

THE OBSESSION

FORMULA

HANDBOOK



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About the Author

Well hey there mate!

Welcome to The Obsession Formula Handbook!

For those of you who do not know me, I am Adam Lyons. I am a professional dating coach and internationally recognized as the #1 Pick-up Artist and #1 dating coach in the world.



More recently, you probably recognize me from the news story about me and my lovely two girlfriends that went completely viral across social media. It's a rough life I tell ya! ;)



Now, that you know all of that, you probably would think that I was always great at attracting women, right? Think again!

When I was 15 years old, I was voted by my high school class mates as “least likely to ever get a girlfriend.” This was a wake-up call for me. I knew that if I didn’t make some pretty big life changes that I would probably be alone forever.

It was around that time I decided to dedicate my life to the science of attraction and the psychology of the female mind. In the last 15 years or so, I have learned just about everything there is to know about attraction, sexuality, devotion, love and seduction. As a result, I have become one the world’s leading authorities on attraction, seduction and female psychology as it pertains to sexual desires.

The most important takeaway from my life story is that it truly does not matter if you are fat, bald, old, ugly, broke, or worst of all, voted least likely to get a girlfriend amongst your peers. Everything you need to know about attracting women and what it is that women find attractive can be learned and some of those secrets are in this handbook.

I hope you enjoy this report I put together for you. I whole-heartedly believe The Obsession Formula is the most well-round and practical dating product on the market. If you are interested in learning more, please check out our official website!

[>>>The Obsession Formula Website <<<](#)

Cheers,

Adam

What is The Obsession Formula?

Well, to be fair, it should really be called “The Obsession Formulas” because I have found that there are actually three different formulas that trigger intense sexual desires and attraction in women.

And the best part about these Obsession Formulas is that it doesn’t matter what SHE wants it matters what YOU want.

We are able to trigger the situation that works best for our needs based on the type of relationship (or relationships! ;)) that we want.

Here is a quick overview of the three different fantasies you can trigger in a woman if you use the right techniques.

The Devotion Fantasy

If you wanted a loyal, loving girlfriend, then you would want trigger her “provider receptors” and use certain tricks that show her that you are the ideal companion for her. With this fantasy, she will do anything to be around you and to be your best friend.

The Chasing Fantasy

If you are more the type of guy who wants to play the field a bit, this requires you to act a bit differently. Here you would want to exhibit the qualities that women find irresistible so that she (and many others) have no choice but to chase you.

The Temptation Fantasy

Lastly, once you have your ideal relationship or relationships set up, the Temptation Fantasy teaches you how to bring out a woman’s wild side. I am talking about the freak that lives inside of her but she will only reveal it to you follow the right set of steps.

Which Fantasy is Best for Me?

For me personally, when I was younger, I used concepts from the chasing fantasy because I liked being with multiple women and just letting the women come to me. Now that I am older, I used concepts from the Devotion Fantasy to obtain two loving, and loyal girlfriends. Throughout my entire life and across all my relationships I use concepts from the Temptation Fantasy to bring out the best sexual experiences with my significant others.

The Devotion Fantasy



The Devotion Fantasy

The concepts taught in the Devotion Fantasy will get a specific woman to become devoted to you and treat you like a king.

This theory is inspired by the ancient princess Helen of Troy. Known as “the woman whose face launched a thousand ships,” she was known for being an intense romantic who would do anything for a man that she loved.

Oxytocin: The Love Drug

The science of attraction through the Devotion Fantasy theory focuses heavily on a chemical that is released in the brain during enjoyable social interactions; this chemical is known as Oxytocin.

