



Profile Magic

By Race dePriest



What I learned in Vegas
didn't stay in Vegas...



Profile
Magic
By Race dePriest



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About the Author

Hey, Race dePriest here.

If you've read some of my stuff before, glad to have you here :)

And if you're just hearing my name for the first time, well also glad to have you here :)

Either way, what I'm going to share with you in this report is going to blow you away. It's the result of the last five years of my life, countless hours of trial and error, successes and heartaches...

...and literally *thousands* of women.

Now before you starting making comparisons to Russell Brand or Wilt Chamberlain, the answer is no, I haven't *slept with* thousands of women.

But when it comes to choosing hot girls to spend time with, well, I've got it down to a bulletproof system. There's not been one evening in the last two years when I've been lonely or without female companionship when I want it.

And this all happened without going out night after night and opening "set" after "set". There's no need for "mastery" of some complicated pickup methodology, and I haven't had to work to "get calibrated". There's no "inner game" work and I haven't had to develop the most awesome lifestyle ever.

Of course, this flies in the face of just about *everything* I knew about what it took to meet women.





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If you'd told me that I could have this many women in my life - to date casually or to be in a relationship with - without me having to "put in the effort" and "get better," I'd have told you that you don't know anything about what it takes to be good with women.

But one random housemate in Las Vegas would change ALL of that, and pull the cur-tain back on a method for meeting women that put more women in my bed in a month than in the previous two years combined.

And the funny thing is, it only got better from there...

Cheers,

Race dePriest

Race dePriest



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HOW A GUY WHO PLAYED CHICK ROCK COVER SONGS CHANGED MY LIFE

Like a lot of guys (and maybe like you) I was taught to think that traditional “pickup” - in a bar or on the street - was the best way to meet lots of new women.

I didn't love doing it, but I bought in to the notion that it was the right way to “hone my skills”. And secretly, *I wanted to prove myself to my buddies...* I wanted them to know that I was a cool guy who could get any girl attracted to him.

At 25 years old, I had just spent a year traveling around the world, and was ready to get this woman thing “handled”. So, in what I was sure was a stroke of genius, I moved to Vegas - ground zero for hot girls looking to party. I moved in with my friend Kelly, an aspiring rockstar, and I set to work on my game.

Things were ok, but not great. I was meeting girls, but I could never get the hottest ones into me. No matter how hard I tried, it seemed like there was some sort of hidden “inner circle” that they all belonged to, and I was firmly on the outside.

I did cold approach after cold approach, and despite the monumental effort, life in Ve-gas wasn't exactly working out as I'd planned it.

Kelly, on the other hand... within a few weeks of settling in, he was pulling bonafide 9's and 10's. I chalked it up to the fact that he was in a band, but it took five shows for me to realize that there were *always* twenty to thirty *new* hot women in the audience at every show.

And I love Kelly, but his Goo Goo Dolls and Third Eye Blind covers just didn't seem good enough to draw that many new girls week after week.



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Over spaghetti and marinara sauce one evening, I confided to Kelly that I was, well... *jealous* of all the girls he was pulling. I admitted my frustration, and, completely putting my ego aside, admitted that I wanted what he had. Did I have to learn how to play the guitar?

He flashed one of his trademark million-watt smiles, and as a chuckle grew in him, he grabbed his laptop from the countertop. What I saw next absolutely blew me away.



Yours Truly and Kelly in New York City, circa 2009

THE BIRTH OF A LEGEND

It's funny when people call you a "legend". I've heard it more than once from friends and clients, but only a few people know how humble the beginnings were.

Back when Kelly logged into Facebook and MySpace(yes it was a while ago lol) and showed me his inbox on that fateful April evening, everything clicked, so to speak...

...the hours he spent online, the fact that he seemed to know a little bit about every girl at his show, the fact that the girls *weren't* just showing up to hear his rendition of "Semi-Charmed Life..."

Kelly's Facebook inbox was absolutely overflowing with messages from hot girls. "Re-member her?" he asked me as he opened a message from a girl who'd shacked up with him two days prior.

