



HELLO
my name is
MYSTERY

ROCKSTAR SEX ED



"He's the best dressed guy, he's second best, and him ... he's the plainest."
Plainest?

I am sporting my DKNY faded jeans, a Guess windbreaker, and my black sunglasses, which hang from the charcoal shirt that I bought at Barney's of New York. I thought I looked damn cool, but apparently I have a lot to learn from the self-proclaimed World's Greatest Pick-Up Artist.

He goes by the moniker of Mystery, and I find him in Las Vegas, lounging in a hotel pool, preparing to teach the third and final day of his weekend seminar on how to pick up babes. The class doesn't start for an hour, but he's already at full speed, spreading his wisdom to seven of the faithful who are gathered around the pool, clinging to his every word.

While he soaks and speaks, the first thing I notice is his black fingernail polish, described by Neil Strauss in the *New York Times* best seller *The Game*. In the tome, Mystery served as Strauss' main mentor as the diminutive journalist transformed himself from balding nerd to world-class PUA (pick-up artist).

The success of *The Game* has spawned a movie version that is underway and a proposed series on VH-1 starring Mystery. (The Toronto native is hoping that the media attention will fuel his magic career, which he has been working toward since a young age.) There are also plans for a Mystery CD, *Casanova's Child*.

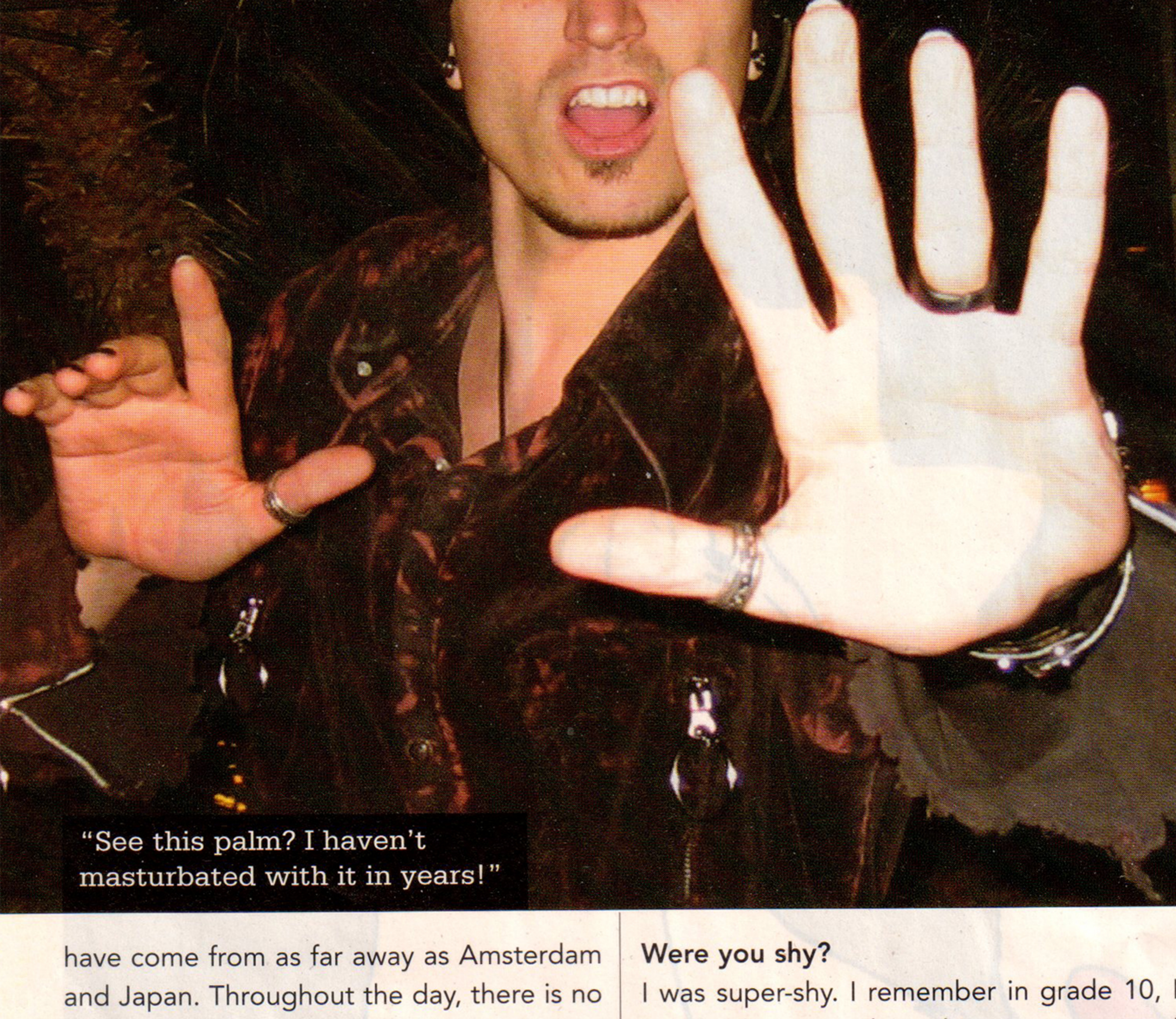
When the seminar starts in the hotel ballroom, there are about 100 guys who have paid a few grand to hear Mystery's advice on "negs," "DHV," "IOI," and other code words (see sidebar for definitions). Surprisingly, the attendees don't look like they just beamed in from a *Star Trek* convention; for the most part, they are average-looking guys in their 20s and 30s who



