



SAME NIGHT LAY

PULL THE GIRL & STAY OUT OF THE FRIEND ZONE



SAME NIGHT LAY SYSTEM

PULL THE GIRL & STAY OUT OF THE FRIEND ZONE

Michael Herlache MBA

Managing Director, AltQuest Group

Doctorate in Business Administration in Finance Candidate 2025, California Southern University

Alpha University Publishing

www.UniversityAlpha.com

For my wife, Svitlana, whom is my treasure.

About the Author:

Michael is a natural when it comes to leadership. Even at the youngest ages, Michael was comfortable approaching and being social with new people. By high school, Michael was managing social circles with friends from different schools. While an undergraduate, he found himself in a long term relationship and wanted to learn about how to be more dominant in the relationship. Despite having love, he found himself supplicating in the relationship. After becoming more of a leader, his girl began to chase him and loved him even more for it.

Michael is also a natural when it comes to finance. He is the co-founder of a boutique investment bank at the age of 25 (www.AltQuest.com). AltQuest Group focuses on M&A for lower middle market and middle market businesses with \$1M to \$100M in enterprise value on the sell side.

Physically, Michael has been bodybuilding for almost two decades. He focused initially on maintaining a ectomorph body type since he could not gain weight, but as his body changed he now maintains a mesomorph body type and has benched 400 lbs. He believes in the importance of increasing your strength every day.

Academically, Michael got a 3.89 in undergraduate at University of Massachusetts Amherst and earned a scholarship to Texas A&M University for its MBA program.

Before graduate school, Michael spent a year being an assistant for a social scientist professor in Chicago. He was there in field, for bootcamps, & talks. He mastered being social and found it most rewarding to build love and game in the context of a long term relationship with one woman after experimenting with multiple relationships in graduate school. He spent a year working through the fundamentals until he created his own system centered around the same

SAME NIGHT LAY SYSTEM: PULL THE GIRL & STAY OUT OF THE FRIEND ZONE

night lay. Michael would use this system to pull nightly and build his multi-relationship lifestyle during graduate school.

Michael is now happily married to a beautiful and feminine Ukrainian girl, the love of his life. Michael has graduated to higher levels of game known as love game which he employs in his relationship.

Michael has been accepted into a Doctoral program at California Southern University for business where he will specialize in finance.

TABLE OF CONTENTS

SAME NIGHT LAY SYSTEM

I. MALE/FEMALE DYNAMICS: HUMAN DEVELOPMENT MODEL

Chapter 1: Human Development Model

Chapter 2: Human Development Testing = Standards

Chapter 3: Human Development is Different for the Male & Female

Chapter 4: Human Experience

1. Gender

Chapter 5: The Genders

2. Neurology

Chapter 6: Male Neurology vs. Female Neurology

Chapter 7: The Attraction Button

Chapter 8: Attraction is Emotional, Not Logical

Chapter 9: Nice Kills Emotional Tension (Attraction)

Chapter 10: Attraction Overrides Human Behavior

Chapter 11: High Value Male = Knows the Attraction Principle

Chapter 12: Attractiveness as a Holistic Concept

Chapter 13: Brains Evolved to Evaluate Genes

3. Emotionality

Chapter 14: Attraction is Driven by Feelings Rather Than Appearance

Chapter 15: Emotional Value vs. Physical Value

Chapter 16: The Truth About Sex

Chapter 17: Emotions are More Powerful Than Logic

Chapter 18: Positive Emotionality vs. Negative Emotionality

Chapter 19: Spectrum of Emotions

Chapter 20: Drama as Emotional Work

Chapter 21: Crying Does Not Equal Negative Emotionality

Chapter 22: Negative Emotionality as Compliance Testing

Chapter 23: True Love vs Pairbonding (Dating)

Chapter 24: Western Dating vs. Eastern Dating

Chapter 25: Calibration

Chapter 26: Love vs. Oneitis

- Chapter 27: Love & Philosophy
- Chapter 28: Attraction vs. Liking
- Chapter 29: The Emotion of Love

4. Philosophy

- Chapter 30: Gendered Means Polarity
- Chapter 31: Equality Isn't Happiness Inducing
- Chapter 32: Gendered Teasing: Adult Play
- Chapter 33: Gendered Philosophy vs. Gender-Neutral Philosophy
- Chapter 46: Gender Clarity
- Chapter 47: Gender Congruence