"And her?"

"And this one?"

"Oh, and dude THIS one was absolutely crazy."



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It just went on and on... hundreds of women who he'd met on Facebook, invited to his shows, and hand-picked to return home for a private "studio session."

At first I didn't want to believe it. This was uncomfortably close to online dating, which had always struck me as lame. Something that guys who couldn't cold approach had to resort to. I voiced my concern to Kelly. His response?



But Race, all those hotties who you're striking out with at the bar... they're here on Fa-cebook. And when I send them a message and they're alone in the bedroom with their defenses down... dude, they're the sweetest girls ever and they're DYING to talk to a cool guy.

He had a point.

Now, I'd NEVER considered using Facebook or Okcupid to meet women before... set-ting up a profile, searching for the women, sending out all those messages, it seemed like a lot of big barriers to overcome.

It's silly looking back, because if I think about all the things I had to do to meet women in person - taking a shower, getting myself together, driving to the bar, paying for a few drinks, steeling myself for that first cold approach... it's actually a lot more effort than sending out a few messages on Match.com, Okcupid or Facebook.

But of course, it was something that was *familiar* to me, so it didn't *seem* like a lot of work. Setting up a good profile and thinking of a clever opening message - those were unfamiliar and seemed kind of geeky.

As fate would have it, Kelly had worked a lot of this stuff out already. It didn't take more than twenty minutes to set me up with a good profile - about as much time as it takes ready to get to go out every night.



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As for the opening messages, it turns out that he wasn't initiating conversations by just asking girls out to his shows. Attractive girls get hit up all the time by promoters and musicians, so he would start out with a little joke, make a personal connection, and then invite them out.

He let me copy and paste some of his email openers, and within an hour of learning of his secrets, I had mailed ten new women.

The next morning, I had nine replies in my inbox. I was onboard.

In the thirty days that followed, I had more women come over than I'd hooked up with in the past year. Following Kelly's simple principles, and improving on them with a little bit of my own ingenuity, I was seeing two to three new girls a week.

It soon became a competition between Kelly and I. Who could come up with an opener that would have the highest response rate? Who could get the hotter girls to come over? Could he do it without inviting the girls to one of his shows?

Those months were some of the most fun times in my life, and our house was like Las Vegas's answer to the Playboy Mansion. We began to work free dating sites like OkCupid and PlentyofFish too, and it wasn't long before we started getting other guys involved - there were just too many women, and it was just too easy.





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NOW IT'S YOUR TURN

It has been years since that fateful night with Kelly in Vegas and I am eternally grateful for the time he took to sit down with me and help me set up my profile the right way. Without that helping hand I might never have got started. Or even worse, created a profile that turned girls off without knowing it and then thinking Online Dating didn't work or was a waste of time. I shudder to think of all the amazing women who have been a part of my life over the years that I would never have met. Scary.

So I am going to do the same thing for you, sitting down with you right now and show you exactly what you need to set up a truly great profile that sets you apart and gets you noticed.

The only difference is, I have since had 6 years of testing, thousands of successful clients and created a system that cuts out the crap and only focuses on the things that matter.... results.

Ready? Let's do this!





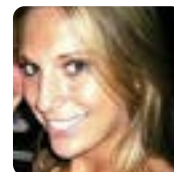
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Creating a Profile That Gets Noticed

When it comes to meeting women online there is no one piece more crucial than your profile. Your profile will make or break you every single time.

—Original Message—
how does it feel to be probably the single most interesting guy on [redacted], all while maintaining as much grace as Ariel?
So I assume you're name is Race[redacted]. I'm Lauren, nice to meet you :)
I'd love to get to know more about you, if you're interested. Hope you're having an [redacted]



—Original Message—
My subscription was up and then I stumbled upon your profile and decided to renew it for another month. So, hopefully you read this, ha. Anyway, just wanted to say hello. Hope to hear from you soon!
Andrea



With a properly set up profile, women will forgive many mistakes. In fact, when you do it right, you will even have women opening you!

