



THE SEVEN DEADLY SINS OF RE-ATTRACTION

Hey, this is Dean Cortez with a special report I put together for my friend Bobby Rio.

Some of you may know me already. You might have purchased one of my books or dating programs for men, or read about me on the Internet while searching for solutions to your current relationship situation.

In this presentation I'm going to give you some really important advice on how to re-attract a girl you used to have a relationship with. This could be a girl you dated briefly a while ago, and maybe she stopped returning your messages because her attraction towards you cooled off for some reason...or, it could be your ex-girlfriend who recently broke up with you, and you want her back.

I'm going to focus on some of the key mistakes that guys makes in these situations. I call them the "Seven Deadly Sins Of Re-Attraction." But first, I want to properly introduce myself and tell you why you ought to pay close attention to this. You see, there's a pretty interesting (and embarrassing story) behind this presentation.

I'm the guy who created Mack Tactics, which is one of the most popular (and proven) systems for attracting and seducing women.

I've taught thousands of guys around the world—from Boston to Brazil, from Los Angeles to London—how to attract more women, and higher-quality women.

In other cases, I coached guys on how to meet and marry the woman of their dreams. (I always felt especially proud when that happened.)

As for *own* dating life, I used to be a dynamo. I laughed at the notion of “settling down” and waking up next to the same woman every day for the rest of my life. (I thought, “why would I want to do that, when I’ve got the skills to pick up a new girl every night?”)

But then, one one day...

I got shot.

By Cupid’s arrow.

I fell head over heels for a girl named Michelle. She rocked my world. Before I knew what hit me, I was in love.



And then one day, after two years of being together...

She dumped me.

I figured she was just going through some emotional drama, and we would work things out. We’d had temporary break-ups before.

But this time, she didn’t seem interested in making up. She acted totally cold towards me. When I texted her, I’d receive a two-word reply (an hour or two later). When I called her, she wouldn’t answer her phone.

So I went to her work place and confronted her, and she told me, “I just don’t have the same feelings for you anymore. You’re a great guy, but I think it’s probably best if we’re just friends from now now.”

Now, I’ll admit, I hadn’t been the “perfect guy.”

I’d made mistakes. We’d had our arguments. It happens with all couples. We were always able to work things out (and the make-up sex was always the best...)

But now, I couldn’t believe that she was actually DUMPING me!

And she meant it.

She really didn't seem to want anything to do with me.

Had she found some other guy?! She wouldn't say anything more to me. I didn't know what was going on.

I just knew that I felt like my heart had been ripped out of my chest and run through a blender.

After that, I barely left my apartment for two months. I survived on takeout pizza, Chinese food, video games and Internet porn.

Then one night, my buddy (and former wingman) Jake showed up at my front door and told me, "Dude, get dressed. We're going out."

I tried to tell him I wasn't in the mood, but he was sick and tired of hearing my sob stories and excuses. He ordered me to take a shower and get dressed, and dragged me out the door...

We ended up at some dive bar, sitting at a table, drinking pitchers of cheap beer. I was doing my best to drown my sorrows when Jake leaned in close, looked me in the eye, and said...

"Bro, what the fuck is wrong with you?"

Jake looked pissed—like he was about to reach over the table and strangle me. (Jake is a big friggin' dude; he's the head bouncer at a nightclub in my city.)

"What's your problem?" I mumbled, looking down into my glass. I was remembering the time my ex-girlfriend and I came to this bar, and her favorite song came on, and she danced for me...

Jake tore into me: "Dean, you're supposed to be this 'dating coach' who knows everything about women and female psychology...and for the past six weeks you've been crying in your beer because you got dumped and you don't know what to do."

"You don't understand," I moaned. "Michelle wasn't like any of the other girls..."

Jake pounded his fist on the table. “But you’re the guy who figured out to ‘crack the code’ with women. The stuff in your Mack Tactics course is genius. Hell, I used *your techniques* to meet Juliet!” (Juliet was a gorgeous brunette who Jake had been dating for the past year.)

“Yeah, and I used those Mack Tactics techniques to meet *my* ex, Michelle,” I replied. “So what’s your point?”

“My point is, you were able to get Michelle attracted to you in the first place, right? She loved you just as much as she loved you. There was a time when she would have done anything for you. And if you’re the guy who is supposed to have a ‘tactic’ for every situation with a woman...there *has* to be a way for you to *re attract* her and get her back.”

Suddenly, I experienced a “moment of clarity.”

I slowly looked up from my pathetic, drunken stupor.

Jake was right...

After all, I’d proven (to thousands of my students, and with the many women I’d personally been with) that there is a set of tactics and techniques that any guy can use to flip a woman’s “attraction switches.”

