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found that people who are in love spend more than 70 per cent of the time staring into each other's eyes, making direct eye contact. Conversely, between men, extended eye contact is a signal of aggression. Monkeys are the same – prolonged eye contact between males either leads to one male looking away and submitting or it leads to combat.

Women often feel uncomfortable giving prolonged eye contact. However, what feels to them like a really long time, actually looks on the outside like a short time. In workshops, when women practise on each other rather than on men, the same pattern emerges. The woman giving the eye contact says 'Oh that was ages' and the woman receiving the eye contact says 'That was really quick!'

After much trying and testing, having women looking at men and saying to themselves 'You are really gorgeous' has proved to be the perfect balance between long enough – so the men see the green signal – and short enough so the women don't look like desperate money grabbers.

In summary:

- One of the most common flirting ailments is signal failure.
- We send flirting signals through our body language.
- The amount of eye contact that women give varies enormously.
- To give a green signal to a man, a woman should hold eye contact and say 'You are really gorgeous!' in their head, and then repeat. Eye contact shouldn't be any longer than this or it could be perceived as intimidating.

Signal failure in women

So, now you know that you have to give eye contact to show interest, let's talk about signal failure in women. One of the most common issues for women is that they give a red light to men they fancy.

I can't show him I'm interested

Women see a man that they fancy and immediately they look away. Often they actually physically turn their backs away. This is some of the most extreme body language that you can give someone to show that you are not interested. Essentially, not only are they showing a red light, they are putting up a big 'go away' sign.

Why does this happen? Well, there are two reasons. The first is that women don't want the man to know that they are interested. This is, of course, crazy! You like him, so show interest! However, many women are scared of rejection.

This is closely connected to the second reason – women may feel that it is the man's job to approach them. They may want the man to make the first move. This leads me to one of the biggest myths that surrounds flirting – that it is the men who do all the hunting.

Women are the choosers

One of the great myths of flirting is that men are the hunters. In fact if you look at the research, it is women who are the hunters – about 70 per cent of the time it is the women who do the *selecting*. It is crucial that you understand this – it is the women who select the men they want, and then the men who take action. Essentially a woman's job is to give a green light and a man's job is to do something about it.

For some women this is uncomfortable because they want the men to select them. Well, just think of it this way, if you went to a shop, would you prefer some random stranger to choose your clothes? Or would you prefer to select your clothes yourself?

Some women say they are scared of giving green lights and that they are scared of the possible rejection. Yet what would she feel like if she had to cross the room and start a conversation with every man that she fancied? How much more embarrassing would that be? As a woman, you might be squealing 'I could never do that', but that is exactly what men have to do almost every single time. Think of how much easier it is to catch someone's eye than it is to have to walk all the way across a room and start a conversation. Really, women have it easy. Women get to select their partners. For the men, it is about spotting the women who have selected them, and then taking the long walk across the room or the bar.

For men, it is crucial that they understand this point – women do the selecting. Otherwise, you are driving in the dark. Once you realize that 70 per cent of the time it is the women who do the selecting, it will make your flirting so much easier. You need to learn to spot the green lights from them, and you will get a friendly reception most of the time, unless there is something wrong with the woman's signals.

Generally, women who have signal failure fall into one of three categories. They have either green light failure, signal reversal or red light jam.

Green light failure

This is when women feel uncomfortable showing that they are interested in a person. Usually, when they fancy someone, they immediately turn away, blush, or feel that there is no way that they want to show the person that they are interested. Somehow, miraculously, they expect the men they fancy to read their minds in spite of the negative body language they are showing. How can you tell if you have green light failure? Normally, you will notice one or more of the following:

- Men who you fancy don't come and talk to you.
- You feel shy and turn away from men that you fancy.
- You feel uncomfortable with the idea of showing a man that you are interested in him.

Signal reversal

This is another interesting variation on signal failure. Essentially, these women give green lights to everyone who they don't fancy, but give red lights to the men that they do like. How can you tell if you have signal reversal? One or more of the following factors will apply to you:

- You are a people-watcher.
- People who you don't want to talk to often come up and start a conversation with you, particularly bums, drunks and strangers.
- You feel uncomfortable showing interest in someone you fancy.
- It feels as if you have a big sign around your neck saying 'come and chat with me' (which you do by the way).

For you, the section on people-watching without getting caught (page 36) is crucial.

Red light jam

The women that have a red light jam have their lights permanently on red. They generally don't get approached by anyone, particularly not the men that they fancy. How can you tell if you have red light jam? You will notice one or more of the following:

- People describe you as cold and unapproachable, even though you don't necessarily feel this way.