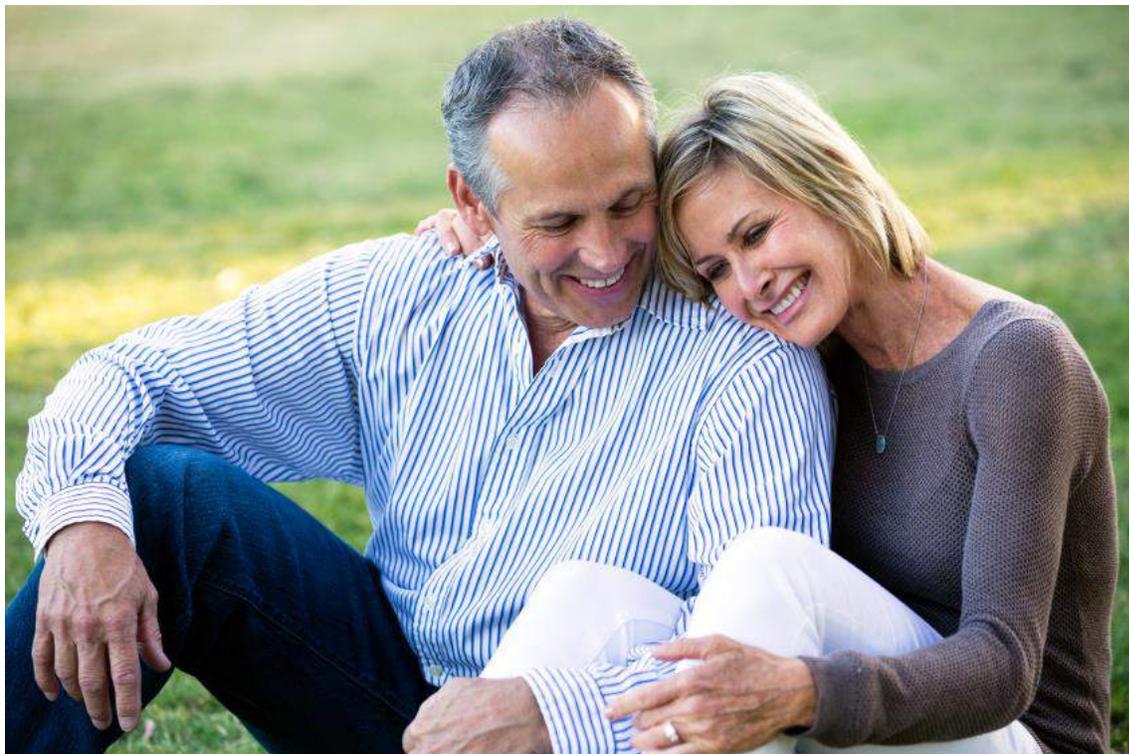
Oxytocin is a chemical that is released while feeling loved or in love. This can impact the brain to where it will make the person feel excited and thrilled to simply be around someone. For example, if somebody gives you a high five or a hug, this releases Oxytocin in your brain. (Now you know why they say “love is a drug!”)

Personally, I always make an effort to have a simple physical connection with every person I meet whether it be through a handshake if I just met the person, a high five for an acquaintance or a hug for somebody I know quite well. These socially accepted acts of physical contact will release Oxytocin in the brain and chemically create a stronger connection between me and that person.

While both men and women release Oxytocin, this chemical is much, much more prevalent in women because women have to bare children. When a woman gives birth to a child, a large dose of Oxytocin is released in her brain. The release of Oxytocin during childbirth is a evolutionary mechanism which will prompt her to develop a strong sense of love and attachment to her child, and hence, increasing the child’s chances of making it to adulthood to reproduce pass on these favorable genetics.

If you want to have a loyal, loving girlfriend, then there are a few ways to trigger this chemical response in a woman so that she builds a level of attachment with you.

Application of the Devotion Fantasy



Escalating your Connection with a Woman

A man can get a woman to release more Oxytocin when he focuses on four particular actions:

1. Laughter

Laughter can be utilized to make a woman feel attracted to a man. By making her laugh, it will become easier for her to feel love as the Oxytocin is released within the brain. If you are more of a serious person and it is hard for you to make a girl laugh within the first few dates, then sharing laughter has just as strong of an effect. Maybe take her to an open mic night at a comedy club or watch a funny movie together. The key point is trying to find humor in the same ways she finds humor and sharing that laugh together. It is sharing the funny moments with her that matter and laughing together shows “we are on the same page” and this prompts a stronger connection with you.

