

## The Approach Ladder

### **Step 4: The Primal Brain Trigger**

Every week you are going to have a new step to climb on the approach ladder. Each step will help build you up and get you started in using your approaching muscle.

The fourth step is my favorite, because this is when really start stepping into your own world and enjoying it. It's about YOU, until there is a reason for it to become about her.

This step in the ladder will have a little more explanation than the other weeks. Because I'm about to get scientific on you ;-)

Not sure how much you know about the brain but the brain has 3 basic parts.

1. Crocodile Brain – Responsible for the initial filtering of all incoming messages, it generates most fight or flight responses, and it produces strong, basic emotions, too. VERY PRIMITIVE. This part of the brain is what gets triggered in a woman/person when you approach.
2. The Midbrain – Determines the meaning of things and social situations.
3. Neocortex – Solves problems and is able to think about complex issues and produce answers using reason.

For example:

(example taken from the book [The Pitch by Oren Klaff](#))

### **Three Brains Working Independently of Another**

*You can actually sense how the three parts of your brain work separately from each other.*

*When you are walking to your car and are surprised by someone shouting, you will first act reflexively with some fear. (This is the Crocodile/Survival brain working).*

*Then, you will try to make meaning from the situation by identifying the person doing the yelling and placing him or her in a social context. This is your midbrain trying to determine if it is a friendly coworker, an angry parking attendant, or something worse.*

*Finally, you will process the situation in the neocortex, the problem-solving brain (which figures it out: It's okay. It's just some guy yelling out to his buddy across the street.)*

*Our thought process exactly matches our evolution: First, survival. Then, social relationships. Finally, problem solving.*

In relation to women and approaching, I want you to hit their primal, survival, croc brain this week. OSA was the first step for doing this because you were no longer approaching safely by using formalities, or pick up lines. Observations capture the attention of the Crocodile brain because they are different.

Your last and final step in the approach ladder is called The Primal Trigger Brain. It's also the most fun step, because this where you get to see what you are made of.

### **Approach Ladder Step 4**

For this week, you must:

**Approach 10 PEOPLE (including women you do find attractive) a day and trigger their primal brain.**

For this week it is not essential to find random people/women. You can use OSA on people that you interact with on a daily basis. It will take the way you communicate with them to the next level.

I have put together a list of 10 random, quirky, CROCODILE TARGETING questions for you to ask people.

These questions hit the Croc Brain because they are not “typical” conversation questions for two complete strangers. Typical would be “Hi, my name is Dave and I saw you from across the room and wanted to say hi. How is your day going”?

I’m literally falling asleep while I type that out. Boring, bland and definitely not memorable.

This step of the approach ladder helps you take your conversation from a boring soccer match with two horrible teams to the World Cup finals. Fun, exciting and memorable for both you and your audience.

I want you to approach 10 people a day using OSA and then ask them 1 or more of the following questions. Feel free to create your own. They are simply for guidance.

NOTE: These questions can also be used on dates, at speed dating events, anywhere. Please tweak as needed so that they feel comfortable for you.

1. If you were a stalker, would you be really good at it? (This helps you find out if he or she is determined and resourceful!)
2. What would be your reaction if you were told that you had to marry the first person you ever had a crush on? (Everyone has a funny first love story...)
3. What embarrassing incident would you absolutely refuse to tell me about? No, go on, you can tell me, I feel we’ve become close. (If he/she tells you, and the date doesn’t work out, then you can always post it on the internet)
4. Which television program would you refuse to give up for a date with me? (If he/she says FOX News, it’s probably not going to work out).
5. What country would you most recommend that I visit? For

- example, after we've broken up, and you would prefer me on the other side of the world?
6. If people were thrown in jail for bad habits, what (or who) would you be thrown in jail for? (Might as well know early what these issues are)
  7. When something cool happens in a movie, are you one of those who clap, or one of those who smile condescendingly at the clappers?
  8. If I knew your full name, and Googled it, will I be more likely to want to date you, or less likely, or remain completely uninformed?
  9. At the Olympic Games for people with excellent dating histories, would you win a medal?
  10. What would be your chosen superpower? Would you use it for good or evil?

**NOTE:** Once you ask one of these questions and a woman responds,

**YOU MUST** do the following:

Let her know she's been heard. For now, you can simply repeat back what she has said to you. "Really? You wish you were invisible?"

**THEN** you share. **DO NOT** ask another question.

Notice the CAPS. That means I'm serious.

If you ask another question and do not share, it will literally suck any spark out of her. E.g. – "If I could choose 1 superpower, I would want to be able to fly. Ever since I was 4 years old I had these dreams about flying..."

*Try it, love it and make it happen.*

When you are done with this exchange, I want you to stop and think

about what you want next.

- If you want to ask for a phone number, ask for it.
- If you want to see this person again or go for a coffee right then and there, initiate it.

Do what you want! You are in control.

**Your Job:**

Your only job is to have FUN and take notice. Take notice of how people react, respond. Are they surprised? Are they nice? Are they not nice? Are they happy to answer and share?

Have fun!

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