5. Psychology

- Chapter 34: Narcissism vs. Empathy
- Chapter 35: Dominance vs. Submission
- Chapter 36: Dominant Reality
- Chapter 37: Male is Cause, Woman is Effect
- Chapter 38: Locus of Control
- Chapter 39: Assume the Dominant Role & Let Her Follow
- Chapter 40: A Mission Independent of Women
- Chapter 41: Gendered Psychology vs. Gender-Neutral Psychology
- Chapter 42: The Logic of Gender, Attraction & Love
- Chapter 78: Inner Game

6. Personality

- Chapter 43: Gendered Personality vs. Gender-Neutral Personality
- Chapter 44: The Attractive Male Personality: Alpha Personality
- Chapter 45: The Attractive Female Personality: Beta Personality
- Chapter 48: Beta Testing
- Chapter 49: Alpha Testing
- Chapter 50: Male Archetype vs. Female Archetype
- Chapter 51: Demonstrate the Archetype to Generate Attraction
- Chapter 52: Remain Congruent with the Male Archetype
- Chapter 53: The Male Archetype is Physically Escalating Always Without Permission
- Chapter 54: Alpha Male vs. Beta Male
- Chapter 55: Three Types of Men
- Chapter 56: Alphas Control the Outcome
- Chapter 57: Beta Behavior Says, "I Have Bad Genes"
- Chapter 58: Femininity vs Feminism
- Chapter 59: Beta Female vs. Alpha Female

7. Behavior

- Chapter 60: Selection: Male Perspective
- Chapter 61: Selection: Female Perspective
- Chapter 62: Where to Find Beta Females?
- Chapter 63: What Type of Beta Female Do You Want?
- Chapter 64: You Are Now the Selector
- Chapter 65: Intentionality
- Chapter 66: A Woman is Not the Purpose
- Chapter 67: The Universal Outcome: Male Perspective
- Chapter 68: The Universal Outcome: Female Perspective
- Chapter 69: Same Night Lay: His Fantasy of Immediate Sex
- Chapter 70: Same Night Lay: Her Fantasy of Spontaneous Sex
- Chapter 71: Her Marketplace
- Chapter 72: His Marketplace
- Chapter 73: Abundance Mentality
- Chapter 74: Truth About Love
- Chapter 75: Comfortable Talking About Sex
- Chapter 76: The Two Paths to Ubiquitous Sex
- Chapter 77: What Actually Gets the Girl

8. Appearance

- Chapter 79: Dominant Body Language
- Chapter 80: Fitness
- Chapter 81: How to Dance
- Chapter 82: Hygiene & Cleanliness
- Chapter 83: Alpha Style

II. MALE/FEMALE DYNAMICS: GAME MODELS

Part I: Pickup Game

- Chapter 84: Male/Female Dynamics = Gender Archtypes & Emotional Tension
- Chapter 85: The Natural Male/Female Dynamic Cycle
- Chapter 86: Law of Male/Female Dynamics
- Chapter 87: Attraction
- Chapter 88: The Skill of Attraction
- Chapter 89 Pickup Game
- Chapter 90: Flirting
- Chapter 91: Don' t Communicate Low Status Ever
- Chapter 92: Be the Social Scientist

- Chapter 88: Social Value
- Chapter 89: The Ideal Relationship: Alpha Male & Beta Female
- Chapter 90: Demonstrating Higher Value
- Chapter 92: Game
- Chapter 93: Direct Game vs. Indirect Game
- Chapter 94: Pickup Game vs. Love Game
- Chapter 95: Natural Game
- Chapter 96: Day Game
- Chapter 97: Night Game
- Chapter 98: Physical Game
- Chapter 99: Text Game
- Chapter 100: Phone Game
- Chapter 101: Online Game
- Chapter 173: Network to Love Methodology
- Chapter 102: Social Circle Game
- Chapter 103: Emotional Tension Methodology
- Chapter 104: Wings
- Chapter 168: Male Friends
- Chapter 170: Female Friends
- Chapter 164: Never Apologize For Your Nature
- Chapter 165: Be the Social Guy
- Chapter 166: Always On
- Chapter 167: Congruence Tests
- 1. Select**
- Chapter 104: Breaking Rapport vs. Building Rapport
- Chapter 105: Be a Challenge for Her
- Chapter 106: Be Mysterious By Not Overspeaking
- Chapter 107: Don' t Wait for Permission, Don' t Ask for Permission
- Chapter 108: Don' t Have Platonic Female Friends
- Chapter 109: Orbiters
- Chapter 110: Approval-Seeking/Certainty-Seeking
- 2. Open**
- Chapter 111: Sets
- Chapter 112: Approach Anxiety
- Chapter 113: Three Second Rule
- Chapter 129: Get Out of Your Head
- Chapter 144: Indications of Interest (IOIs)