So what if I could “reverse engineer” these same tactics and techniques, to learn how to make a woman feel re-attracted to you again, after a breakup?

After months of research and study, and interviewing many other top dating experts and relationship counselors, the [Ex Back Experts system](#) was born.

When I used these methods on my ex-girlfriend Michelle, she wound up practically begging me to give our relationship another try...even though she had refused to speak to me for weeks, and I’d heard she was now dating some rich douche bag.

Ultimately, even though I was still massively attracted to Michelle in a physical sense, I decided it was best that we didn’t get back together as a couple.

I'm now very happy in my current relationship. In my case, the Ex Back Experts method helped me to bring my confidence back and make the right decisions for myself.

I just want you to know this...

I've been in your shoes.

I know the emotions that are churning through your brain right now. Frustration, sadness, confusion, regret...

And here's the good news:

The more carefully you follow the steps in the Ex Back Experts system, the better your chances of re-igniting your relationship with her.

This program has helped thousands of guys around the world to get back the women they love. The guys who *fail* are the ones who allow their emotions to control their actions and can't stop themselves from making **7 Deadly Mistakes**, which I call "**The 7 Deadly Sins Of Re-Attraction**"...

THE SEVEN DEADLY SINS OF RE- ATTRACTION

- 1. Taking Desperate Measures.** You need to accept the fact that you're not going to get back with her today, or tomorrow. Doing this the correct way—so that she not only comes back to you, but enters into a new relationship with you that is better than before—is going to take some time, and some strategy.

There are several reasons why you need to take some time to cool down and work the right steps. First, if you just went through the breakup, you're not in a normal state of mind right now and if you text her, call her, hit her up on Facebook, or (God forbid) track her down and try to talk to her face-to-face, you're going to say the wrong things and push her further away. This type of behavior makes you look needy and desperate, which are

attraction-killers and only reinforce in her mind that she did the right thing by leaving you.

In order to *attract* her back to you (so that she begins to obsess about being with you again), you've got to take some time to "plant seeds" in her mind, about your attractive qualities and the special times you shared with her, and about how much she is losing by not being with you. This also has the effect of "wiping away" the negative feelings she had towards you and replacing them with positive ones.

We call this technique the **Negative Emotion Neutralizer**, and in the Ex Back Experts system you'll learn how to use it on her by following a few simple steps.

You also need to give her some time to miss you. In the Ex Back Experts system, you'll learn how to plant the right emotional seeds and use the Negative Emotion Neutralizer in a stealthy way, so that she never even realizes that you're trying to win her back.

The final reason why you've got to give her a bit of time is that when you see her again (and if you follow our method, *she'll* probably be the one who suggests meeting up), you want her to see an upgraded, "2.0 version" of the guy she used to be with. We'll show you how to make this upgrade so that you'll be highly attractive to her when she sees you again. But in order for this transformation to be believable, you do need to stay away from her for a period of time.

Don't worry, this won't take long to pull off. Other books that teach "how to get your ex-girlfriend back" often have a strict 30-Day "No Contact" rule—meaning, you must stay completely out of contact with your ex for at least 30 days before trying to reconcile with her.

I don't agree with this time frame. 30 days is enough time for her to move on and become emotionally attached to another guy. With many of the students I've successfully coached after a breakup, 2-3 weeks is enough time to carry out my strategy.

And if this is an ex-girlfriend from your past who you haven't been romantically involved with for a long time, then you can start following the steps in the Ex Back Experts system immediately, and get her back in your arms (and in your bed) in less than a week.

2. Trying to defeat her emotions with logic. Understand this: men are logical creatures. Our actions are driven by decisions that we feel are logical. Women, on the other hand, are driven by their emotions. So when a woman breaks up with you, or stops wanting to see you, it's because of certain emotions you made her feel (or *didn't* make her feel).

When I teach guys how to attract and seduce women, I explain to them the concept of "emotional triggers" and how certain words can cause emotions in women. You're not going to logically convince a girl that you're "right" for her. A guy can have all of the qualities that a girl tells her friends she is looking for in a man: tall, handsome, has a lot of money, etc. But if that guy doesn't make trigger the right emotions in her, she's not going to feel sexually attracted to him.

Want an example of how powerless women are over their emotions? Consider the attraction that women instinctually feel towards "bad boys," including guys who they know are creeps, cheaters and users. Women say they want to meet a "nice guy," but then go and sleep with guys, and get hung up on guys, who are the opposite of that. It's not a logical decision on their part. Bad boys trigger certain emotions and feelings that women crave, the way an addict craves drugs.