On the flip side, with a lackluster profile, even girls who would normally be extremely interested in you will not respond no matter how good your first message is. Look at it this way, your profile is your own persona commercial. In the online world of dating you only have one quick shot to make a good impression. Just like a commercial, you have to hit as many points as possible to make her interested in the product...you!

Your profile is going to be your best friend. It is as if you have a personal promoter working for you 24/7. It is almost like going into a club/bar where your best friend has gone in before you and build you up to every attractive girl in the place so that the second you walk in they are all over you brimming with interest. I am not kidding. When it comes to online dating your profile is THAT important!



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It is crazy. You can send out several messages one day and while you are hanging out with friends, studying, watching a movie, playing video games, reading a book, or even on another date, your profile will be working tire-lessly attracting women and setting up dates for you. It is not uncommon for me to wake up to an inbox full of numbers from new, attractive women who are excited to go on a date with me. I hope you are beginning to see how crucial your profile is.

I am going to let you in on a little secret that I have learned from meeting up with hundreds of women from online. Most of them told me that they paid very little attention to my first message (although this is important as well and I will teach you EVERYTHING you need to know about sending out a irresistible first message) but went directly to my profile and it was my profile that convinced them to write back.

Here is what you ultimately want to accomplish with your profile:

- ♂ You want to separate yourself from all the other guys out there. Lucky for you, most guys make the same mistakes and this system will put you way ahead of them.
- ♂ You want to create intrigue. Once a woman opens your initial mes-sage you want her to go from “who is this guy messaging me?” to “I want to know who this guy is who is messaging me”. That subtle shift make all the difference in the world. And I am going to show you EXACTLY how to do it!
- ♂ You want your profile to be so easy for a woman to read through that she can’t help but stay on your page until she is has read it all! By then you will be so far ahead of the other guys trying to message her it will be a walk in the park...and who doesn’t like a walk in the park?



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WHAT MOST GUYS ARE DOING WRONG

So you want to set up an amazing profile that drives women wild and sets you apart from all the other guys out there spinning their wheels and getting no replies? I don't blame you! But first of all let's get into what most guys are doing wrong so you can make sure to avoid turning the majority of women off before you even have the chance to meet them.

You want to know the #1 mistake most guys are making when it comes to setting up their profile? Here it is: They are marketing to other guys! How silly is that? They can't get outside their own head and see it from a woman's perspective. They think they need to be bad asses. It is as if their online profile is simply an extension of how they project themselves at bars, clubs and other social gatherings. They have to be cool and show every other guy around that they are cool. It becomes a pissing contest that pushes women away.



I don't know about you but I want my online profile to appeal to women. I want it to catch their attention and get them excited to meet me! It took me years to figure this stuff out but after A LOT of mistakes and hard work I figured out what works. If you want the same thing then listen up.

First of all let go of trying to look cool. I promise you the "cool" guy online is the guy who isn't getting dates and isn't getting laid. Here is what the "cool" guy is doing wrong:

- :(He is trying to impress other guys which is pushing away women.
- :(He chooses pictures that he thinks make him look "cool" instead of pictures that demonstrate different aspects of his personality.
- :(He fails to set up his profile in a way that allows for a variety of women to connect with him but instead appears very one dimensional.



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:(He doesn't take the time to make his profile organized and easy to read so women give up because it is too much effort.

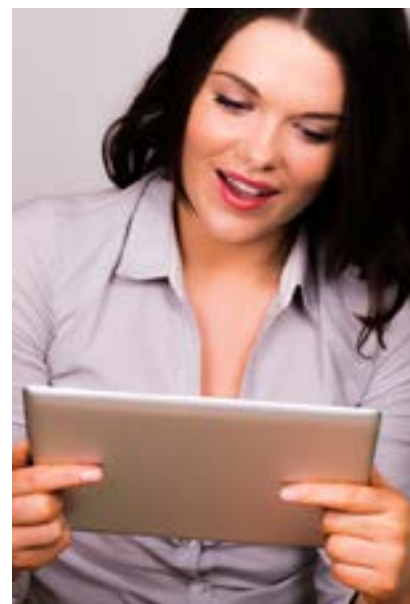
:(He adds either too much information and loses all mystery (bores her) or doesn't put enough to engage a woman properly.