Chapter 114: Opening

Chapter 115: "Next" Mentality

Chapter 116: Don't Ask Logical Questions

Chapter 117: Open Everyone, Touch Everyone, Tease Everyone

Chapter 118: Be Confident

Chapter 119: Comfortable Being Uncomfortable

Chapter 120: Improvisation Chapter 101: Be Cocky, Direct & Teasing

Chapter 121: Unreactive vs. Reactive

Chapter 142: Value Scanning

Chapter 122: Tease vs. Neg

3. Vibe

Chapter 123: Avoid Boring Conversation by Vibing

Chapter 123: Vibing

Chapter 124: Value Statements

Chapter 125: Nicknames

Chapter 126: Playful Complaint

Chapter 127: Stereotype Reversal

Chapter 128: Directives

Chapter 130: Beauty is Common

Chapter 131: Sexual Innuendo

Chapter 131: Sensual Teasing

Chapter 132: Jealousy Plot Lines

Chapter 133: Fantasy Chaining

Chapter 133: Role Playing

Chapter 143: Push/Pull

Chapter 133: Games

Chapter 134: Cold Reading

Chapter 135: Teach Her

Chapter 136: Measure Her

Chapter 137: Fake Drama

Chapter 138: Sexually Misinterpret

Chapter 139: The Takeaway

4. Qualify

Chapter 140: Qualification

5. Isolate

Chapter 141: Isolation

Chapter 146: Instadates

6. Escalate

Chapter 149: Physical Escalation (Kino)

Chapter 150: The Early Kiss

7. Pull or Time Bridge

Chapter 151: Pulling

Chapter 152: Venues

Chapter 145: Getting the Number

Chapter 147: From Number to Date

Chapter 148: Avoid Formal Dates

8. Same Night Lay

Chapter 153: Same Night Lays

Part II: Love Game

Chapter 154: Love Game

Chapter 155: How to Build True Love?

Chapter 156: Pickup Artist vs. Alpha Male

Chapter 157: Long Distance Relationships

Chapter 158: Invite Her Along for the Ride

Chapter 159: Separate but Together

Chapter 160: Give Her Space to Miss You

Chapter 161: Be Busy

Chapter 181: Game in Relationship

1. Cuddle

Chapter 162: Getting vs. Giving

Chapter 163: Attraction vs. Affection

2. Define

Chapter 172: Transitioning from Initial Sex to Relationship

Chapter 164: Defining the Terms

Chapter 174: Relationship Methodology

3. Ubiquitous Sex

Chapter 171: How to Have Sex

Chapter 175: Love Comes After Sex

Chapter 176: Sexual Exploration & Experimentation

Chapter 177: Sexual Language

4. Affection

Chapter 178: Standards

Chapter 179: Search Costs & Relationship

Chapter 180: Mistakes

5. Commit

Chapter 188: The Alpha Code

Chapter 186: Marriage: The Love & Sex Perpetuity

Chapter 187: A Day in the Life of an Alpha Male

6. Manage

Chapter 185: Managing the Relationship

Chapter 189: The Alpha & Beta Lifestyle

Chapter 190: Alpha & The Games

Chapter 191: Ambition

Chapter 192: Winning the Game

Chapter 182: Don' t Get Jealous

Chapter 183: Dealing with Bad Behavior

Chapter 184: Open Relationships

NEXT STEPS:

Chapter 193: Same Night Lay System Course

Chapter 194: Get Social

Chapter 195: Get Beta Girlfriend/Wife

Chapter 196: Get Mectomorph or Mesomorph Body

Chapter 197: Become Perpetuity Scientist

Chapter 198: Constrain Work to 9 to 5pm

Chapter 199: Play in Love, Health & Social

PREFACE:

This book arose to address the need to sexualize interactions with women early on in order to not land in the friend zone. You see, for my entire life I have been a social guy that was easily able to open women, build attraction and start what I thought was a relationship with them which included many dates with the hope of getting lucky eventually. I was a natural when it came to the initial phases of pickup game including opening, attraction building and transitioning to dating. The issue came with the fact that I was not getting laid. You see, I did not know that it was up to the male to lead the interaction towards sex. I had the woman on a pedestal and assumed that I would offend her to escalate physically with her. As such, the would-be relationship would be moving towards sex but never really got there. When I did have sex, it was because the woman initiated and took the lead. It was like I missed out on the male/female dynamics class that everyone else had.