This is biology. Women are simply hard-wired this way--the same way we, as guys, are hard-wired to go for a girl with a pretty face and amazing tits.

So how does this tie into winning your ex back? Well, it's simple: making her feel attracted to you again, and making her *want* you even more strongly than when you first got together with her, is a matter of pushing the right buttons and flooding her brain with the right emotions. If you do this correctly, it overrides all of the reasons why she told herself she had to stop seeing you.

If you're fresh off of a breakup, and all you can think about is getting her back, your instinct is to try to use logic to state your case. You want to deal with facts and reasons. You want to know why she cooled off towards you. You want to explain to her why you're the guy she ought to be with. And if she's dating someone new, you probably want to tell her why that jerk is all wrong for her.

But her *emotions* run the show, and when you take this approach you seem needy. (Which is the opposite of "bad boy" behavior; one of the key reasons why women chase bad boys is because they're indifferent. Bad boys have plenty of sexual options and don't chase women.)

So in the Ex Back Experts system, you'll learn how to add a bit of a "bad boy" edge to your attitude and personality. You won't act like a jerk, but you will frame yourself to her as a guy who has options, who has other things going on in his life and doesn't *need* her.

Of course, if you *only* act indifferent and aloof and do nothing else, you won't give her any reason to come crawling back to you. She'll simply forget about you and move on. This is why you're also going to use the Negative Emotion Neutralizer strategy to push the right emotional buttons and triggers—to get her feeling regret over the breakup, perhaps a bit of jealousy (when she finds out you've been hanging out with other women), and *missing* you because she'll remember the good times (and forget the bad stuff).

- 3. Obsessing about the breakup and not making "upgrades."** In this post-breakup phase, staying active is key. Get out of the house. Exercise. Hang out with your buddies (and re-connect with any friends you stopped hanging out with because you were always with your girlfriend.)

Get involved with some new activities. Or re-discover a passion you used to have, but put aside because you got busy with your relationship and over things. (In my case, it was dusting off my guitar and re-dedicating myself to being a badass guitar player.)

Make it your daily mission to upgrade yourself, your social life, and your overall lifestyle.

When you follow the steps in this program, pretty soon you're going to be sitting down with your ex, face to face... and at that point, you need to be able to show her that you're living a busy, fun lifestyle without her. You want her to see that you have *passions* that don't include her.

Keep in mind, men who are passionate about their interests and goals are attractive to women. Whether it's surfing, writing, launching your own business, playing an instrument, or charity work, your passions also make you a more interesting, well-rounded person.

On the other hand, guys who allow their relationships to define who they are, and go through a monotonous daily routine rather than having a clear sense of purpose...some type of mission...that makes them feel excited and inspired...well, it's easy for a woman to lose interest in this type of man.

Having passions and being able to display this to your ex is a key part of the Re-Attraction process. The bottom line is, it's sexy to a woman, because she knows you have the capacity to be passionate towards *her*.

Also, one of the best ways to take your mind off of her, and build the new, more attractive "2.0 version" of yourself, is to get out there and start meeting new women. This is why the Ex Back Experts system also contains a "crash course" on talking to women and building connections with them. (If you'd been in a long-term relationship, your skills in this area might be rusty— or you might have never been confident about chatting up women to begin with.)

So even though right now, you might be focused on winning your ex back and aren't interested in dating or having sex with anyone else, it's important for you to meet some new women—whether it's by using an internet dating site, or hitting some bars and clubs with your friends. (And hey, you never know—you might "upgrade" by finding yourself a new girlfriend who puts your ex to shame!)

Your confidence needs a boost right now. You need to be aware of the fact that you're a fun, interesting guy who women find attractive. Your breakup might have you feeling lower than worm shit right now, and one of the fastest ways to cure this is for you to have some positive interactions with new women. If you're still determined to get your ex back, you'll now be in a much stronger position to do so.

4. Not “getting real” with yourself about WHY the breakup

occurred. Women rarely tell you the real reasons why they broke up with you, or why they stopped returning your phone calls. Again, this goes back to the fact that they are ruled by their emotions. If you came across as a wuss—always deferring to her to make decisions, wanting to spend every free moment with her, acting jealous of other men, etc—then you made her feel that you weren't a man who could provide her with the safety and security she needs. (I'm talking about *emotional* safety and security here, not being physically able to kick some guy's ass for hitting on her.)

So in the [Ex Back Experts program](#), you're going to learn how to play “detective” and take an honest look at why your relationship really died. You'll be able to figure why she “checked out” on an emotional level. Once you get back with your ex, this will allow you to avoid those same relationship problems in the future.