2. Conversation

Conversation is important as well. Remember, it is always better to be INTERESTED than INTERESTING. Listen to her and ask thoughtful follow up questions. Be the person she can confide in when she is having a bad day.

3. Smile

A genuine smile around a woman is critical. A warm and inviting smile on its own can induce the release of Oxytocin in a woman as it makes her trust you more and hence feel more comfortable around you. A smile seems so simple but it can make a difference between if a woman is comfortable having conversation with you or not.

4. Intimacy

As long as a woman is comfortable with you, intimacy can be a great way to continue to build a strong bond between you and a woman. When I say intimacy, I am not necessarily referring to sex. Intimacy can come from a good massage, cuddling, kissing, a hug, wrestling, etc. Intimacy is an extremely effective way to build a strong relationship with a woman but the most important factor to keep in mind is the level of intimacy has to match the level of comfort the woman has with you. If it's the first date, in most cases a hug or maybe a kiss is as far as you want to go. If it's the third date, letting her know you give great massages over dinner and then starting with an over the clothes shoulder

massage later in the night is a good tip for escalating the situation in a cordial way.

The Ease of the Devotion Fantasy

The great thing about the Devotion Fantasy is all women are born with this fantasy implanted in their minds. If the right man comes along, they are biologically wired to give up every single thing that they've done or worked for just to be with him.

Because women have higher level of Oxytocin than men do, is typically easier for a woman to respond to actions of attraction. If you are able to trigger the releasing of Oxytocin throughout your relationship, then the woman will feel an intense attraction to you.

A Simple Tip for Beginners

The Devotion Fantasy can be easily triggered by using one very simple action. In particular, the Devotion Fantasy can start up by first offering compliments. A compliment is used to improve the flow of Oxytocin while also finding out if a woman is really interested in you and wants to be around you.

If you need practice with this before you try it out on that special someone, give a few compliments to your friends or even random people you meet on the street! Practicing giving out compliments is a great way to develop the courage to eventually give one to that special someone. You will also find that giving out compliments can help you be more social and appreciative of the small things in life. You may feel awkward at the start, but you will eventually become used to giving out compliments to women.

You will notice that this simple action not only triggers the flow of Oxytocin in other people but also in yourself as you will feel good about what you are saying to other people. This in turn creates a strong feedback loop that will often entail a woman responding to you in a positive light.

A good idea for a compliment is to make a positive assessment of someone. It can entail a good outfit or other nice accessory that she has. It must be something that she has put some kind of effort into or something unique about her that she is likely proud of.

Here is an example of a good compliment:

Let's say a friend has an extremely tidy and well decorated living room. Clearly, they put a lot of time and effort into making the living room look great and they are probably very prideful of it.

You could say something like “Wow! What a beautiful room, I feel like I am in a picture from pinterest! How did you come up with all of this??”

What a great compliment!

This shows how observant and genuine you are noticing and commenting on the room. You have even added a question at the end to find out more about the person and strike up conversation.

Bad example - These probably go without saying, but try to shy away from complimenting anything that is generic about the person or something that isn't unique to that person. For example, if a woman simply put her hair in a ponytail and didn't put much thought into it, saying “Your hair looks great!” would probably not be the best compliment. She might even think you are being sarcastic which would really backfire.

Oh and this probably goes without saying as well but don't say “you look hot in that dress” or “hey sexy.” This will probably just turn the girl off to you and is a sure way to get you in the “creep zone” right away.

Keep it genuine, sincere and most importantly look for something about her that she either put a great deal of effort into or something really unique about her that she is likely proud of.

I hope you found these techniques about the Devotion Fantasy helpful. If you want to learn more about this fantasy please visit our official website by clicking here!

[>>>The Obsession Formula Website <<<](#)

The Chasing Fantasy



The Chasing Fantasy

The thrill of the chase can be exciting, especially if she is chasing you! The chasing fantasy focuses on what qualities women desire so that she finds you so irresistible and does all the work, so you can kick back, relax and enjoy the show!

