

Master Texting Report

WHY IT'S MORE THAN A MESSAGE



Text Weapon

CLAUDIA COX

MASTER TEXTING REPORT - WHY IT'S MORE THAN A MESSAGE

BY CLAUDIA COX

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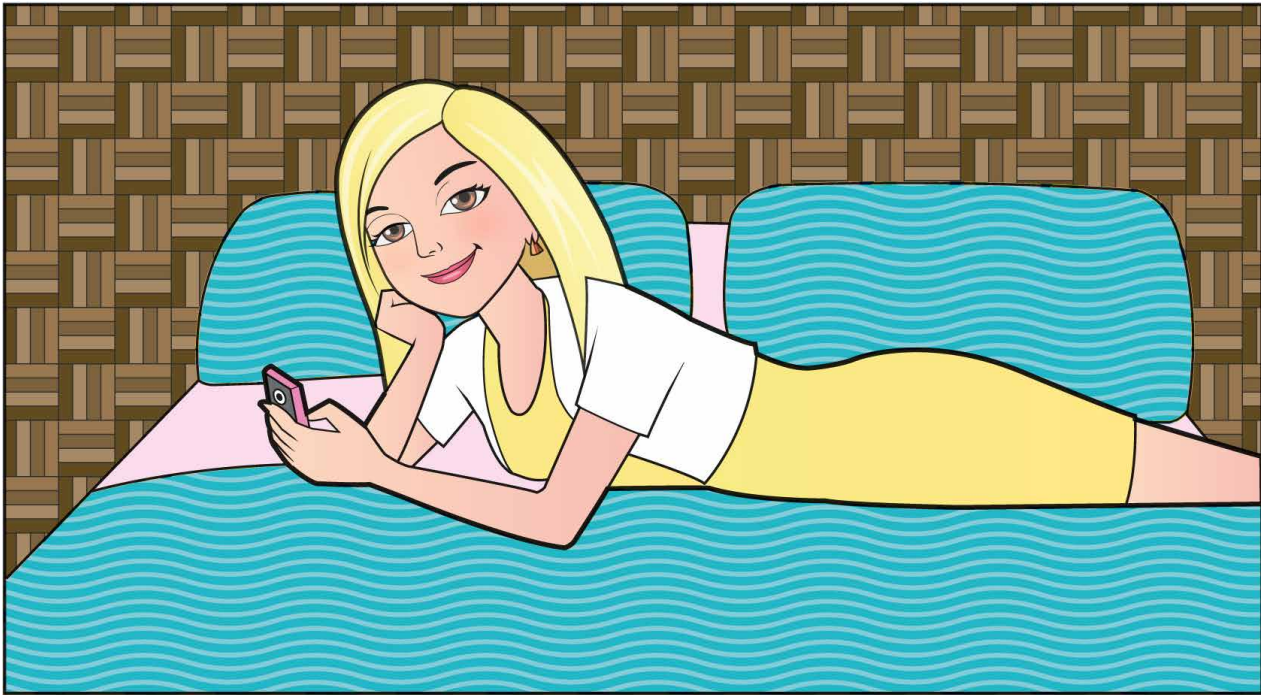
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PREFACE



Texts reach their phone; great texts reach their heart.

You see, texting is a skill, a skill I learned through many years of experimenting, record keeping, suffering, flourishing, and sharing. Most people, however, are too busy with their daily lives to develop it.

What a pity.

It doesn't matter how many texts you shower your potential partner with. Without tools and a clear strategy, you'll fail to capture their interest and their heart.

But I've learned many secrets throughout the years, and now you'll be able to use them to rocket yourself to texting mastery and a whole new life filled with passionate romance.

My goal with this report is to open your eyes to this exciting, incredibly effective and entertaining new world of communication. Be prepared to question your own texting skills and experiences as you discover your cell phone's almost limitless pathway for creating and cementing desire.

iv THE MASTER TEXTING REPORT

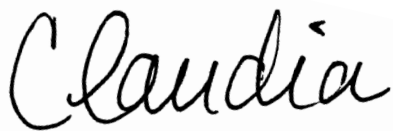
Here's a "Sneak Preview" of what you're about to discover:

- **The one mistake** almost every person makes when trying to seduce someone via text.
- How to **show the real you** in every text message you send (this one is super important but often overlooked).
- **The 3 simple steps** you should start practicing right now in order to increase text message response rate and impact.
- **And much, much more...**

Read on to learn how to unleash the power of seduction hidden inside your cell phone's precious 160 characters in a way you never thought possible.

Enjoy!!

Claudia

A handwritten signature of the name "Claudia" in a cursive, black ink style, set against a light gray rectangular background.

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INTRODUCTION

HOW I DISCOVERED TEXTING



It was love at first sight. I instantly fell in love with text messages the first time one flashed on my screen back in 2000. They became my passion, and over the years, I carefully safeguarded all my favorites in little notebooks.

Like many people, I had collected a lot of text gold – but never actually done anything with it. That is, until I fell for a smooth-thumbed guy I lovingly refer to as “Master of Disaster.” I succumbed to his charm instantly - this guy understood how to leverage the power of text messages better than any man I’d ever met!

Texting alone had made me fall in love, and stay in love, with someone I barely knew. Unfortunately, as his name indicates, he turned out to be a real jerk. Luckily, this story had a happy ending. I picked myself up off the ground and realized that I had learned an important lesson about the sneaky, yet astonishing, power of texting.

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It was time to act.

I pulled out my treasure chest of messages and studied the years of riches it contained with an insane amount of intensity. I also spoke with countless people, trying to understand and learn from their experiences.

While I was enjoying testing out my newly acquired knowledge, I definitely wasn't expecting what happened next. I met a French guy while on vacation - a man who became the "Knight of Seduction." To my amazement, his texts were in a league of their own, far superior to those from the Master of Disaster. Even with all my previous study and research, I was still outclassed!

After an all-consuming six-month text exchange filled with passion, humor, and romance, I realized that he had unknowingly taught me the secrets to superior texting - the "French Touch."

I spent countless hours further researching important subjects, writing, studying, and testing my powerful new findings. Then, I decided not only to help myself, but to help others find romance through texting as well.

What you now have in your hands is an introduction to a powerful method that works.

If you can catch their attention, then superior texting can hold it.

Invade their thoughts, and stay there.

THREE PILLARS TO SUCCESS

This report explains and gives helpful examples of the difference between average and compelling text messages. It will teach you the basic keys to masterful texting based on the synthesis of my experience, the experiences of others, research, and testing. I have also included action items to get you started right away.

There are three pillars to this report - the what, the why, and the how of texting.

Pillar 1: Examples and explanations to help you clearly understand what differentiates an average text message from a fantastic text message, and the difference in their impact.

Pillar 2: The keys that unlock the mystery as to why texting is such a powerful communication medium.

Pillar 3: An introduction showing you how to craft your own creative text messages with an easy to follow, step-by-step process.

While it might be tempting to skip directly to the how, I would suggest reading the report from start to finish. The what and the why contain a lot of vital information that will help you avoid common mistakes, while at the same time maximizing your advantage.

It's my goal with this report to grab your attention and get you excited about this highly effective, under-utilized communication weapon.

I've been fascinated by texting for over a decade and now I want to pass my passion on to you. Read on to learn how you can use texting to enjoy better relationships and give yourself a huge advantage in a very competitive dating scene where it isn't always easy to find your happily ever after.

Have fun as you learn "**French Seduction Made Easy**".

WHY SHARE THESE SECRETS?



I witnessed, first hand, the jaw-dropping impact of superior texting after a female friend was able to put the spark back into her placid marriage.

This may seem like a relatively banal story, however, this wasn't a showering of gas station flowers and Hallmark™ cards; her husband literally couldn't keep his hands off her! The silly thing was, the only weapon of seduction she used to get his blood pumping was alluring and mesmerizing text messages. How often do you hear a Cinderella story like that? Not very.

That's because the power of texting remains relatively secret.

The exhilarating feeling of being in control of a text exchange and turning the ordinary into the extraordinary is well worth the effort.

Have you ever savored tasty homemade bread fresh from the oven? It sure does beat a slice of some pre-packaged brand that has been sitting in the back of your refrigerator for a week...

Continue reading, and you'll see for yourself that sexy, flirty, and intriguing text messages are certainly more pleasing to the palate than the over-processed, minimal impact,

Expert texting turns the ordinary into the extraordinary

“pre-packaged” texts you’re used to. The extra effort that you put into your messages can be seen and appreciated just as easily as the smell or taste of freshly baked bread. Your crush will notice the difference, and you’ll be amazed at the results.

What would you rather receive?