Quick Pick-Up
Tips from the
World's Foremost
Seduction Expert



REVEALED



"See this palm? I haven't masturbated with it in years!"

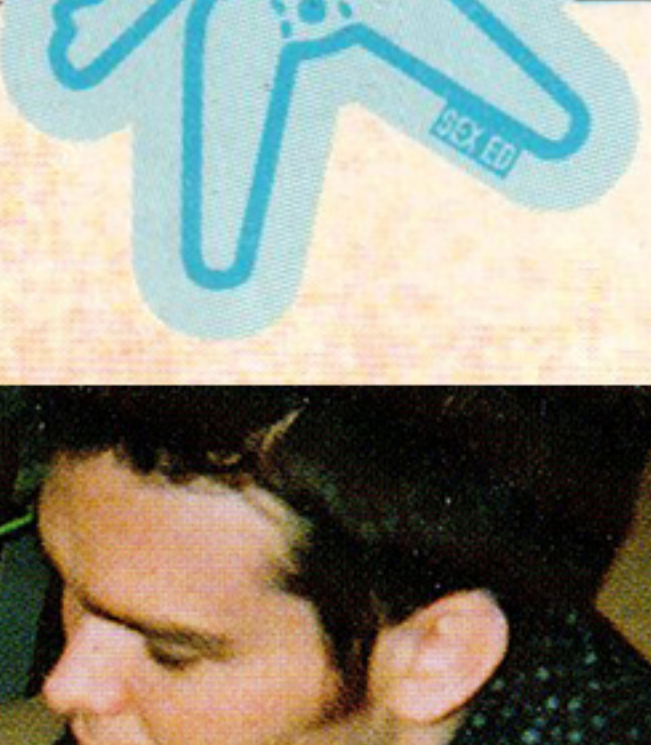
have come from as far away as Amsterdam and Japan. Throughout the day, there is no down time for these aspiring lotharios. Participants trade pick-up tips during breaks, meals, and even while relieving themselves in the bathroom.

After the seminar finally wraps up around 7 p.m., Mystery spends another 45 minutes signing autographs and posing for pictures. Finally, he breaks away and we find a booth in the hotel restaurant—which has officially closed. I'm hoping this will be the best place to keep him away from the students during our interview, but they find us several times, asking for autographs and gushing heartfelt thanks.

I wish I could say Mystery was a prick, just once, to these guys; but the 6-foot-5-inch Canadian was gracious to every single one of them. Maybe it's because it wasn't that long ago that he was in their shoes.

ROCKSTAR: What were you like in high school? Did you date a lot of girls?

MYSTERY: I dated no girls. I recall in particular there was this one girl; she was two years older than me, and I used to bring my magic books to the library. She just talked to me. But that was pretty much it. A girl I could talk to.



Were you shy?