How to Trigger the Fantasy

The key part of triggering this fantasy in a woman's mind is to convince her that you are the one man that she needs in her life more than anything else. It's about having her see that you're the best option for her and there is no other guy quite like you.

Note, this is completely different than the Devotion Fantasy because the Devotion Fantasy focuses on building a connection with a specific girl. The chasing fantasy is portraying yourself as the perfect candidate for her.

Perfect Male Qualities

The following is a list of qualities that all women are subconsciously looking for in a man. In order to get her to chase you, you must exhibit at least some of the following qualities:

- **Experience in Life:** Having a variety of life experiences makes you much more appealing to a woman. Not only will she be attracted to your wisdom but she will be attracted to the fact that you can show her new things in life and challenge her to be a better person throughout the relationship. Let's not forget that an interesting life makes for more interesting conversation!
- **Social Acceptance:** You don't need to have a lot of friends, but, you do need to have great relationships with at least a few close individuals. If you are close with other people then she will desire your companionship as well. Her primal brain will say "other people like this guy, I probably will too."
- **Sexual Desire:** Sex is an obviously an important aspect of all intimate relationships. She wants to know that there will be a future of great sexual experiences ahead of her.
- **The Protector:** Perhaps above all qualities, women want a protector. Fortunately, we now live in a day and age where this does not mean the ability to fend off opposing tribes and man handle a sabertooth tiger. In today's terms, this simply means being a

thoughtful and caring individual. Somebody who will take care of her when she is sick, listen to her if she has had a rough day, and pick her up if her car breaks down.

- Well Kempt: Women want a guy who cares about his appearance. This doesn't mean you can't "own" your own personal style or that you need to be super clean cut. It just means whatever look you decide to go for, you need to own it. If you are a lumberjack or fisherman, own the look. Wear flannel, but make sure your clothes are washed and ironed. Keep your beard, but make sure it is well trimmed. Wear work boots to the bar, but don't track mud everywhere you go. You probably won't believe this, but my closest friend who picks up the most chicks wears basketball shoes and athletic shoes out to the bar, but, he OWNS it. He wears what he is comfortable in and he keeps himself looking clean and well kempt.
- Spontaneity: Women want to be challenged and excited every day. They want something to brag about with their friends/co-workers. They want an exciting life. Ignore her texts for a few hours and then text her "sorry, just got back from cliff jumping with my friends and didn't have my phone... how was your day?" (This hits both spontaneity AND social proof because you were with your friends)
- Passion: Last and certainly not least, is passion. You know how I have said many times how it doesn't matter if you are old, bald, fat, or broke? Well, that's because it's TRUE... as long as you are on the rise and have a purpose in your life. If you drive a 20 year old Pontiac Bonneville that is held together by bungee cords and duct tape, IT DOESN'T MATTER as long as you are fueled by a purpose... as long as you KNOW you are going to be a success and are putting in the work to do it... women find this IRRESISTABLE. This is why women find the "struggling artist" so appealing in all the movies. This archetype of a character SLEEPS IN HIS CAR! And women DROOL over him...think about it... 😊

Application of the Chasing Fantasy



A Practical Application

If you start exhibiting some or all of the aforementioned qualities then women will truly find you irresistible.

Put yourself in a girl's shoes for a minute here.

Imagine being an attractive woman and knowing for certain that almost every single guy would be willing to have sex with you if you asked them to. Now imagine you straight up tell this girl "I think you are really cool, so it would probably be best if we didn't hooked up because I don't want to ruin this friendship." What do you think that would do to her? Well it would drive her CRAZY! Every guy wants to bang her... except you??

(P.S. Yes, this line works extremely well, especially at the end of the night, I sometimes say "I think you are awesome, and I want to invite you back to my place to have a drink on my balcony but only if you promise me we won't hook up because I think you are super cool and I don't want to mess anything up, deal?) (P.P.S – another line I sometimes use is I tell the girl we can't hook up because I am on my period... It always gets a good laugh!)

That was your first tip in this section ;) here are a few more.