Pre-packaged text message: “Have a nice day”

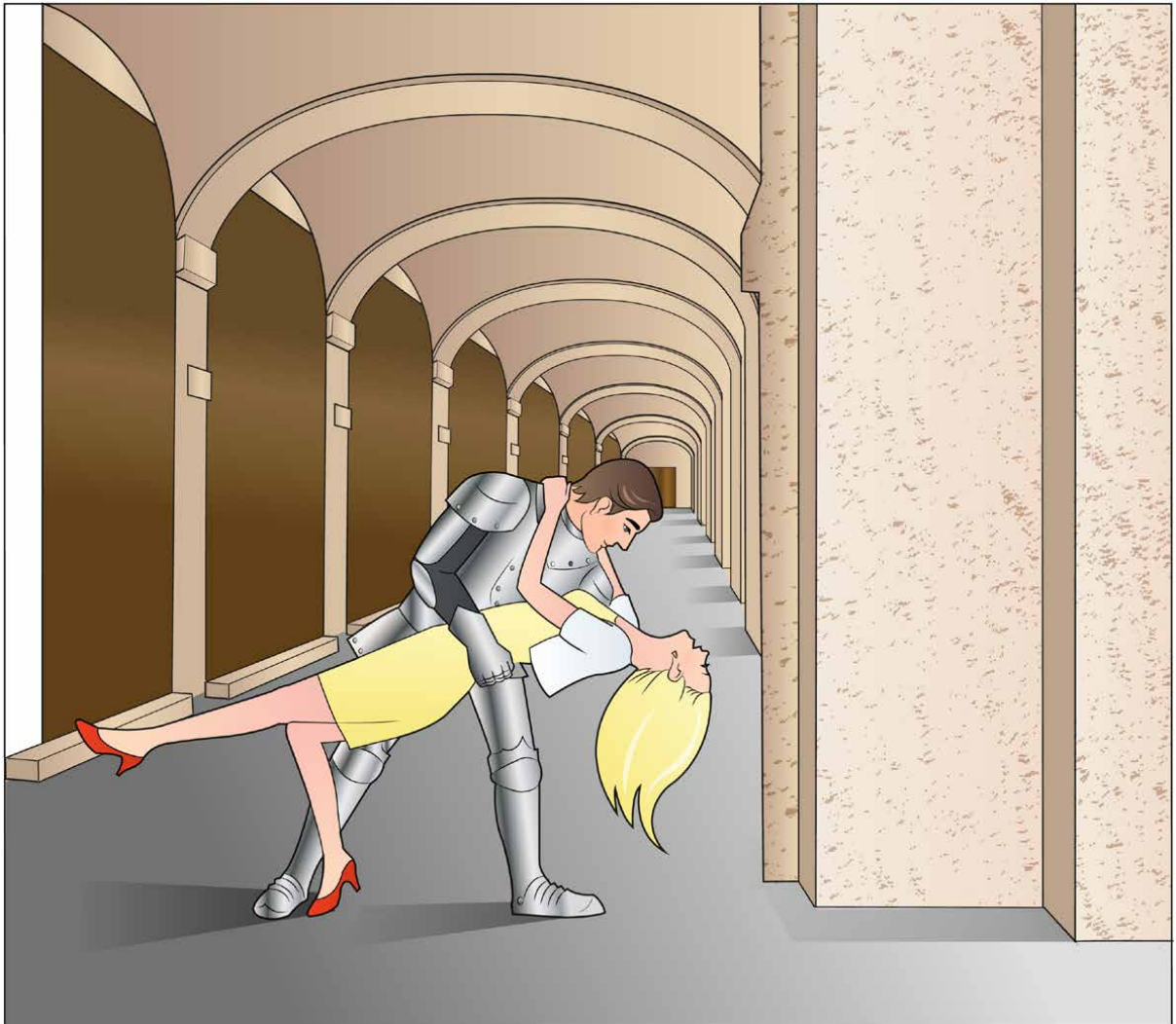
Homemade text message: “I bet you look hot today. I only say that because you look hot every day.”

Pretty easy choice, huh?

Before you can enjoy this tasty treat, however, you must first become a “baker” by learning how to cook up fresh, enticing texts. Luckily, you’ve come to the right place.



THE FRENCH TOUCH



In the beginning, I mentioned how a smooth texting French guy, the “Knight of Seduction,” had taught me the “French Touch” – essentially, the hidden keys to masterful texting.

So, what exactly was the “secret sauce” that set his texts apart from the rest of my collection?

- His ability to keep the exchange alive and interesting by mixing up the types of messages (humorous, flattering, and sexy).
- The enthusiastic, playful, and confident (but never arrogant) tone of his messages.
- His expressions of fantasy and desire were sexy, but never disrespectful.

His messages had reoccurring themes. He never tried to hide his vulnerability as we explored our need to be loved, the importance of tenderness, and the value of creating a real “complicité” (which roughly translates to a special “bond” or “connection”).

The French language is sexy, but the thoughts that are traveling around inside the minds of the people who are speaking it are even sexier. Sit back and prepare yourself for a journey in the art of French seduction.

YOU NEED AN EDGE

The prospect of having to differentiate yourself in today’s competitive dating scene can be daunting.

According to the 2010 U.S. Census, there are 99.6 million unmarried Americans over the age of 18, which represents nearly 44% of the country’s entire adult population.

**99.6 million unmarried
Americans over the age of 18***

That’s a lot of single people. The strange reality is, that even though these numbers are sky-high, a single person can feel utterly alone at times. You might even be tempted to believe

that you’re the last remaining single person on the face of the earth.

But here’s the truth: you’re not alone. You’re one of the many, *many* participants in a cut-throat dating competition, and are contending with 99.6 million other people who are also searching for the loves of their lives. Are you feeling overwhelmed yet? Don’t be.

* New York Times Sept 22, 2011.

PILLAR 1 - WHAT IS TEXTING?

BE HEARD USING MODERN COMMUNICATION TOOLS



There's a solution, and most of you already carry it around in your pocket or purse.

Now we're going to dive into the first pillar of the report, and take a closer look at exactly **what** texting is.

Do you still remember the days of painstakingly crafting handwritten letters over the course of several hours, or playing constant phone tag with your crush, desperate to catch them at home? While these memories are fun to recall, those days are ancient history. Modern communication tools are infinitely more convenient, powerful, and fast than we could have ever imagined even a few short years ago.

Texting has become a primary method for rapid communication; almost like a simple post-it note. But instead of finding a pen, writing your message, sticking the note on the

refrigerator, and waiting for the recipient to find it, texts are immediately deliverable, and can be viewed on something that's attached to us at all times—our cell phones. Texts are so fast and convenient that the majority of people fall into the bad habit of nonchalantly sending them as they multi-task throughout their busy day.

Texting *is* extremely convenient. It is not extremely easy.

Effective communication has always been, and continues to be, based on securing the full attention of your partner by providing them with at least one of the following:

- Welcome, well-timed, and pertinent information
- Some form of entertainment.

Ease in the communication world is often the equivalent of worthless fluff. This is where your dedication and persistence to hone your texting skills will ensure that you stand out from the crowd. Your messages will no longer be considered just useless “noise.” Instead, your prospective reader will have a clear picture of you, and of all the things that make you wonderful, and may even be on their way to desiring you...

As is the case with almost anything worth acquiring, a certain amount of effort and preparation is required. To put it in perspective; who hasn't “prepped” in the past before writing a long letter to their crush?

Well, modern communication is really no different; it requires the same amount of work. But since it's more convenient, more intimate, and a great deal faster, your results can be infinitely more powerful.

That is, if you've commanded their full attention.

TEXT TUNE UP 1

Before you hit 'send,' ask yourself if your message fits at least one of these two important criteria:

1. Informative
2. Entertaining

MAKE A SPLASH IN THE DATING POOL



Of course, nabbing the attention of a potential partner is only the first step on the long road toward building a solid relationship.

If you've successfully secured their interest, now you need to focus on maintaining your appeal after the initial "spark" wears off. The keys to continued success are first catching their interest, and then holding their interest.

This can be easily done thanks to carefully crafted and timed texts. These messages are mini reminders that say “I’m still here” as they effectively keep you on your crush’s radar, no matter how far away you are, or when you last met. Not making the necessary effort to hold someone’s interest is the one mistake that a lot of people make when trying to seduce someone via text.

Don’t be one of the crowd.

Holding their interest is crucial. If you forget this step, you may find yourself quickly single again as your potential partner runs off with someone more intriguing.

Nearly everyone has witnessed (or has been directly involved in) the events that unfold as two individuals become too comfortable in a relationship. Boredom inevitably sets in, and one partner ends up cheating for what seems to be no apparent reason.

You must catch and hold their interest. Ignore this reality, and you may soon find yourself single again.

But there is a reason; it’s called “lack of excitement.” Just look around at all the marriages that crumble due to infidelity.

The situation looks bleak.

The odds, it may seem, are against you finding and hanging on to your one special someone. But this only holds true if you’re doing the same thing as everyone else.

So, don’t.

It’s time to step outside the box. Creative, flirty texting can keep boredom at bay and your relationship fun and romantic...that is, if you know how to send creative and flirty text messages.

TEXT TUNE UP 2

What’s your biggest dating fear? Write it down, tell yourself you’ll conquer it, then throw it away.

TAKE A HARD LOOK IN THE MIRROR



"Hey u, how r u? Want to meet for a drink Friday? Let me know, Tim."

Does this hit a little too close to home? Does it look a little too similar to texts you've recently sent your crush?

Are your messages short, boring, and – if you're really honest with yourself – all beginning to sound the same?

How often do you send the following types of messages:

"Hey you, how's life?"

"What's up?"

"How's your day going?"

"Just wanted to say hi."

If you're underutilizing (or completely ignoring) your texting skills, then you're missing out on a fun, sexy, creative weapon that can set you apart.

Go ahead. Give it a try with your current love interest and see the results for yourself!

Instead of writing, "I constantly fantasize about you," mix in your sense of humor, sprinkle on a snippet of creativity, and write, "You have been in 3 of my last 5 fantasies. Not bad!"

I'll bet you're smiling right now.

See the difference a little forethought can make?

Instead of writing, "I'm falling for you," be more intimate and show a little vulnerability by texting instead, "I think about you so often that you've invaded my dreams. I'm definitely falling for you."

Texting is an art form and, if used wisely, can make the man or woman of your dreams fall madly in love with you. And who knows, you just might have the ride of your life along the way. I know I have.

TEXT TUNE UP 3

Stop for a moment and ask yourself: How do you view texting? Is it a chore or something you enjoy?