How To Do It Right

So how do you avoid making these mistakes and in the process set yourself apart...and by apart I mean put yourself in the top 1% of all guys out there meeting women online? Let me break down the most important principles that go into a ridiculously successful online profile.

Market yourself to women not other guys

How do you market to women? First off you have to let go of the ego driven need to be "cool". Not taking yourself too seriously is a HUGE turn on for women. It sub-communicates a deep inner confidence that instantly sets you apart. One way to do this is by adding in a damaging admission. I'll show you how to do that effectively in a minute.



Make it as easy as possible for her

With online dating, a woman has no social pressure to respond to you and no social niceties that encourage her to stay on your profile. If it is hard for her to read or is so distracting it takes extra effort to find out about you she will just leave. Luckily most online dating sites set it up in a format that at least separates your text into sections. However, it is up to you to make sure you have proper grammar, and write clear, concise sentences. As you will see shortly less is definitely more.



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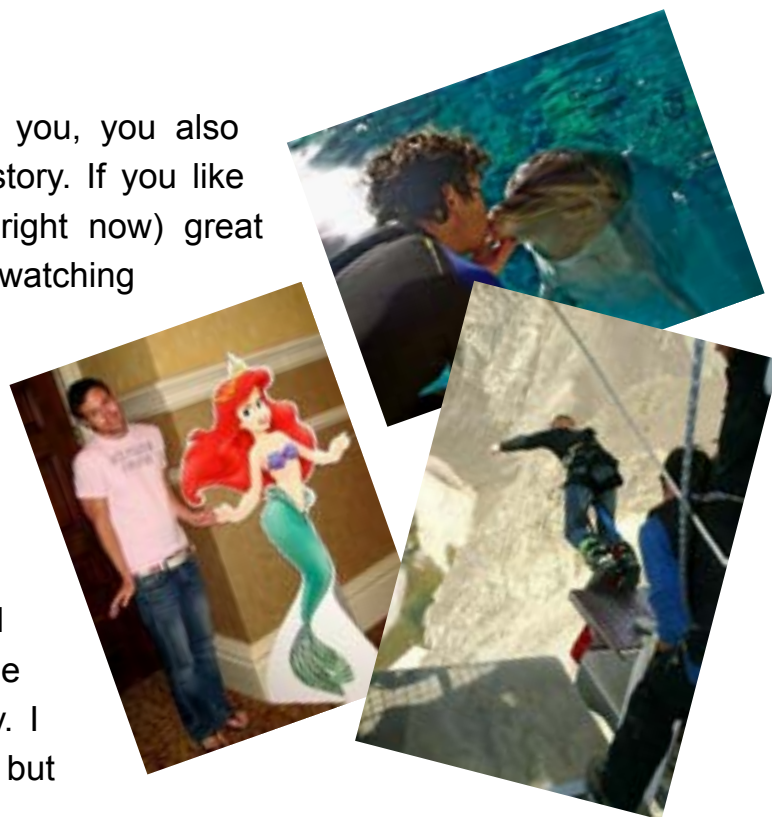
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Chose pictures that show the diversity of your personality and paint you in a favorable light

If the old adage is true: a picture is worth a thousand words, then you better be damn sure that each picture you choose is speaking volumes about who you are as a person. Here are some key points to remember when choosing which pictures to put up on your profile: **Tell a story.** Make sure each picture you chose tells a story that demonstrates a specific, attractive aspect of your personality. For example do you love rock climbing? Then have one of you rock climbing. The positive part of your personality it shows is that you like to be outdoors, are in shape and are adventurous. How great is that? Are you an avid world traveler? Have a picture or two of you in exotic places around the world. Most women say they love to travel but have never really made it happen. Now they have a reason to be envious of you and it insinuates that you have great stories to tell, are adventurous, and go after what you want. Well done! Almost anything that is a hobby or passion of yours will work.