I was super-shy. I remember in grade 10, I had to do a speech, and I was so nervous I hiccuped and I couldn't finish it. I had no friends at age 20. I was introverted, so I needed to get out. So I just systematically, and with caution, borrowed two bucks off my mom, got on the bus, went downtown and felt like a tool, standing there in a club with my free water, broke, hoping someone would talk to me. And since they didn't, I could see other people interacting sometimes, so I would try.

How do you handle anxiety?

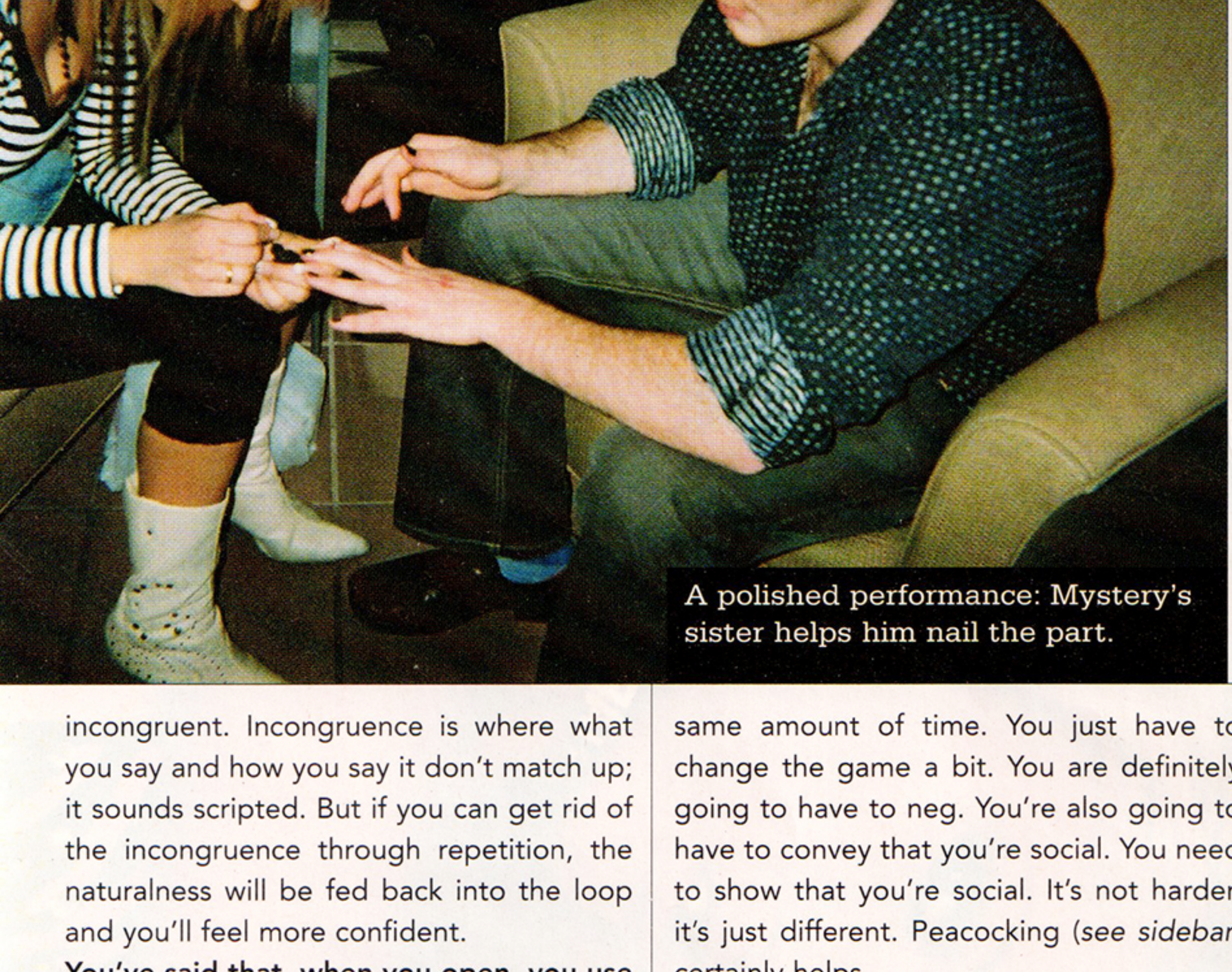
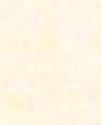
Alcohol is not a legitimate tool for handling approach anxiety, because it just dulls you down. The three-second rule is a great one. I'll go into the set in three seconds (after seeing the girl) to handle my approach anxiety.