HEADS UP! TEXTING



In an age where the constant “noise” from a busy world is hard to escape, not investing in your texting skills can be extremely detrimental to your romantic health. Don’t fade into the background – crank up the volume and make yourself heard with unique, interesting text messages.

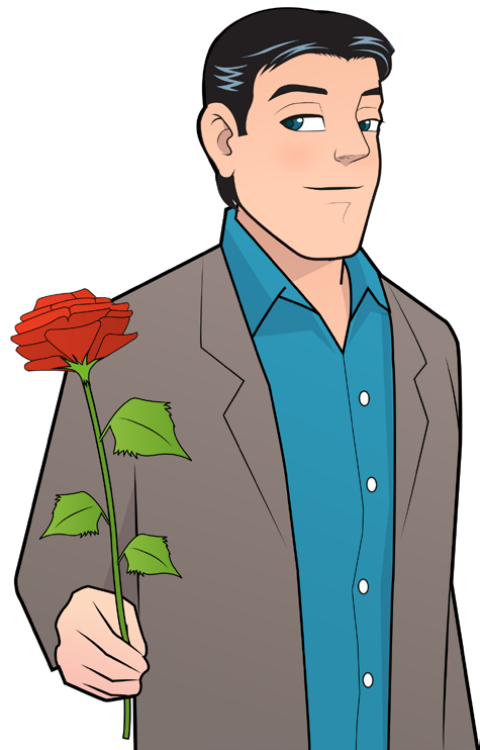
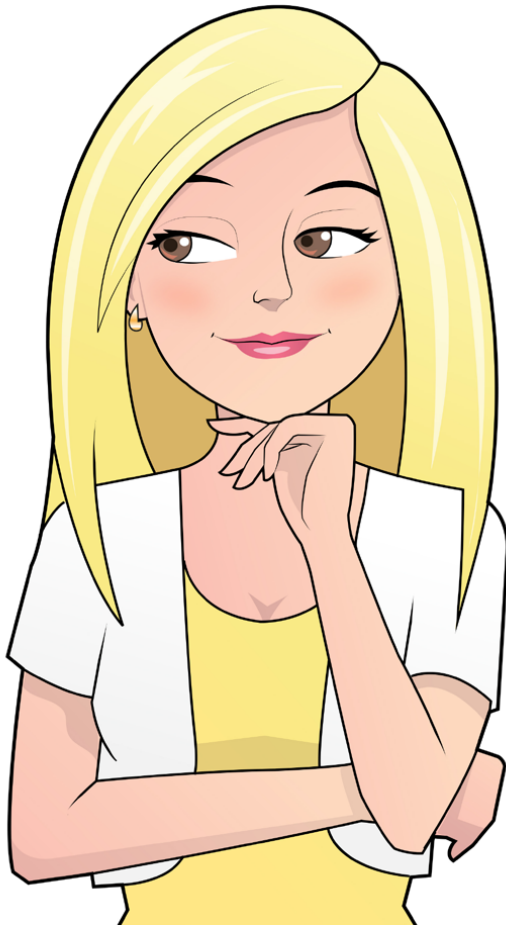
By reading this report, you’ve taken the first step in the right direction. By the time you’re finished, you’ll appreciate the unbelievable power of your cell phone, and want to leverage it for all it’s worth.

People adore and crave written romantic “notions.” If you don’t believe me, look at Hallmark’s enormous success with greeting cards. According to [statisticbrain.com](http://www.statisticbrain.com), consumers purchased 5 billion Hallmark™ greeting cards in 2010, 144 million for Valentine’s Day alone! Your text messages are essentially convenient, highly personalized greeting cards.

Step into a world where short, personal messages can make someone fall, and stay, in love with you.

For intelligent and savvy texters, there is a whole other level of communication out there. It is a world where short, personal messages can make someone fall, and stay, in love with you.

Texting allows your innate communication genius to take hold, separating you from the mundane, and turning you into a seduction master! In a nutshell, it gives you a powerful competitive advantage.



EMBRACE YOUR ADVANTAGE



But how can exceptional texting be a competitive advantage? Aren't your competitors already doing it?

Stop and think about this question for a minute — how many guys or girls do you know that can really rock a text message?

Your answer is probably: "not many."

Surprised?

The reality is that despite their best intentions, instead of texting their way into someone's heart, most people are sending dry, bland messages to the last person who should be receiving them.

Do messages like these get your motor revving?

- “Just checking in”
- “How’s it going?”
- “Be there at 5pm”

Snooze-fest, right?

Don’t get me wrong, you should always provide pertinent information such as dates, meeting times, etc., but these are the easy parts. They should not be the body or the soul of each message.

A good rule of thumb is to write your message as if it were something that would come out of your mouth during a face-to-face conversation.

Remember: text messages should ideally showcase your humor, personality, creativity, and attention to detail (specifically, details regarding your crush). But as you know, expressing these traits is the hard part, because it requires work. That’s why most texters don’t bother.

TEXT TUNE UP 4

Take out your cell phone and quickly look at the last 5 messages you sent. Did they reflect your best traits, or scream “lack of personality”?

ROADBLOCKS TO SUCCESSFUL TEXTING



What causes most text messages to degenerate into the dark, bottomless dungeon of “boring”? The answer is that they’re deficient in some way.

Most text messages lack:

- Creativity (writing something unique that excites and sets you apart)
- or
- Intimacy (creating a rapport with someone)

Lifeless text messages ultimately fail to share something either personal or captivating with the recipient.

Why is this? Are most people missing the essential creativity or passion to send something unique?

No.

Most people place themselves at a huge disadvantage due to one of two things.

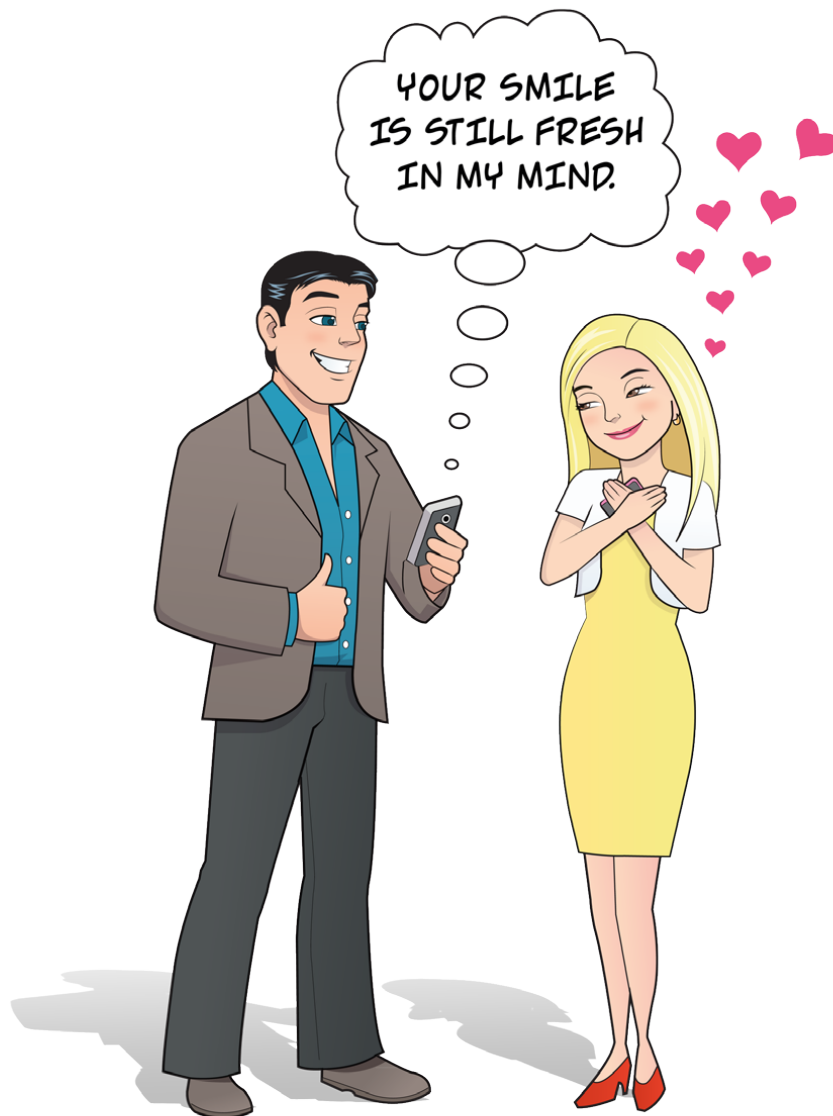
Most messages lack:

- Creativity
- Intimacy

They're either:

1. Lazy
2. They lack the necessary tools to unleash their texting brilliance.

Unfortunately, I cannot do anything to help people who suffer from laziness. However, following the ideas in this report and the eBook "**TEXT WEAPON – French Seduction Made Easy**" will provide you with the necessary skills that you need to really rock a text relationship. So, don't waste a second – start taking advantage of it now!



TIME IS RUNNING OUT



Wouldn't you love to set yourself apart? As ironic as it may seem, many singles spend an inordinate amount of time and energy having professional profile photos taken and seeking experts to help them craft a perfectly witty online profile, while never bothering to enhance their dating arsenal through texting.

“Do you have a twin?
I keep thinking that I see
you everywhere”

But there's no need for alarm, because this is fantastic news for you! As soon as you are trained in this important skill, you instantly become a very unique, sparkling gem with something exciting and different

to offer. Creative texting will automatically put you ahead of the crowd and will give you an edge in the dating world.

But be forewarned. Just like all good things in life, the secret will soon be out, and at some point, the bar will be raised.