Variety is key!

Just as you want each picture to tell a story about you, you also want to make sure each picture tells a DIFFERENT story. If you like hockey (hey I am writing these words in Montreal right now) great but if every picture you put up is of you playing or watching hockey it paints you as a one dimensional person. One of the key things women are looking for in a guy is someone who can teach them new things. When they imagine themselves in your life (which I will show you how to do later on) they want to know you can add value to their lives. Will their time with you be full of fun, adventure, growth, new awesome social connections and new perspectives on life or will it be sitting around watching or talking about hokey all day. I am not saying some girl out there wouldn't just love that but





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most will get bored, lose interest and go in search of someone else who can provide them the variety they crave. If you don't have any pictures of you out doing a variety of interesting things then get your ass away from your computer right now, grab a digital or disposable camera and get out there!

Only the best

Choose only your best pictures. In many online dating sites you can only choose 5-8 pictures. Might as well rock it and pick the ones where you are the most attractive. One way you can do this is simply put up a few different pictures you are considering on www.hotornot.com and choose the one's that get the highest rating. Another suggestion that one of my Click Button Dating members brought up was <http://www.okcupid.com/mybestface>. Thanks Joe! You can also ask other women in your life. Problem solved.

Goofy is great

Don't be afraid to be goofy. A problem I often see when I am critiquing guys profiles for them, is that they have the same facial expression in every picture. It is as if the background changed but it is the same pictures. What does this tell a woman about his personality? You guessed it...one dimensional! Just as you have varied the types of pictures to show different aspects of your awesome personality, you need to vary your facial expressions to demonstrate you are a dynamic human being. Throwing one in with a goofy face is great because it shows you don't take yourself too seriously and we have already learned that this is insanely attractive to women. Besides most girls, especially the super attractive ones, secretly consider themselves dorks. More on that later.





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ABOUT ME

No matter which site(s) you are using, you are going to have to write an ABOUT ME section or something similar. In fact, on most sites there will be a bunch of sections where you are going to have to write about yourself. Here are some essential points to keep in mind:

Grammar and Clarity

Remember how I told you to make your profile as easy as possible for women to read? Well a big part of that is to actually make sense. If you use poor grammar and run on sentences not only does it make your profile ar-duous to read but also says something about you; namely you are either lazy or uneducated. With modern spell check you have no excuses. Have a friend proofread it if need be.

As far as clarity is concerned, just use this simple rule: If you can say what you are trying to say with less words...DO IT! You are not writing a novel here, you are trying to create curiosity so that a woman will keep reading and become engaged enough to write you back. That brings me to my next point.

Less is more

As I have said before, the point of your profile is to intrigue a woman. Two sure fire ways to extinguish her curiosity are to either give her too little information or way too much. The best course of action is to put up just enough info to pique her curiosity to the point she is willing to dig deeper and find out more about you. Don't worry, I will show you exactly how to do just that.

Diversity = More opportunities

Just like with your pictures, the more diverse you are with your interests and other aspects of your personality, the more opportunities you create for her to connect with you. If you have the opportunity to list your hob-bies, books, music, favorite movies or TV shows, make sure to sprinkle in fun one's. Don't be afraid to put in things that seem silly or things your think your friends would make fun of you for. They won't be making fun when you have beautiful, fun girls constantly showing up.



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One thing we all do is reminisce about our childhoods. This gives you a great opportunity to connect with a woman and give her opportunities to engage you! Remember what I said about doing all the work for her so it is as EASY as possible for her to fall for you? Simply put in popular movies, tv shows, cartoons, music artists, etc from when you were a kid.

When you have a book like the Tao Te Ching next to Harry Potter or If You Gave a Mouse a Cookie, it shows you have depth, even a bit of contradiction. This is a foundational tenant of intrigue. Any person who is one dimensional robs us of the joy of surprise and thus we become bored. And boredom is the stranglehold that chokes out all attraction and kills relationships before they ever get a chance to get off the ground.