Explain the Mystery Method.

There is a beginning, middle and ending to courtship. The beginning is attraction, the middle is comfort, and the end is seduction. In attraction, there is a beginning (A-1), middle (A-2), and ending (A-3). The first part of attraction (A-1) is to open the set.

Your openers are rehearsed; doesn't that feel awkward?

The first time you say a story, it comes off as



A polished performance: Mystery's sister helps him nail the part.

ROCKSTAR SEX ED

**TERMS OF ENDEARMENT
MYSTERY'S
PICK-UP
LEXICON**

Whether you're a skeptic or a true believer, there is no denying that Mystery has broken down the art of the pick-up to such minutiae that it would make Stephen Hawking's head spin. Here are some handy definitions for those in the game.

"Neg": A gentle tease, such as, "Nice hairstyle, do they call that the waffle?" The neg will disqualify yourself (in her mind) so that she'll drop her bitch shield, enabling you to sneak in under her radar.

"Set": A group of girls. Two women would be a two-set, three would be a three-set, etc. Learning to "open" (approach) a set is a crucial skill, as beautiful women rarely go out alone.

"Target": This is the girl you want to talk to, but it's better to first chat with the "obstacles" (men or/and women) that are with her. This smooth move disarms the obstacles and negs the target.

"DHV": Demonstrate high social value. You are showing her that you are an alpha male (even if you're not) via pictures of yourself with girls (in your wallet), or by having a posse of guys that you lead.

"IOI": Indicators of interest that she may or may not show, such as non-verbal (playing with her hair) or giving you compliments.

"Peacocking": Dressing with one or more unusual accessories (goggles, a large hat, an odd necklace) that work as "chick bait" to beautiful women, who are also peacocking via their natural good looks.

"Kino": Physical contact, best begun with hand-holding early on before she shoves your ass into the friendly zone. Going Kino early, or failing to, sets the relationship pattern for eternity.

incongruent. Incongruence is where what you say and how you say it don't match up; it sounds scripted. But if you can get rid of the incongruence through repetition, the naturalness will be fed back into the loop and you'll feel more confident.

You've said that, when you open, you use a "neg." How does that work?

"Negs" are cute little teases. It's playful banter. What's going on is that you're showing her that you're not interested, so she feels that her value must be lower than yours. In the second part of attraction (A-2), I need to demonstrate a higher value and look for indicators of interest.

How do you demonstrate higher value?

Prove that you are pre-selected by other women. If she notices that other women find you attractive, then obviously, if you have value to them, that value must be easily transferred to her as well. Also, if you're the leader of men, that will improve her chances of survival, because you have all those men to help you.

same amount of time. You just have to change the game a bit. You are definitely going to have to neg. You're also going to have to convey that you're social. You need to show that you're social. It's not harder, it's just different.

Does peacocking work better on 9's and 10's?

Right. Honestly, for a 6 or a 7, it's so out of her reality. There's no commonality, but with a 10 there's a lot of commonality, because she can't help but get that kind of attention. We have a commonality. I get lots of attention when I roll big; for that moment, I'm a 10. (At this point, Mystery's sister walks up with her husband.) You want to talk to my sister? She's not prepped, I swear.

Sure. What's Mystery really like?

MYSTERY'S SISTER: I think what you see is what you get.

MYSTERY: Because I don't care (laughs).

How do you pull that off—act like you don't care what women think?

Because there's always another one. (Everyone laughs.) If this one particular person thinks that I'm an asshole, well, it's true, I'm an asshole, but I'm fun, and then I'll try again. No one has such high value that there isn't someone else with high value that can't replace them.

Be honest; do you ever get nervous if she's a supermodel?

Oh, man; I know this will sound so asshole-ish, but I just don't care anymore. (To learn more on how to bag hot babes, go to MysteryMethod.com.)