Instead of hungry daters sending, "Hey U what's up," they will be firing out much more intriguing texts such as, "Do you have a twin? I keep thinking that I see you everywhere."

You owe it to yourself to enjoy this unfair advantage before others discover and employ the art of compelling, gripping texting.



TEXT TUNE UP 5

Have you ever received an awe inspiring message? If so, jot it down in a small notebook reserved exclusively for your text messages. It can be the start of your precious text library, a truly valuable resource.

LET YOUR UNIQUE FLAG FLY



So, what are some concrete examples of intriguing, spellbinding texting?

How about:

- Instead of texting, "I miss you," try instead, "My lips miss yours."
- Instead of texting, "Thinking of you," try instead, "Sitting here at work, wishing I was somewhere alone with you."
- Instead of texting, "It was nice meeting you," try writing, "Meeting you was like taking a sip of an ice cold drink on a hot summer day. Refreshing. I want more!"
- Instead of texting, "you're really special" write something with more pep such as, "Being near you is like standing next to a bonfire."

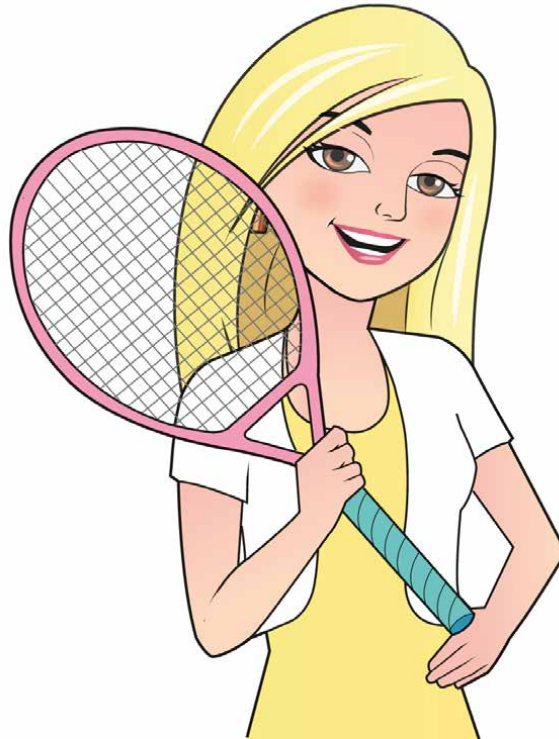
Imagine what sweet or sexy words you'd enjoy seeing on your own phone, and personalize that same message to your recipient.

But how?

1. Show "You"
2. Discuss "Them"

Take a minute to think about your crush or partner and all the information you've gathered about them thus far. If you are in a long-term relationship, then this should be relatively easy. Then, try using some of this unique insight in your next text message. It will help you improve the level of intimacy in your relationship and create an even stronger connection or rapport with your crush. Personalize, personalize, personalize.

IT'S NOT ABOUT YOU



Savvy communicators know that in order to convince someone that you're truly interested in them, you need to listen to what they have to say. A great way to do this is to ask them compelling questions.

Ask and listen more. Talk less.

This tip alone will dramatically boost the amount of intimacy you are capable of creating through your text messages. The more intriguing questions you ask about your special someone, the more details you'll uncover, and the better your chances will be of solidifying a magic bond.

So, what does your crush enjoy? Basketball, ballet, cooking, literature, music, or perhaps cinema? If your love interest is a movie buff, then hit them with a tidbit involving their favorite

Make it about them. What do they like? Take notes and use this information in your messages.

actor or actress. For example: "Just saw the movie trailer for Brad Pitt's new film, and thought of you. Hope it's as good as the last one we saw together."

A message such as this will be effective for two reasons:

1. It shows that you've listened and remembered details they've entrusted you with, proving that you care about them, and also about what they have to say.
2. It brings up memories of shared past experiences, which reinforces a sense of combined history, cementing an even more solid connection (creating intimacy).

What are some memorable moments the two of you have shared together? Bring one up, let your crush know that they're on your mind, and why. One way to do this is to remind them of something amusing that happened during a recent date.

For example, "The guy at the table next to me has the same hysterical laugh as our waiter last Friday - made me think of you."

This creative and personalized message will let them know they're on your mind, and will leave a much more impressive impact than if you simply wrote, "Thinking of you."

TEXT TUNE UP 6

1. What are your best traits? What sets you apart? Your humor, intelligence, kindness, or maybe your vast knowledge of off-beat conversation topics?
2. What do you know about your partner? What do they enjoy talking about or doing? What brings a smile to their face?

SUB-PAR TEXTING = SUB-PAR RESULTS



Personalizing your messages is not something reserved uniquely for committed couples, or those just beginning to date. It also applies to the first text message you send after meeting someone.

Aimlessly sending the same pre-manufactured message to the last 15 guys or girls that you picked up at the bar is a waste of time. Instead, each text message from you should be a carefully crafted piece of "art" that fits their interests, personality, and the particular circumstances that you met them under.

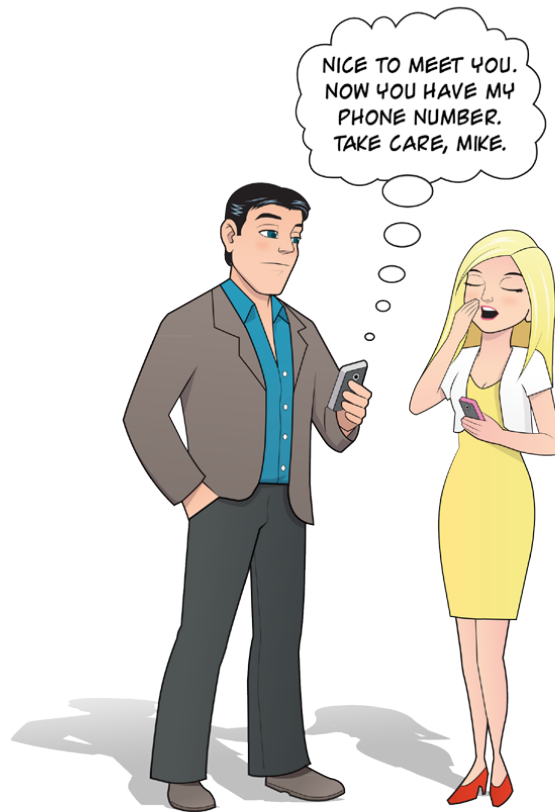
For example, instead of writing, "Hi Tammy. It was nice to meet you," write instead, "You have dimples when you smile. Adorable."

Who knows? Your stellar message might just give your chance encounter exactly the boost it needs to blossom into a full-blown love affair.

TEXT TUNE UP 7

Winning text message preparation: Take 10 minutes and write out five compelling questions to ask your partner or crush. Many cell phones have built in note pads where you can easily stock them. You might even want to compare notes with a good friend.

THE RESULTS ARE IN!

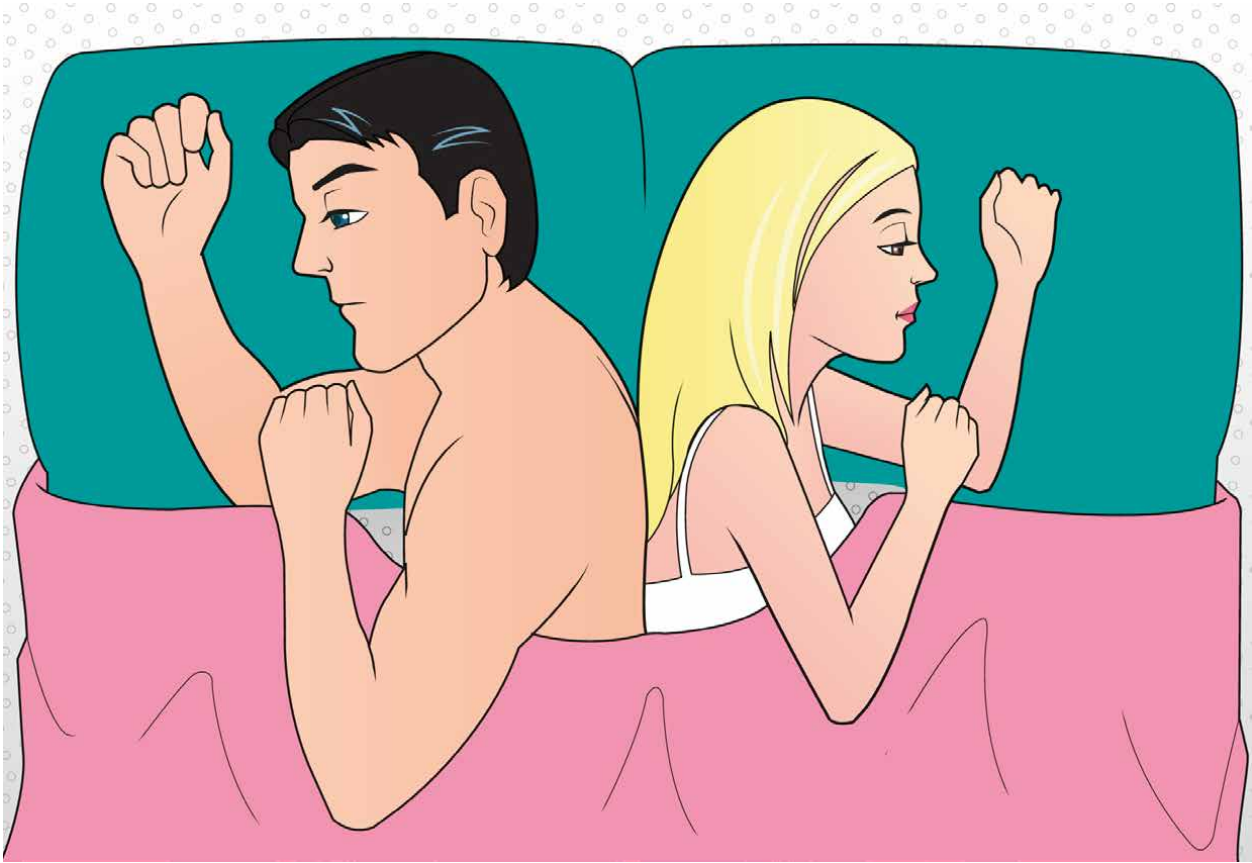


But before you get too carried away and just start sending anything, remember that cell phones are essentially mini computers. By now, it's pretty obvious for most people that when working with computers, junk in = junk out.

