

The Approach Ladder

Step 2: The Interviewer

Every 3 weeks 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 second step in your approaching ladder is The Interviewer step. I know, I know, I give tons of advice about how horrible it is to get into interview mode with a woman but this is different.

Again, this step in the ladder is to get your social muscle moving.

If you ever watch a really good interviewer (Oprah, Barbra Walters) what they do really well is they actively listen, they share and ask open-ended questions.

Now, I want you to do the same.

An open-ended question is designed to encourage a full, meaningful answer using the subject's own knowledge and/or feelings. It is the opposite of a *closed-ended question*, which encourages a short or single-word answer. Open-ended questions also tend to be more objective and less leading than closed-ended questions (see next page).

Open-ended questions typically begin with words such as "Why" and "How", or phrases such as "Tell me about...". Often they are not technically a question, but a statement, which implicitly asks for a response.

After you ask the open-ended question, I want you to listen to their response and then share what you think about the question that you asked.

Anything that happens after that is a bonus. Your success lies in approaching and asking a question.

TIP: When you share use the word BECAUSE. It will trigger you to provide people with an internal response, which helps you inject emotion into the conversation. I talk more about this in week 3.

Approach Ladder Step 2

For this week, you must:

Approach 10 PEOPLE (including women you do not find attractive) a day and ask them an open-ended questions.

Random people. People that cannot accept your money (waiters, retail clerks, bus drivers etc...).

You are not allowed to go home until you approach 10 PEOPLE.

People are everywhere: supermarket, coffee shops, and street.

This step in the ladder will get your conversation muscle fully flexed and prepared for week 4 where I show you how to have continuous conversation with women that create attraction.

Your Job:

Your only job, other than asking, sharing and listening is to 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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