Sense of humor

The top reason women write me on social networking and dating sites is because they thought my profile was fun to read. A sense of humor is consistently rated (along with confidence) by women as the most attractive quality in a man.

Apparently, the possession of humor implies the possession of a number of typical habit-systems. The first is an emotional one: the habit of playfulness. Why should one be proud of being playful? For a double reason. First, playfulness connotes childhood and youth. If one can be playful, one still possesses something of the vigor and the joy of young life.. But there is a deeper implication. To be playful is, in a sense, to be free. When a person is playful, he momentarily disregards the binding necessities which compel him, in business and morals, in domestic and community life... What galls us is that the binding necessities do not permit us to shape our world as we please... What we most deeply desire, however, is to create our world for ourselves. Whenever we can do that, even in the slightest degree, we are happy. Now in play we create our own world.

-Professor H.A. Overstreet, Influencing Human Behavior



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Not taking yourself too seriously is incredibly attractive. One fun way to do this is to add in a damaging admission. A damaging admission is something that shows you are human like the rest of us thus making you infinitely more relatable. Often on dating sites people are trying to seem like they are this perfect person. It makes sense, they want to come across as best they can. But we all know that no one is that perfect. So put up an embarrassing fact about yourself or talk about a fault you have in a fun way.

One I often put up is how I got a perm in the 5th grade because my mom had one and I thought it would be cool. I got mercilessly made fun of and cut it 3 days later but the point is it is a funny admission that gives women a chance to poke fun at me. It is a great juxtaposition against all the cool things I have listed about myself. A woman reading that will get a laugh and I will instantly be much more approachable and relatable to her. Make sure it is something light, trivial or quirky like how you secretly LOVE popping bubble wrap and not something gross like how you pee in the shower.

Wording is worth worrying about

How you word something in your profile makes a big difference. Women pay attention to the way you word things. You can take a seemingly boring sentence and by changing the way you word it make it much more exciting and interesting. Since you really only get one shot to grab a woman's attention online before she clicks "next" it is crucial you take the time to look over your profile and make sure your sentences are worded in ways that are engaging and descriptive.

Example:

I love cheese.

vs.

If cheese were I woman I would have been married a long time ago. Yeah I LOVE cheese that much.

As funny as that seems, which statement engaged your imagination? Which one did you visualize? Which one made you smile? Which one are you likely to remember? Small tweaks like this are what is going to set you apart in a big way.



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Displaying Standards

We all want to believe that people choose to spend time with us because there are things they like about us, not because they have nothing better to do or no other options. In the same way, women want to know that you are picky, that you don't just date any girl that comes along. They want to believe, and rightfully so, that they have something special that caught your attention. One way of displaying this is to put up your standards. Here are some typical ones I use:

You should message me if:

- ✓ *you like to laugh and don't take yourself too seriously*
- ✓ *you think drama belongs on Jerry Springer and not in real life*
- ✓ *you are genuinely interested in the people around you*
- ✓ *you are a dork like me*

You want these standards to be things you truly value in not just a woman but another human being in general. Don't be afraid of pushing women away with these. It will only push away the women who you wouldn't want to spend your time with anyways. The secret is to make them general, positive statements. Notice I didn't put anything that is out of a woman's control, like a specific height or hair color. These are all personality traits, mindsets and social skills of a mature, well developed person. Anyone can cultivate such traits. So, in essence, I am only discounting women who have not taken the time to work on themselves while at the same time attracting those who have. Perfect!



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Answer Questions to Display Your Personality

Probably the easiest way to do all of this is to just create and answer questions that allow you the opportunity to display your personality. I do this no matter which site I am on. Here are a few questions that I typically use:

- ✓ If re-incarnation is real, in my past lives I was most likely:
(shows your creativity and sense of humor)
- ✓ The fastest ways to my heart are:
(shows her what she can do to win you over)
- ✓ Important things I have learned from my past relationships:
(shows you are evolving as a human being)
- ✓ What I am doing with my life:
(shows you have ambition)
- ✓ 6 Things I could never live without:
(shows what you value)
- ✓ What I am looking for in a Woman:
(shows you know who you are and what you want)
- ✓ Message me if:
(shows you have standards)
- ✓ 6 things I still want to accomplish:
(shows you have goals)

As you can see all of these questions allow you the perfect opportunity to display your personality and set yourself apart. Some of these I have picked up from various dating sites and some I have come up with on my own. Feel free to experiment.