So it should come as no surprise that really poor texting can result in some pretty bad junk, such as losing friends, getting in fights, missing important events, and even ending up with legal problems.

Less-than-stellar texting is a bit more insidious, because the consequences slowly build up, instead of abruptly hitting you in the face like a brick wall. Despite their small nature, however, these consequences can have an even greater impact on your personal life, because they represent an enormous number of missed opportunities.

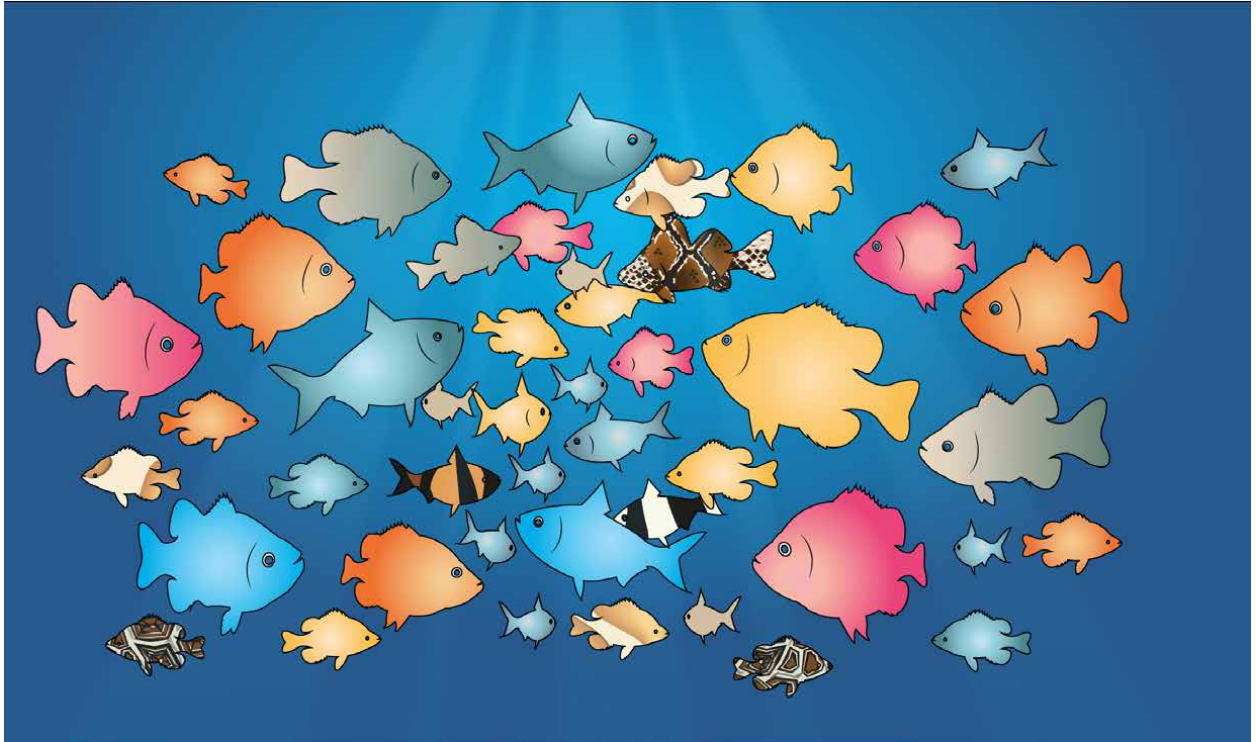
YOU WANT MORE



Nobody wants to lead a life filled with missed opportunities. Make a deal with yourself that you'll only send top-notch texts from this point forward. If you're reading this report, then it's obvious that you want more out of your romantic life. You've probably concluded that settling for a mediocre partner creates frustration and discontentment, and is most likely your worst romantic nightmare.

By mastering texting, you're well on your way to gaining the necessary dating skills that will vastly increase your odds of finding someone who excites you and makes your heart flutter. It will also save you from the letdown of never quite finding that "one" person. Personally, I'd like to spend my life with the partner of my choice, not just whoever comes my way.

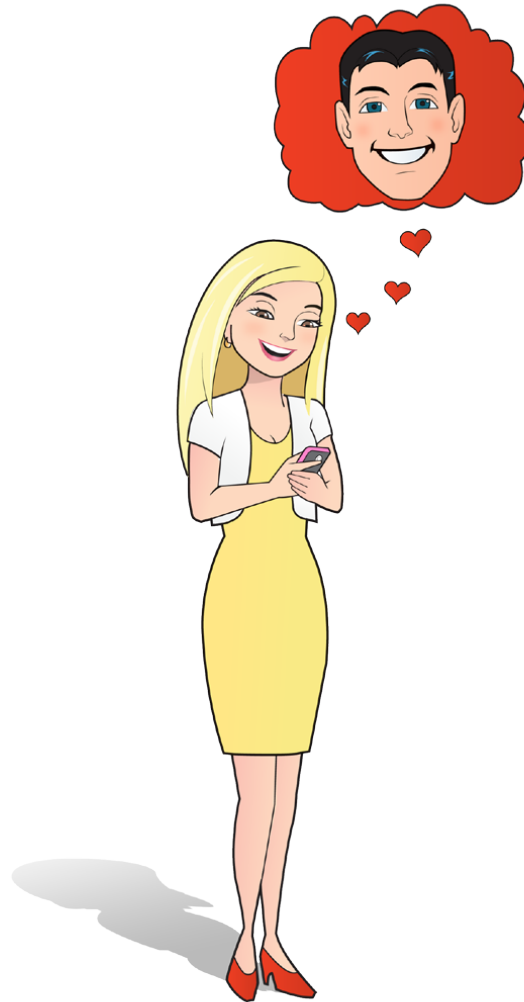
WHAT ELSE CAN IT SAVE YOU FROM?



Texting is such an effective and powerful form of communication that it can help you avoid:

- Remaining perpetually single; a.k.a. forever a part of the 99.6 million fish in the sea.
- Becoming stuck in a boring, dead-end relationship.
- Losing your loved one to someone who is obviously inferior, but who has the texting "game," or know-how, that you lack.

PILLAR 1 RECAP - WHAT IS TEXTING?



Up until this point, we've been mostly talking about what texting is and what separates the sleeper messages from the stellar messages. Specifically, we've been discussing these ideas:

1. Creativity and intimacy help differentiate an average from a stellar text message.
2. Masterful texting grabs your crush's attention and makes you stand out from the crowd.
3. Texting responds to the natural human craving for written communication (think: Hallmark cards).
4. Skillful texting keep relationships hot regardless of distance.

PILLAR 2 - WHY IS TEXTING IMPORTANT?

WHAT MAKES TEXTING SO EFFECTIVE?



Now we are going to take a minute to look at the second pillar, the **“why”** of texting. Why is texting such a powerful communication channel?

Texting is special because it’s both a very direct, and a very intimate form of communication. No matter whether your target is in the bathroom or the boardroom, and whether it’s 3 am or noon, you can connect with them on a deeply personal level, leave a lasting impression in their mind, and become an important part of their life. Here are a few more thoughts to mull over:

- Text messages are very likely to be read multiple times, which doubles, triples, or even quadruples their potential impact.
- Even with the staggering number of text messages being sent every minute of every day, the majority are unimaginative, poorly planned, and even more poorly executed. This makes any captivating message an instant gold medal-winner, and truly differentiates you from your competition.
- A text message commands attention, without being as intrusive as a phone call. Most people immediately read their text messages, even if their phone is muted.
- Unlike phone calls, there aren't any distractions on the other end of the line that might throw you off. You are in control. You can plan out exactly what, when, and how you want to come across to the intended recipient.

DISCOURAGED BY PAST RESULTS?

Take a moment and think about how many text messages you've sent that had a concrete, measurable impact on the recipient.

Have you been able to keep the flame blazing during a long distance relationship via text messages? Or have your flames always fizzled out? Are you happy with your current texting skills, or are you ready to kick it up a notch?

For years, I was like most single people – sitting alone in my apartment, sturdy Nokia™ cell phone in hand, aimlessly sending dry text messages to guys I was interested in. But after my baptism by fire thanks to the Master of Disaster, and my subsequent research and study, I started to unlock the hidden potential of texting. As I learned and experimented, I shared my findings with a close-knit group of friends.

WHY YOU SHOULD LISTEN TO MY ADVICE



Those who have tried the tips and suggestions contained in this report, as well as in the complete **“TEXT WEAPON – French Seduction Made Easy”** eBook, have encountered incredible success in:

- Keeping the romance alive in their long-term relationships.
- Remaining connected regardless of distance or frequency of dates.
- Securing the undivided interest of the “it” guy or girl (you know, the one that everyone’s lusting after).
- Not being taken advantage of by smooth talkers.
- Having fun every time they press Send or check their message inbox.

