FOR TEXT GAME MASTERY

1. The success of your text game in a large part comes down to how well you gamed the woman when you physically met her. Meet as many girls as you can, be unapologetic about your intentions, get their contact details and go from there.

2. SMS, WhatsApp and Facebook are all different . . .

3. . . . But you should be prepared to game her on any of these platforms as all of them can work well.

4. With short game, always keep in mind that the primary reason you are texting her is to get her to come and meet you on a date.

5. In the case of long game, when the girl lives far away, your job is to keep the sexual flame burning until you can meet in person.

6. With both long and short game, you must be audacious, avoid boring questions and statements and imbue the exchange with sexually-charged material.

7. Emoticons are fine used sparingly. The winking face is the most useful ;)

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8. You can ask her for nude pics and send your own but always be careful.

9. If she prevaricates or doesn’t seem willing to meet up with you in person then drop it and move onto someone else.

10. Tinder is a numbers game that shouldn’t be used to the exclusion of face-to-face approaching. Have great pics, open strong, and get her onto WhatsApp as soon as possible.