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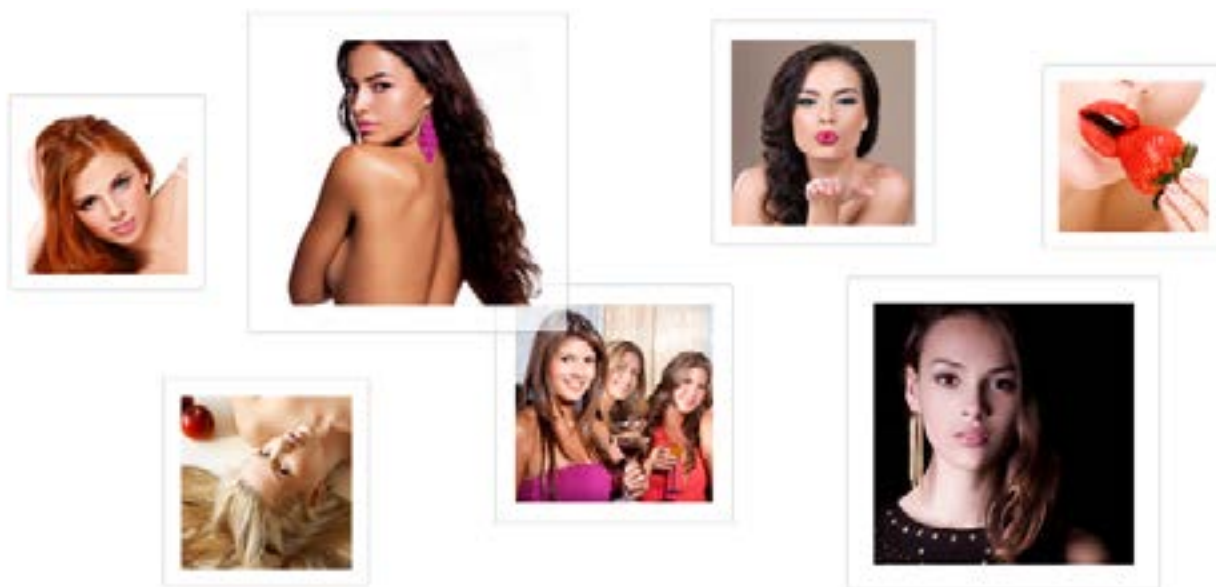
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Putting It All Together

So I hope by now you understand all the elements that go into making a truly “stand out” profile. The cool thing is you only have to put in the work once and then your profile works for you indefinitely. However, if you fail to put in the time and effort to set up your profile, you might as well stop right now. It’s the most important piece of the puzzle. As one blogger puts it:

Only 10% of people who join Online Dating sites actually get any re-plies and that is a truly sad fact. The reason is that 90% don't bother to write an interesting profile or upload pictures of themselves.

That's a lot like fishing without baiting the hook. I wonder what they expected. The 10% who do get noticed have posted upbeat profiles and pictures.



Welcome to the 10% my friend :) Now that we got that out of the way, let's get back to...



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WHAT HAPPENED IN VEGAS...

...led to more women than I could handle, which led to a blog, which led to a book, which led to a phenomenon, which led to us this very report.

As I wrote this report, I was speaking with my buddy who got me started in all of this, Kelly. We were both thinking... "wow, this is kind of excessive." What if a guy just wants to settle down with a nice girlfriend?

Well of course, that's way more than possible - it's assured.

The system works so well, though, that I've been having too much fun to settle down. There's something so rewarding about meeting and attracting new women... and about getting to know them, bringing them into your life, and having fun times with them.

The material I've put together is like nothing else out there. It is based on thousands and thousands of interactions, years and years of research, countless client case studies, and five simple psychological 'buttons' that you have to 'push' when you're getting to know her.