EVER RECEIVED AN EXCEPTIONAL TEXT MESSAGE?



Before you were even finished reading the above heading, it's very likely that you had already thought back to an outstanding text message you received at some point in your life. How long ago was it? Don't you crave another?

Guess what? So does your current crush or the next person you become romantically involved with. Everyone loves receiving exceptional messages.

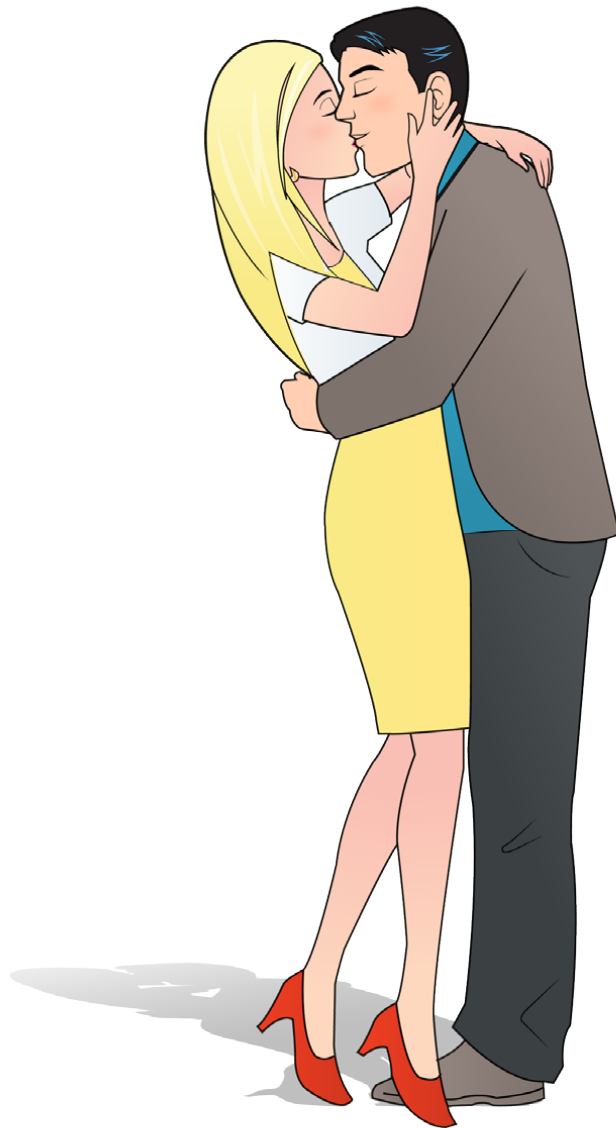
Perhaps it was a workday like most others, and you were sitting on a park bench during lunch, enjoying your club sandwich. Your cell

Mesmerizing texts invade their thoughts, and stay there.

phone suddenly signaled a new message. Strange, you think to yourself, you weren't expecting anything. You casually flip open your phone, assuming that it's probably an automatic message from the dry cleaners informing you that your clothes are ready for pick up.

But wait! What a pleasant surprise you find staring back at you - a sweet text from your girlfriend, who's been off on a business trip the entire week. Her message is simple, yet touching: "Haven't really smiled since I was with you. I miss you."

The impact of this message was ultimately much more nourishing than the club sandwich, wasn't it? It remained at the forefront of your thoughts for the rest of the afternoon, that evening, and even until the moment your girlfriend returned home from her trip, and into your anxious arms. In fact, you will forever cherish this memory.



DON'T BE “THAT PERSON”



Now think back to a fantastic first date that you were recently on. You may have enjoyed some unbelievable conversations, laughed constantly, danced the night away, and flirted up a storm. The next day he sends you a text message. You eagerly grab your cell phone and sit down, ready to be blown away, just like you were the night before.

But much to your dismay, you find instead the incredibly unoriginal, zero-effort message of, “U R cool. Thanks for last night.”

Suddenly, you find yourself rethinking the entire evening, and even your “connection” altogether.

STEP UP, NOT AWAY



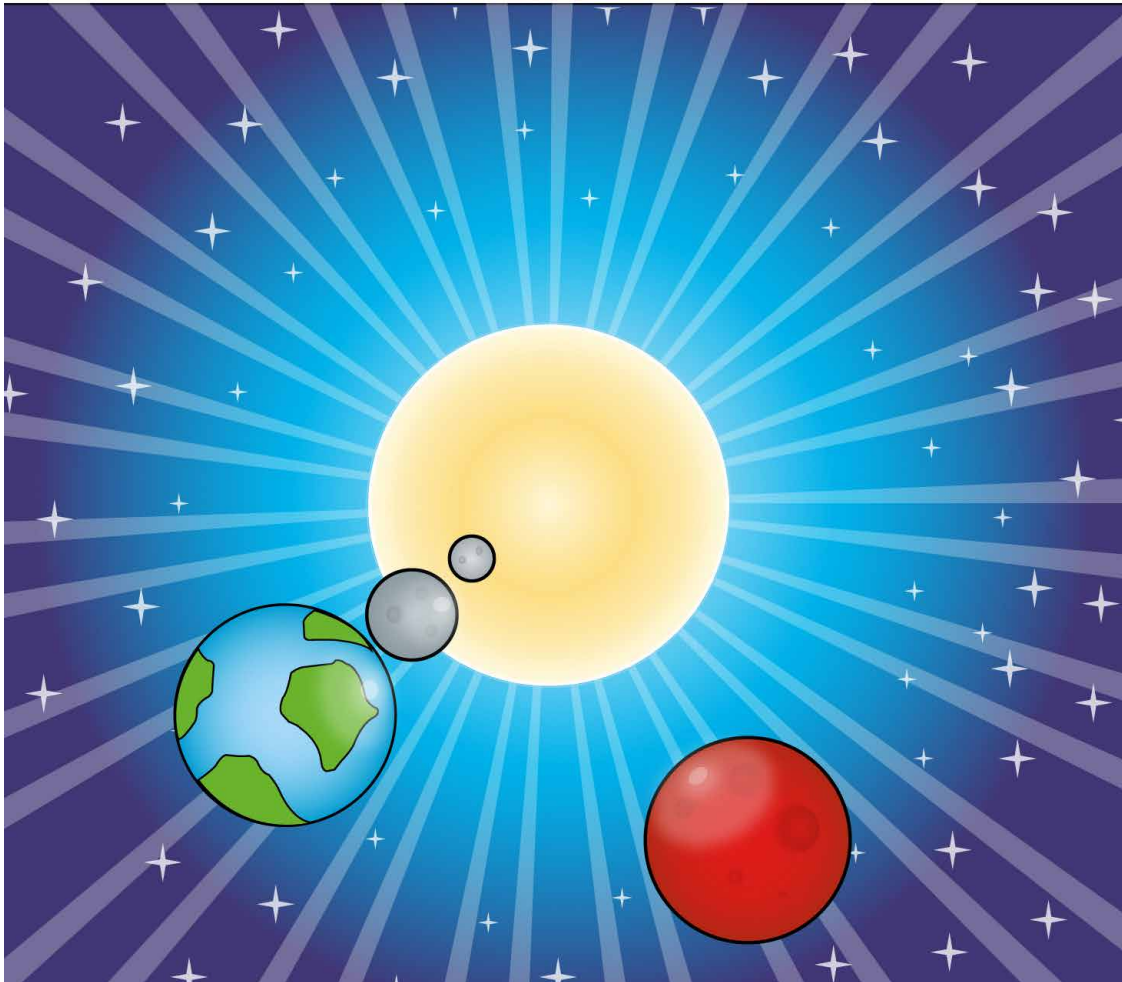
Don't be the guy who overshadows a wonderful first date by following up with a lousy, extremely lazy text message that screams, "U R boring. Thanks for nothing."

Become the wise girlfriend who keeps her boyfriend feeling connected and desired, even though she is thousands of miles away. Superior texting, brilliantly executed, will have an enormous positive impact on your romantic life.

This new strategic skill has opened up an entire universe of creativity and romantic opportunity for me. Superior texting has also acted as a life preserver more times than I can count, saving me from the treacherous sharks lurking about in the murky waters of the dating pool.

Keep yourself on their radar - even from miles away away.

HOW YOUR LIFE CAN POSITIVELY CHANGE



You've probably heard the phrase "An ounce of prevention is worth a pound of cure." Texting is no different.

Being proficient in this skill can prevent you from falling prey to the many players out there. You know, the crafty creatures who think nothing of robbing you of your sanity, your precious time, and even your heart.

Becoming a better texter automatically makes you more proactive with your messaging. You immediately take control, and lead the exchange in any direction you wish. You understand your partner's strategies in advance, so exchanging messages remains fun and doesn't become all-consuming or destructive.

MAKE THEM WANT YOU

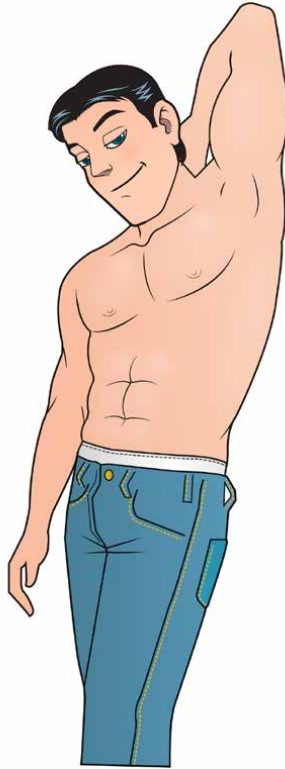


While prevention is a wonderful thing, and it's a great feeling when you realize that your intelligent foresight has prevented you from pain or suffering, reaping the tangible fruits of your efforts is usually much more appetizing.