- Very few or no people approach you.
- The only way you tend to meet people is through introductions from friends or work colleagues.
- Even when you do fancy someone, they never seem to notice.
- The only people who approach you are married or are womanizers.

So what can I do?

Before you start reading this section, make sure you are somewhere quiet and that you have a CD player or MP3 player with all the material from the CD with you and a pen.

Do you recognize any of the symptoms mentioned above? Do you fit into one particular category? Generally, there is a simple cure. You need to become comfortable with giving eye contact to someone that you fancy. This is an easy thing to say, but in reality some women often find this quite a challenge. There are many good reasons why some women are shy about not giving eye contact to someone they fancy. They may believe that it is the man's job to do the hunting. They may live in a big city where, culturally, eye contact is strongly discouraged. They may be scared of rejection. In all of these cases, essentially you have a document stored in your brain that says: *Eye contact with someone I fancy* – Bad; to be avoided.

What we are going to do is rewrite this document so that every time your brain accesses it, it will say: *Eye contact with someone I fancy* – Good; feels, looks and sounds comfortable.

This is where the mind programming CD that comes with the book comes into play. We are going to take your current document about eye contact, and cut and paste positive feelings, images and sounds from another document into it. To do this, we need to search through the other documents in your brain and get them ready for use!

Making eye contact comfortable – Exercise

Right now, think of something that makes you feel fantastic. For some people, it may be dancing, for some of my clients it is eating chocolate, for others it is bungee jumping or walking in the mountains. Now I want you to think of something that made you feel the most fantastic you can remember. On a scale of 0 to 10, where 0 is nothing and 10 is the most amazing you can ever remember feeling, this must be as close to 10 as

possible. Sometimes, people can only think of a 5 or an 8. That's okay too, but it must be the best memory that you can remember right now.

Right now, write down the thing that makes you feel really, really fantastic.

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Right now, write down the specific time when you were doing this thing that made you feel really, really fantastic.

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Right now, remember the specific time that made you feel really, really fantastic and write down what you saw, through your own eyes.

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Right now, remember the specific time that made you feel really, really fantastic and write down what you heard, through your ears.

.....

.....

Right now, remember the specific time that made you feel really, really fantastic and write down how you felt, the sensations you had inside your body.

.....

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Right now, think about giving someone you fancy eye contact. Think about how it looks, sounds and feels. Circle how comfortable you are with giving eye contact on a scale of 0 to

10 where 0 is totally uncomfortable and 10 is totally comfortable. Remember this score.

0 1 2 3 4 5 6 7 8 9 10

Right now, write down how you feel about yourself and talk to yourself when giving someone you fancy eye contact.

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Right now, play the CD and listen to track 1 – making eye contact comfortable.

When you have finished listening to the CD, think about giving someone you fancy eye contact. Think about how it looks, sounds and feels. Circle how comfortable you are with giving eye contact on a scale of 0 to 10 where 0 is totally uncomfortable and 10 is totally comfortable.

0 1 2 3 4 5 6 7 8 9 10

Right now, put the CD on once more, and listen to track 1 again. Now you have finished listening to the CD again, think about giving someone you fancy eye contact. Think about how it looks, sounds and feels. Circle how comfortable you are with giving eye contact on a scale of 0 to 10 where 0 is totally uncomfortable and 10 is totally comfortable.

0 1 2 3 4 5 6 7 8 9 10

Right now, put the CD on yet again, and listen to track 1. Now you have finished listening to the CD once more, think about giving someone you fancy eye contact. Think about how it looks, sounds and feels. Circle how comfortable you are with giving eye contact on a scale of 0 to 10 where 0 is totally uncomfortable and 10 is totally comfortable.

0 1 2 3 4 5 6 7 8 9 10

Right now, put the CD on again, and listen to track 1 one more time. Now you have finished listening to the CD, think about giving someone you fancy eye contact. Think about how it looks, sounds and feels. Circle how comfortable are you with giving eye contact on a scale of 0 to 10 where 0 is totally uncomfortable and 10 is totally comfortable. Compare this to your first score.

0 1 2 3 4 5 6 7 8 9 10

Right now, write down how you look at, feel about and talk to yourself when giving someone you fancy eye contact. Compare these thoughts with your old thoughts on the previous page.

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Congratulations! You have now started to re-programme your mind to be more comfortable with eye contact. You might need to repeat listening to the CD a couple of times. Keep repeating the exercise until you feel you are comfortable enough to make eye contact.

People-watching without getting caught

Being able to check out a guy without getting caught is a crucial skill for all women to master. You have to make sure you fancy him before you can decide if you are going to give him a green light or not! Here is a very simple and very effective technique for checking out guys without getting caught. Some of you may already be using this technique, and if so congratulations! You are already ahead of the game.