I've been working nonstop on the new Click Button System, and recently released it to a beta group of fifty guys. On top of everything that I'd written into the system, I worked closely with these fifty guys to ensure that they were able to repeat my successes - predictably and consistently.

The results are in, and they're awesome. Want to give it a try right now? Head over to www.clickbuttondating.com. The next step, and a ton more resources, are waiting for you there. You can follow my step-by-step, copy/paste instructions and be ready to start using my system in about twenty minutes.

This is going to have a PROFOUND impact on your dating life: Way more choice. The easiest way to "improve your skills". Zero rejection. The confidence that comes from knowing that a LOT of women want to see you and spend time with you.

And I'm going to walk you through it all so there's no guesswork - you'll be following proven, tested strategies... and having a ton of fun. PSee you over there, my man.

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The limitations and exclusions of liability set out in this section and elsewhere in this disclaimer: are subject to section 6 below; and govern all liabilities arising under the disclaimer or in relation to the eBook, including liabilities arising in contract, in tort (including negligence) and for breach of statutory duty.

We will not be liable to you in respect of any losses arising out of any event or events beyond our reasonable control.

We will not be liable to you in respect of any business losses, including without limitation loss of or damage to profits, income, revenue, use, production, anticipated savings, business, contracts, commercial opportunities or goodwill.

We will not be liable to you in respect of any loss or corruption of any data, database or software.

We will not be liable to you in respect of any special, indirect or consequential loss or damage.

5. Exceptions

Nothing in this disclaimer shall: limit or exclude our liability for death or personal injury resulting from negligence; limit or exclude our liability for fraud or fraudulent misrepresentation; limit any of our liabilities in any way that is not permitted under applicable law; or exclude any of our liabilities that may not be excluded under applicable law.

6. Severability

If a section of this disclaimer is determined by any court or other competent authority to be unlawful and/or unenforceable, the other sections of this disclaimer continue in effect.

If any unlawful and/or unenforceable section would be lawful or enforceable if part of it were deleted, that part will be deemed to be deleted, and the rest of the section will continue in effect.



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7. Governing law

Any claim relating to this disclaimer shall be governed by the laws of the State of California without regard to its conflict of law provisions.

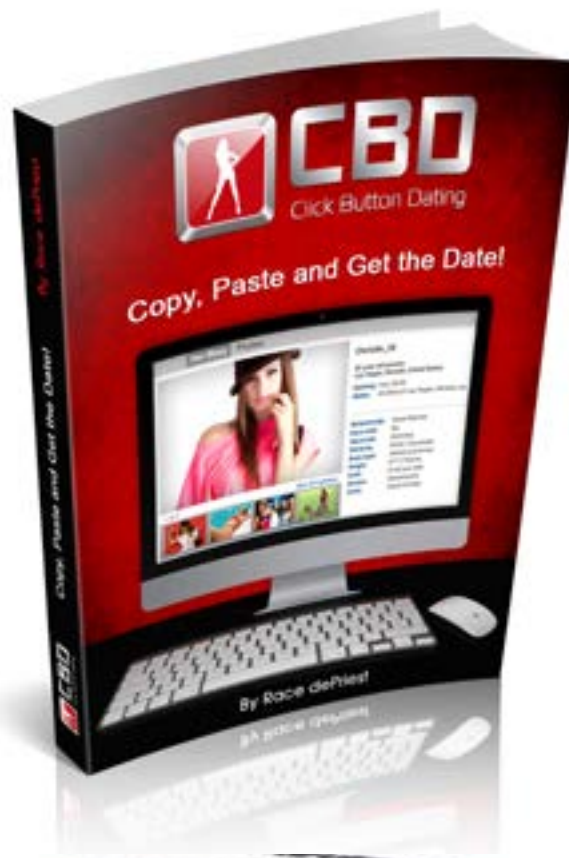
8. Our details

In this disclaimer, “we” means (and “us” and “our” refer to) Attraction Rockstar, a California General Partnership.



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