In texting, the most important product of all your effort is the creation of *desire*. In the next section, we are going to take a closer look at the six-letter word that spells out the difference between sitting at home on a Saturday night, and dancing the night away in the arms of your dream partner.

Leverage more than your looks.
Leverage your charm.

YOU ARE MORE THAN YOUR PHYSICAL ASSETS



Desire is a major piece in the puzzle of love, and your texting success is intimately associated with your ability to successfully ignite this yearning in whomever you choose.

Ladies, imagine you've grabbed someone's attention thanks to your five-inch stilettos. Fellas, picture all the girls drooling over your fine physique as you swagger by in your form-fitting Levi's™ 501s.

Discovering your partner's passions,

+

Building history and intimacy,

+

Keeping your partner engaged,

=

Desire

Even though you've captured their interest, you must still capture their desire strongly enough so they'll make the effort to win your favor. Let's face it: getting someone to fall in love with you is hard work.

True desire originates in the mind, which means that successfully enticing someone to fall in love with you has much more to do with mental stimulation than it does with anything physical.

As human beings, we are slaves to our desires. More often than not, we are unable to fully control our passions, and in reality, they typically control us. This means that you should be focused on becoming the object of your partner's desire, which puts you in control.

THE POWER OF EXPERIENCE

If you're like me, at one point in your life, you've fallen deeply in love with someone, only to realize after it's too late that they're not really your type. It's always jarring to see your previously unblemished "beloved" with a fresh set of eyes, no longer obscured by infatuation. You can't help but reprimand yourself and ask, "How could I have ever been so interested in them?"

But, there's a reason for all this craziness. As we discussed in the last section, love doesn't depend solely on physical attraction, it's also linked with the many faces of emotional attraction, which can be built and maintained via captivating text messages. Put simply, writing engaging texts ultimately creates desire.

How much desire you create is entirely up to you. Desire is never black and white; there is a spectrum of desire, ranging from low to burning.

Just like with anything else in life, the more effort you put into developing your texting abilities, the more successful you'll be at creating red-hot, no-holds-barred desire.

QUESTION EVERYTHING

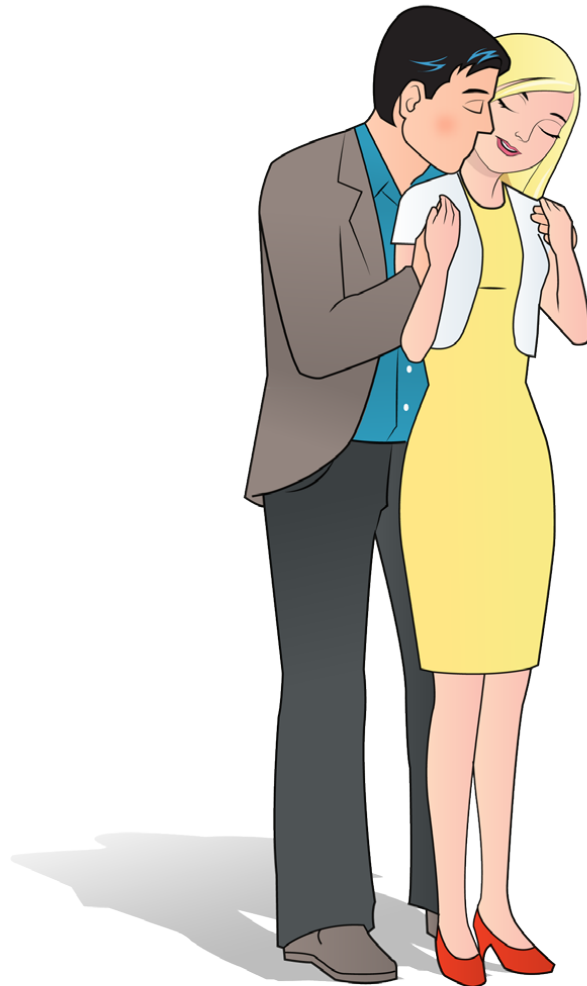


Now that you've decided on generating maximum desire, it's time to take a closer look at the future and what you aim on sending.

How do you plan your text messages? Or maybe the more appropriate question is: do you plan your text messages at all? How attentive are you to what you've written before hitting the send button? If you're a chronic multitasker, make a conscious effort to no longer text while simultaneously watching television, making something to eat, and petting the dog.

Remember: if you're trying to grab someone else's attention, what you're writing deserves your full attention.

PILLAR 2 RECAP - WHY IS TEXTING IMPORTANT?



Grabbing your dream partner's attention is one of the many reasons why it's extremely important to learn the strategic skill of expert texting. Other important reasons include:

1. It prevents you from ending up with a mediocre partner.
2. It averts boredom and the resulting temptation to cheat.
3. It provides you with a competitive advantage in the cut-throat world of dating.
4. It's a blast, and your friends will surely be jealous of your newfound romantic success.

And most importantly....superior texting creates desire and keeps it burning strong.

PILLAR 3 - HOW TO CRAFT YOUR WINNING MESSAGES

Up until this point we have been looking at the “what” and “why” of texting. Now it’s time to address the “how.”

Creating desire is tightly linked to three essential steps. When you begin making a conscious effort to create sustainable desire through your text exchanges, you’ll experience more romantic success than if you were a lone supermodel at a male sporting event.

Yes, really!

MAKE YOUR MARK - THE 3 ESSENTIAL STEPS

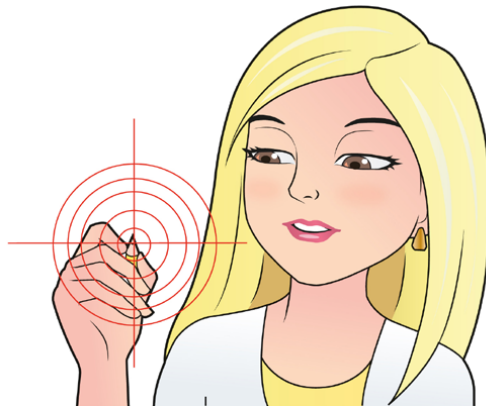
Step 1. Strategy

Step 2. Follow the Relationship Rules

Step 3. Make the Effort



STEP 1: STRATEGY



Think for a moment about professional athletes. These individuals compete for a living, which means that if they don't win, they don't have a job. And to effectively compete, they first have to formulate a winning strategy.

Sending effective text messages is no different. Most people just randomly send texts in a stream-of-consciousness manner. They follow the errant principle of throwing a lot of useless messages up against the wall, with the slim hope of finding one that sticks. In sports, this is referred to as a 'Hail Mary' pass.

Sure, on rare occasions, a Hail Mary might end up winning the game, but more often than not, it is a fruitless attempt.

Set your goal: What do you want to accomplish?

What do you want to accomplish with your messages? Are you looking to have fun, find love, or just keep your beloved interested? Decide on your goal before you send the first message.

If you're interested in learning more about crafting the perfect strategy for specific situations, then you'd probably be interested in reading the follow-up eBook, **TEXT WEAPON – French Seduction Made Easy**. This 300+ page texting bible looks in detail at various strategies, such as what you should text a potential hook-up vs. a potential life partner, how to stay mentally in control, and much, much more. It's an essential resource for masterful texting.

STEP 2: FOLLOW THE RELATIONSHIP RULES

So, what exactly are the rules for creating desire via texting? They are timing, tone, types of messages, frequency, and avoiding the desire destroyers.

A. Timing

You could meet the most perfect person in the world, but if it happens two days after a nasty breakup, the chances of this new relationship flourishing in any meaningful way are very slim. Likewise, if you receive a flirty text message from your crush at the wrong time (such as in the middle of an important meeting), the impact of the message will be vastly diminished. If, however, you received the same message during a quiet moment, when you could really savor its contents, the message's impact will be increased dramatically.

Timing is critical. Think before you send.

B. Tone

The tone of your message is the foundation on which your "house" of success is built. Do you want it to be flirty, funny, or perhaps even distant?

That's right: distant.

Though conveying a sense of distance may seem an unlikely tone to use toward someone you're interested in, it's surprisingly effective when applied at just the right moment.

If you're unsure about the tone, put yourself in their place.

Sending a message with a slightly distant overtone to a partner who seems to be taking longer to respond, or who seems to be investing less in the exchange, can turn things around and put you back in the driver's seat. Don't overuse it, though. Remember, it's important not to cross the fine line from being distant, to being aggressive.

An example of a distant message would be something straightforward and factual, yet polite, such as: "Just landed in Boston. Take care."

An aggressive message, on the other hand, would broadcast your apparent anger loud and clear: "Not that you care, but I just landed in Boston. Take care."

If you're not sure about the tone of your message, follow the golden rule of simply putting yourself in their place.

Ask yourself, "If I received this same message, would I be flattered, angry, or indifferent?" Take some time for a little personal introspection before pressing the send button.



C. Types of Messages

Repetition and familiarity breed boredom. That's why it's vitally important to vary the types of messages that you send. If you're always sending your partner the sweet, classic, PG "I miss you" texts, then occasionally mix it up with something either humorous and teasing, or slightly racy that conveys the same message, but in an engagingly different way. Here's an example:

Sweet, classic, PG message: "I miss you"

Humorous/teasing message: "It's been hard not being with you these past few weeks. Trust me, the cold showers aren't helping"

If you're interested in some creative message ideas, the follow-up eBook

TEXT WEAPON - French Seduction Made Easy contains 15 different categories with over 2,000 message templates that you can use for just about any situation. Instantly.