Social Acceptance Tip: Let's just say you are the least popular guy on the planet and have two friends and two people in your immediate family. It doesn't matter. As long as you talk about your friends and family a lot, then she will never know the difference. You can insert these cues really simply in casual conversation.

- Getting her number: "Hey, I think you are gorgeous and I am going to be kicking myself for the rest of the night if I don't ask for your number, **my friends and I are about to take off so I gotta run** but before I go, do you think I could grab your number?"
- The First Date: "When is a good night for you? I have volleyball on Wednesday and I told a few buddies I would catch a movie with them on Friday, so would you want to grab drinks on Thursday or Saturday?"
- Talking/Texting Regularly: "Good morning! I am heading out with a few buddies to play a round of golf, but let me know if you want to grab a drink after!"

See all the difference that makes? You are a man with options and a good social circle. This tells her that you must be a cool guy!

Passion Tip: For the vast majority of girls, a passionate guy is the most desirable quality in the man. (if you don't believe me, just google it!) The best personal example I have of this is my buddy who worked for NASA. He wasn't good looking, funny or muscular. But, he was so effing passionate about his career and NASA's missions that every girl just loved him. He knew exactly what he wanted to be and where he wanted to go in life and he hooked up with a lot of girls for that reason.

Now, you don't need to work for NASA to show a woman that you are passionate about life. It can be a hobby, a side job, a dream, or a project.

For a hobby example, another good friend of mine did stand-up comedy. He was terrible, but, he was passionate about what he did. As soon as girls found that out and he told them "yea, its just something I do on the side but I just think life is too short and I love making people laugh and forget about their problems even if for just 30 minutes."

Man that line cleaned house.

Girls would ask him SO many follow-up questions.

Find something you like, a hobby, a project, a dream, ANYTHING and be ready to speak to it when conversation goes beyond the surface level stuff it will go a long way.

When you do get that opportunity to speak to your passion, be very animated and... well... passionate about whatever you feel your purpose is in life.

If you don't have anything at all you are passionate about in life, then figure that sh!t out before trying to bring a woman into the picture because women want a guy with purpose... and you want to be a man with purpose, so get on it!

Chasing Fantasy Conclusion:

I hope you enjoyed these tips and tricks I shared with you regarding the Chasing Fantasy. If you want to learn more about this fantasy please visit our official website by clicking here!

[>>>The Obsession Formula Website <<<](#)

The Temptation Fantasy



The Temptation Fantasy

The third and final fantasy to explore is the Temptation Fantasy. This fantasy is meant to allow a woman to feel her most deep rooted sexual fantasies around you with you as “the subject.”

Contrary to popular belief, women have vivid sexual fantasies just like men have. The major difference between male and female sexual fantasies is that men usually fantasize about having sex with many different women while females have all of their sexual fantasies fulfilled by one man.

All women have these sexual fantasies, but bringing “the freak” out of a girl all depends on how comfortable she feels around you.

Application of the Temptation Fantasy



Comfort = Kinky:

The more comfortable a woman feels with you the more willing she is to bring out here wild side at a later time.

Here are some tips for making her feel comfortable:

- **No means no:** Be a man who takes action and makes the first move. If she doesn't like the advancement, then back off. If anything happens, let it be her decision for that night. Note that this does NOT mean do not make a move. Women are attracted to a guy who takes action, but the moment she is not comfortable is when you need to back off.
- **Compliment her:** All people are self-conscious, especially when it comes to being completely naked and vulnerable around another person. If you get to the point where she has taken off at least some of her clothes, give her a compliment so she isn't self-conscious. I will spontaneously say, "damn your body is kinda really amazing." They will usually respond with a self-deprecating comment like "oh I put on a few pounds in the last year..." to which you can respond something like "I love it! I am super attracted to curvy girls, whenever I see a skinny girl I just want them to eat something! :P "
- **Tell her you aren't hooking up:** If you haven't hooked up with her yet and you are still getting to know her in the first few dates a really good strategy to make her feel comfortable is to tell her that you are not going to hook up with her that night. Now, I know that I told you about this in the Chasing Fantasy, but the same line is effective for a different reason. Now let's take the same exact line I taught you earlier:

"I think you are really cool, so it would probably be best if we never hooked up because I don't want to ruin this friendship... besides, I am on my period so it wouldn't work out tonight anyway"

The magic of this line is that it takes all of the pressure off of her and makes her feel extremely comfortable around you. She trusts you. Saying a line like this, she will trust you a lot and more often than not, this will lead to sex. (In fact, this line for me has close to a 90% success rate)

Quick success story: I was out with a few friends for the 4th of July a few years ago and I was introduced to a super cute, petite girl that was acquaintances with my buddy in college. I had never met this girl before and we didn't have a ton in common, but we

ended up hanging out the entire night, bar hopping around town.

By the end of the night, we discussed going home together. This was a lot for a girl who was half my size to consider. So I pretty much told her “listen, I am not trying to hook up or anything, I think you are really cool and we have mutual friends so that might be weird, would be awesome to keep hanging out though!”

Sure enough, we went back to her place. Right as we are walking into her room I tell her one more time “Remember, we aren’t hooking up!” (This time I said it very playfully, and not very serious)

That drove her CRAZY.

She turned off all of the lights and when I got in bed, I quickly realized she was completely naked. We started kissing and she immediately started ripping my clothes off.

The rest is history, but let me tell you, she was a total freak.

The point here is that I allowed her to be a freak because she was so insanely comfortable with me. When I told this girl who was half my size that I wasn’t interested in hooking up with her, she felt extremely comfortable with me and felt I was a trustworthy suitor for a hook up that night. This leads into my last point...

- **Keep it a secret:** Even the biggest of freaks don’t want the world to know about it. In the story I just told you about, another reason the girl was willing to unleash her wild side is because we only had a few acquaintances as mutual friends. It wasn’t like after she hooked up with me that I was going to be able to tell her family or her coworkers or anything like that. She could go back to being exactly the same, cute, sweet, innocent girl everybody loved at the office and around her friends and family.

Now, this is just a byproduct of having that trust with a girl. She does NOT need to be a random hookup in order for her to unleash her inner freak, she just needs to know you aren’t going to tell the whole world. Build up her trust by having her tell you really personal things about her and assure her you won’t tell a soul. If she trusts you with the smaller stuff, then she will definitely trust you with the sexual stuff.

Final Tips and Tricks:

- The buildup to sex is very important. Listening to her and having a great night out together followed by slow, gradual foreplay is the key to any woman becoming

extremely sexual and comfortable with you.

- The woman's body is supposed to be the main focus of sex. Take breaks during the romance and confidently ask how everything is feeling. If you go down on her, ask her how it feels, ask her if she likes it slow, or fast, hard or soft. This will go a long way in her feeling comfortable later on revealing her deepest sexual fantasies.
- Remember, women know that they are capable of sleeping with any man they want. Telling her “no not tonight” will just give her a challenge and a dangle a carrot at the end of the stick, don’t worry about messing it up.
- Always make her feel safe and protected. Be a man and make the first move, but also make sure the sex is on her terms.
- Talk about sex with her. Find a non-awkward way to bring it up. Say something like “my roommates are such pervs, Tom told me he watches hardcore porn for 3 hours every single day!” Gauge her reaction. If she laughs or reacts somewhat positively, you can follow up and say something like, “Is that weird? Should I judge him for that? I mean everybody watches porn at least a little bit, right?”

Conclusion

I hope you have enjoyed everything you have learned in this special report!

The main point of all of this is that the art of sex and attraction is not as hard as you might think it could be.

And most importantly, it truly does not matter if you are ugly, old, bald, fat, 3 feet tall, broke or unemployed.

I know we only scratched the surface here, but if you are interested in learning more, please check out the official Obsession Formula website by clicking here!

[>>>The Obsession Formula Website <<<](#)

The Obsession Formula program has some of my most profound and coveted secrets and I know you will absolutely love it if you give it a try!

Go forth!

Adam