Remember, the goal isn't just to get her back; it's to have an even stronger relationship with her than before. A relationship in which she feels bonded to you and 100% committed, so that the thought of leaving you for another guy never crosses her mind. But in order for you to have this with her, you'll need to identify some of the *wrong* emotional buttons you were pushing before. We'll give you checklists and everything else you need to handle this step.

5. “Just being friends” with her. Do not allow yourself to slip into a “friendship” with your ex, where you wind up listening to her problems, providing a shoulder to cry on, and acting like you are helping her through the breakup. You don't want to help her through

it! You want her to miss you and want you back—not just your friendship, but the sex, the intimacy, everything.

If you give her this type of emotional support, you're giving her no reason to need you as her boyfriend. (Be sure to read the section in the Ex Back Experts manual about the guy who turned into a "Cuddle Buddy"...it's painful just to read it!)

6. Trying to use mutual friends to get the "scoop" on your ex. You might be tempted to ask your mutual friends (the friends you shared with your ex) about how your ex is doing, if she's been dating anyone, etc.

These mutual friends are a direct pipeline to your ex. You should assume that they will report anything you say to her. If they see that you're miserable and desperate to get back with her, they'll let her know this—and it will hurt your chances of reconciliation. On the other hand, if your mutual friends observe that you're positive, upbeat and appear to be doing great without her, your ex will hear about this, too—and it will make her wonder whether breaking up with you was a mistake on her part.

So during the No-Contact phase, if you encounter any friends who you share with your ex, and they ask how you've been, be upbeat. If the subject of your breakup comes up, speak about your ex in positive terms: "I think it's the best thing right now for both of us, I care about her and I want her to be happy."

Mention that you went out on a date recently, or that you met a really cool girl. (This could simply be a girl you chatted with during a night out, or someone you met online.) This is a powerful message to relay to your ex: you're not moping around your house and waiting for her to call, you're back on the dating scene and moving on with your life. This will trigger her fear of loss and possibly make her start questioning whether breaking up with you was the right move.

Another way to let your ex know that you're enjoying an active social life is to make some "ambiguous posts" on your Facebook account. When you go out with friends, take some pictures. Upload a pic of you and a sexy

bartender chick and post something like, “Murphy’s Pub rocks on Thursday nights. Watch out for Rochelle, she makes the strongest Jack & Cokes in town.” (Or it could be a cute waitress, some random girls you end up chatting with, etc.)

You don’t want to overdo it and make it look like you’re out whoring around with a bunch of different girls. Be subtle; your ex is going to see these posts, and they should make her wonder who these women are that you’re spending time with (and who seem to be into you). In the Ex Back Experts course, we’ll give you a bunch of Facebook tactics for planting the right seeds in her mind.

7. Not following a strategy. Right now, you’re in a highly emotional state, and as I said earlier, one of the BIGGEST mistakes you can make is “going with your gut.” Re-attracting your ex and hitting the “reset” button on your relationship requires you to follow a *counter intuitive* plan.

In other words, you’re not going to do what every other guy does in these moments of desperation—apologizing profusely, groveling for another chance, checking your phone (and her Facebook profile) every two minutes, and so on.

If you simply “wing it” and don’t follow a proven strategy, there’s always a chance she *will* give you one more chance. But on an emotional level, her feelings towards you, and the relationship, haven’t really changed. She’ll still have her doubts, or resentments, or whatever other negative feelings led to her leaving you.

I saw a study that said 80% of couples who break up and get back together, break up again within three months. This is generally for two reasons.

First, they never “patch the leaks” in their relationship, and so the same old problems keep coming up. (She might not tell you about some of these problems; there might be aspects of your personality that make her feel uncomfortable or unappreciated, and she’ll just break up with you, or stop talking to you, rather than explaining her reasons for doing so!)

The second reason is, the man never *re-attracts* her. If she made the decision to break up with you (or stopped answering your calls or texts), it's because she *lost the attraction* she felt towards you in the beginning.

Begging her to take you back, or trying to make her feel sorry for you, are signs of a needy, insecure man—and this is terribly unattractive to women.

You need to *re-ignite* that attraction she once felt for you. You can take the spark she felt for you in the beginning and turn it into a roaring fire. The Ex Back Experts system will show you how.

[Click here and I'll show you exactly how the Re-Attraction process works,](#) and how you can use the Negative Emotion Neutralizer to “wipe the slate clean” and magnetically attract her back into your arms...and into your bed.

Right now, the clock is ticking. With each passing day, her positive memories of you (and thoughts of a possible reconciliation) are fading, and the chances of her becoming emotionally attached to another guy are growing.

So what are you waiting for? Click the link below and let's get started:

[Click Here: The Ex Back Experts System EXPOSED](#)

Your Wingman,

Dean Cortez