Always be mindful of:

- Timing
- Tone
- Type of message
- Frequency
- Avoiding the desire destroyers

D. Frequency

Calling someone far too often is a surefire way to destroy a relationship, and spamming your love interest with text messages can be just as damaging. That being said, it is impossible to give a general rule as to how many text messages you should send your partner per day or per week. It varies from person to person.

When in doubt, follow the leader. I've always found that it's best to imitate your partner's texting pattern. If they send two texts a day, send roughly the same. Watch for signs that you are over-doing it, such as one-word responses, slightly aggressive replies, or extended silence.

Think of texting like lasagna: Lasagna is a dish that takes several hours to prepare from scratch. Because of the huge time investment required, most households don't enjoy good lasagna very often. It's a special treat, but if you had it every day, it wouldn't seem so special.

Every message sent to your crush should be a mouthwatering treat, just like homemade lasagna. They shouldn't see a message from you and think to themselves, "Oh no, not lasagna again."

E. Desire Destroyers

Most classic texting errors can be summed up in one word: laziness. These include poor grammar, careless spelling mistakes, overuse of punctuation, way too many "emoticons," and entire messages written in one form of short hand or another.

It is very important to make sure each message you send contains correct spelling and proper grammar, because most people cannot help but be turned off by flagrant spelling mistakes. When your crush notices that you consistently misspell and misuse words, they unconsciously begin thinking of you as unintelligent. And unfortunately, the majority of people directly equivocate intelligence to attractiveness. So guess what? That's right; your poor texting habits have suddenly made you less attractive.

While this ingrained human programming can't be overturned, it can be avoided by implementing the following guidelines:



48 THE MASTER TEXTING REPORT

- If spelling isn't your strong suit, use an online dictionary.
- Your message should communicate your thoughts effectively without the use of twenty smiley faces or fifty exclamation marks. It takes more thought and effort to write a clear, concise message than it does to rely on these crutches. Just remember; your recipient will notice.
- The first message of the day, or the first message in a series of messages should contain a greeting and a closing. For example, throw in a creative hello such as, "hey sexy," and sign out with some form of affection such as "kisses, hugs, be good..."

In short, don't be lazy. The return on your investment will be infinitely greater if you put in the additional effort.

Put your unique sense of self into each message. Everything you send should add value, and should always be seen as a chance to set yourself apart from the competition.



STEP 3: MAKE THE EFFORT



Texting well does take some work. Committing yourself to excellence is key. You can have the best intentions, but without making the necessary effort, you will never come up with a winning strategy, or successfully follow the relationship rules. And with everything you stand to lose – or, more importantly, to gain – that would be a pity.

Never forget that when you send a text message, you're immediately the star of the show. It's an amazing opportunity to capture and hold your partner's complete attention.

Think of texting as a piano recital. If you adequately prepare beforehand by practicing religiously, then you'll dazzle the audience and keep their full attention when it's your turn on stage.

Texting is very much the same. If you're well-prepared, then what you send will keep your crush's interest much longer than the 10 seconds it takes them to read your message. Just think back to the earlier example of the wise girlfriend and her well thought out "I miss you" text. She made sure that even though she was physically thousands of miles away from her club sandwich-eating boyfriend, she was never emotionally disconnected.

It's your turn to shine and be read, re-read, and ultimately desired. Don't waste the golden opportunity that text messages represent by having your lame, poorly thought out and executed messages tossed directly into a digital wastebasket.

Take the time to think up of something clever to send such as:

- Interesting piece of news/information
- Personalized, honest compliment
- Non-offensive joke (unless you are 100% sure they appreciate offensive jokes)
- Referencing information they shared with you in the past (i.e. hobbies, favorite places, someone or something they care about)
- Future plans/dreams

Promise yourself that you will thoughtfully prepare each text message. If you are too tired, angry, sad, or indifferent to give a particular message your best effort, don't send anything. Text messages can be easily misinterpreted, so they should always be sent with attentive care. Don't be lazy; be creative.

Put your unique sense of self into each message. Everything you send should add value, and should always be seen as a chance to set yourself apart from the competition.



PILLAR 3 RECAP - HOW TO CRAFT YOUR WINNING MESSAGES

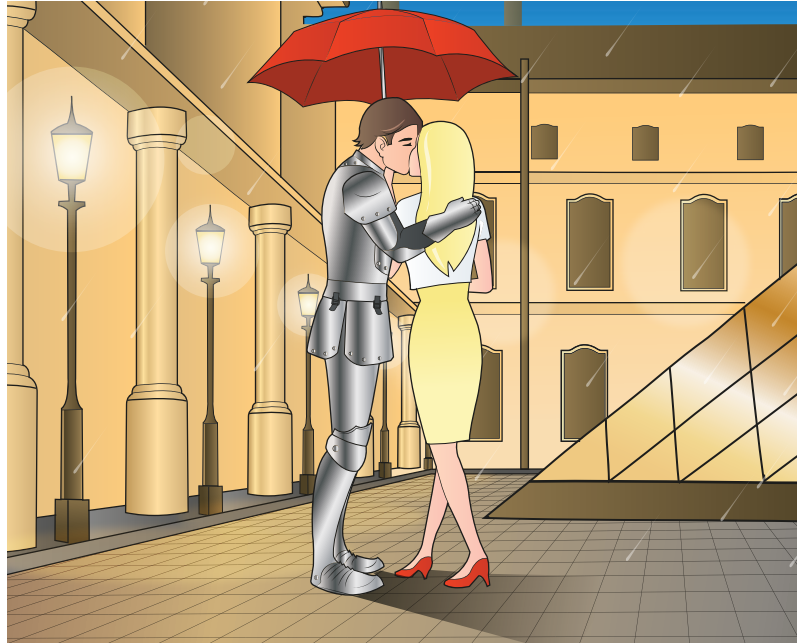


The relatively unexplored world of texting holds limitless opportunity for anyone willing to put in the necessary effort to master it. Keeping a few key principles in mind along your journey will make all the difference:

1. Strive for clarity. Don't begin until you have a clear goal in mind. Focus your efforts on creating desire in some way, shape, or form.
2. Put yourself in their shoes. Think about how you would feel receiving the same message.
3. Respect their timing. Don't text too frequently. Think lasagna.
4. Carefully choose the right tone, so your message will receive the maximum impact. Angry or exhausted? Wait before sending anything.
5. Keep your recipient entertained and forever guessing by changing up your style.
6. Never become lazy or complacent. Always make the effort to come up with interesting message ideas. Each message should contain either pertinent information or be entertaining. Remember: creativity and intimacy.
7. Most importantly, have fun!

CONCLUSION: TAKE ACTION TODAY

CATAPULT YOUR RESULTS



If you've enjoyed this introduction to the power of superior texting, why not take it to the next level?

You've already seen how effective texting can be, and some of the reasons why. Now, you can go all the way. The follow-up eBook "**TEXT WEAPON - French Seduction Made Easy**" provides over 2,000 provocative and imaginative messages that demonstrate how to craft your own little gems by bringing to your fingertips:

More than **300 information-packed pages** -- no fluff, just proven tactics and strategies from myself and other texting experts!

Example after example of real life back and forth texts that are both hilarious and hugely informative!

Action items, scenarios, time-tested tips, and lots of other educational and enlightening surprises!

www.textweapon.com/french-seduction-made-easy-video-female

Text Tool Box

TEXT WEAPON provides all the innovative tools that you'll need to begin launching your own awe-inspiring missiles of seduction. Best of all, you'll have a blast creating clever, humorous, and original messages that will tease your partner, such as, "Are you sending your messages via postal service, or are you just having a hard time thinking of something clever to say?"

After you develop your own texting skills by implementing the tips, tricks, and tactics detailed throughout our eBook "**TEXT WEAPON - French Seduction Made Easy**, you'll be simply amazed at the positive impact it can have on your love life. If you're not completely satisfied, we're offering a 60-day risk free money back guarantee. This means we'll promptly refund your money if you find the product is not what you expected.

Converting any man or woman into your biggest fan will become a breeze, even if they seem way out of your league....

And if you're in a committed relationship, then masterful texting will help you regain that playfulness, sexiness, and affinity that brought you together in the first place.

www.textweapon.com/french-seduction-made-easy-video-female

The Hunt

Even with Internet dating, speed dating, and good old-fashioned "let's meet for coffee" dating, it isn't easy to find someone who's truly worth your time and affection. So, once you find someone special, you want to do everything in your power to keep them. Masterful texting can help you do just that.

Put the odds in your favor; have classy, intelligent men or women at your beck and call! Keep your partner engaged. Texting is a fun, inexpensive, and highly effective way to capture the interest of someone new, or to re-ignite the flame of a long distance or long-standing relationship.

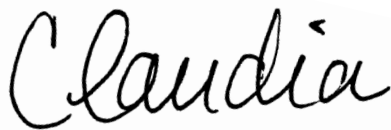
As you consider purchasing **TEXT WEAPON – French Seduction Made Easy**, please keep in mind in mind that our program comes with a **60-day no-questions-asked money back guarantee**. So what do you really have to lose, other than loneliness?

The secret to becoming a consistent winner in the modern-day game of seduction is engaging your partner in a mesmerizing text conversation. Remember, everyone loves receiving enticing, captivating texts, no matter what stage of the relationship they're in.

Give it a try and see for yourself what superior texting can bring to your romantic life. Send messages that invade their thoughts, not just their in-box.

www.textweapon.com/french-seduction-made-easy-video-female

Bisous,

A handwritten signature in black ink that reads "Claudia". The signature is written in a cursive, flowing style with a small heart-like flourish above the 'i' in "Claudia".