The key is to use your peripheral vision. Most women are really quite good at using their peripheral vision – certainly better than men, who generally tend to use the ‘stare and gawp’ technique. For the men reading this, it should be very instructive for you. Despite appearances to the contrary, women are actually checking out men all the time – the key is that they are not getting caught.

In summary:

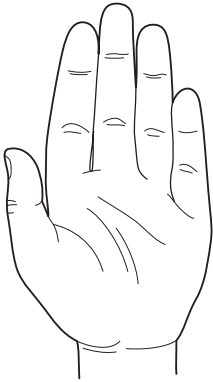
- Checking out men without being noticed is a crucial skill for women.
- Women actually check out men all the time.
- The trick is to use your peripheral vision so you don’t get caught!

Peripheral vision exercise – using your hand

Using peripheral vision means you can see what people are doing without looking directly at them or, more specifically, without making eye contact with them. You can discreetly check out someone without them ever seeing a green light or without them even knowing you have been doing it.

Right now, hold up your left hand in front of you at head level. Move it to the left of your centre of vision. Have your palm facing towards you. Now look straight ahead.

What you are looking at should look like this:

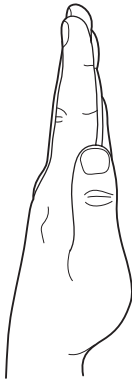


Focus here

Figure 1

Look where the cross is and notice what you can see about your hand with your peripheral vision. You will actually see quite a lot. You can tell that it is a hand; you can tell that you have five fingers; you can tell the size of the hand; and, very importantly, you can tell that your palm is facing towards you.

Now, while you are still looking to the centre of your field of vision, turn your hand sideways. Watch the movement with your peripheral vision.



Focus here

Figure 2

What can you see about your hand with your peripheral vision now? Again you can't see the clear specific details, like your fingernails, or the details of the creases in your hand, but you can see that your hand is turned to the side, and other important details like how far it has turned.

Now, looking at the centre, turn your hand so that your palm faces you, and then back again, keep doing this. With your peripheral vision, you can easily notice the movement, and easily see if your palm is facing towards you, or whether your palm is facing to the side.

So, what has all this got to do with flirting? Well, you can do exactly the same with the men or women that you are checking out. You can use your peripheral vision to check out exactly in which direction they are looking. Then, when they are looking away, you can check them out in detail. As soon as you see them turning towards you, you can turn your eyes away and avoid eye contact.

In summary:

- Peripheral vision allows you to check someone out without making eye contact.
- Practise looking at your hand using peripheral vision.
- You can use your peripheral vision to check out exactly where a person is looking.
- When a person looks away, you can check them out without giving a green light.

Peripheral vision exercise in the field

Now that you have practised the peripheral vision exercise at home, it is time to get out in the field and try it. When you go out today, try the peripheral vision exercise on people. Start on members of the same sex to begin with – there is less chance that they will think you are trying to pick them up. Choose a person. Look at them using your peripheral vision. See how much you can notice about them. Notice if they are turning their head towards you, or away from you. Once they turn their heads away, check them out directly. If they start to turn towards you, flick your eyes away and keep looking at them with your peripheral vision.

This is a crucial skill for women to master in order to check out which men they should give green lights to, without everyone they are looking at coming over and chatting them up. It is really easy once you get the hang of it. Generally, it only takes

about five minutes of practice for women to really get the whole concept of peripheral vision.

For people-watching women, who give green lights to everyone, this really is a bonus, and a bit of a revelation! They get to people-watch without the bums, losers and drunks coming and chatting them up. All the benefits without any of the problems. They need to experience using their peripheral vision and, once they have, there is no turning back.

You will also find that, with a little practice, using your peripheral vision becomes second nature. At first you will need to think about it but, like with everything else, the more you use it, the quicker it will become automatic. I have noticed that women seem to be particularly good at using their peripheral vision. For men, it seems to take a little more practice. Most men are so used to just staring that it takes a little extra work, but it is well worth it. If you stare, women tend to think you are either creepy or weird!

A final warning for men – don't practice this exercise on tough looking male characters. As I mentioned before, staring and eye contact are signs of aggression. If a man catches you looking, he could take it badly. Be selective about the people you choose to practise on. Better still, just practise on women; they are used to men staring at them!

In summary:

- Try the peripheral vision exercise out on people.
- Start the exercise with a member of the same sex.
- Practise spotting if people are looking away from you or at you.
- Peripheral vision is particularly useful if you are a people-watcher.
- With a little practice, using peripheral vision will become second nature.
- Be selective about who you practise on!

Signal failure in men

Signal failure in men tends to come in two forms:

- 1 Men just don't see the signals.
- 2 Men give contradictory signals to women.

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