It was only until I met my friends James (TantraLogic), Taimoor, and Omer that I began asking questions and getting advice. For as many girlfriends I had, I just wasn't sexually experienced. They introduced me to a concept called the same night lay, which refers to the male and female having sex the same day that they meet each other. The SNL was the answer to my problems since it was an ideal that should be strived towards in all interactions with women. The male should not be trying to make platonic friends with women, but should be sexualizing the interactions early and often. It is healthy and desired by the female whom wants sex just as much if not more than the male. Instead of ending up in the friend zone, go for the same night lay and pull the girl. She will respect you more for it and allow the tension to exist.

SAME NIGHT LAY SYSTEM: PULL THE GIRL & STAY OUT OF THE FRIEND ZONE

The same night lay is a concept that serves as an ideal in male/female dynamics where sex happens early for the male and spontaneously for the female, allowing both to fulfill their greatest fantasies.

This book and the course is truly my life's work, and I hope that you find it as transformative as it has been for myself and countless others.

Michael Herlache MBA

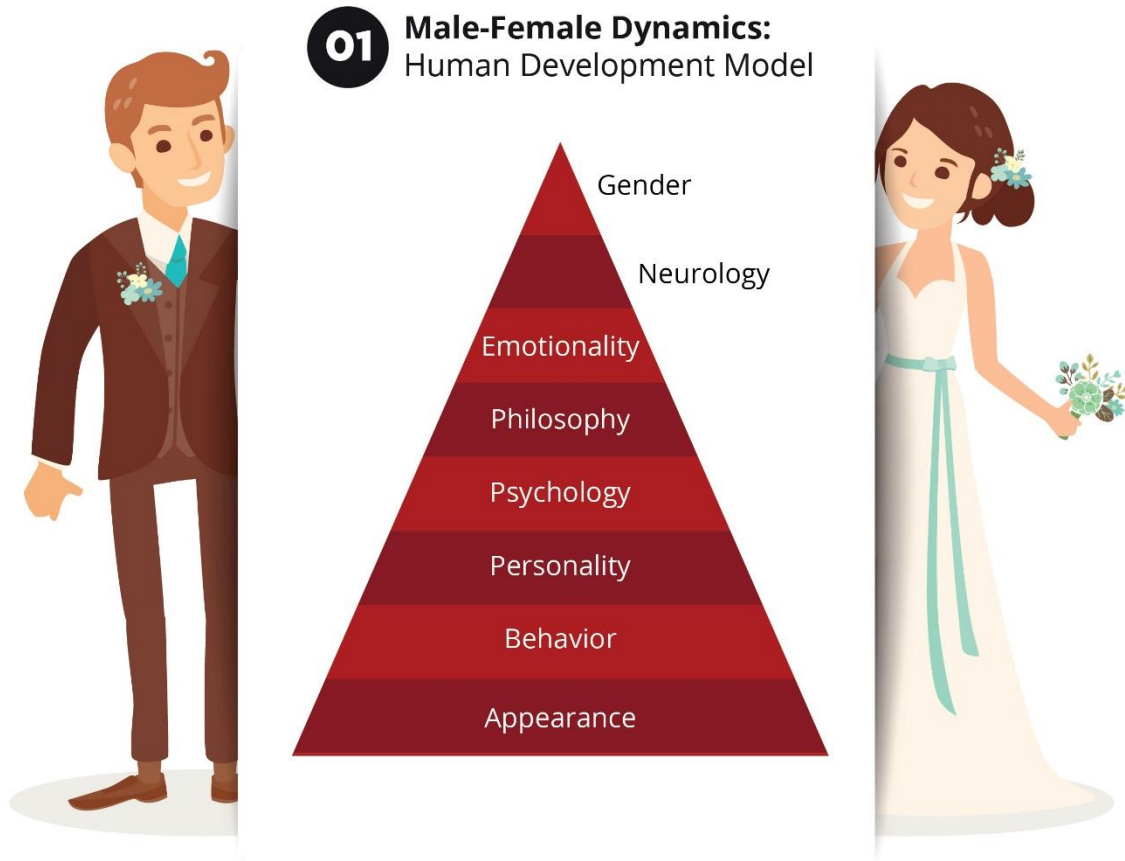
Doctor of Business Administration Candidate 2025

Founder of Alpha University

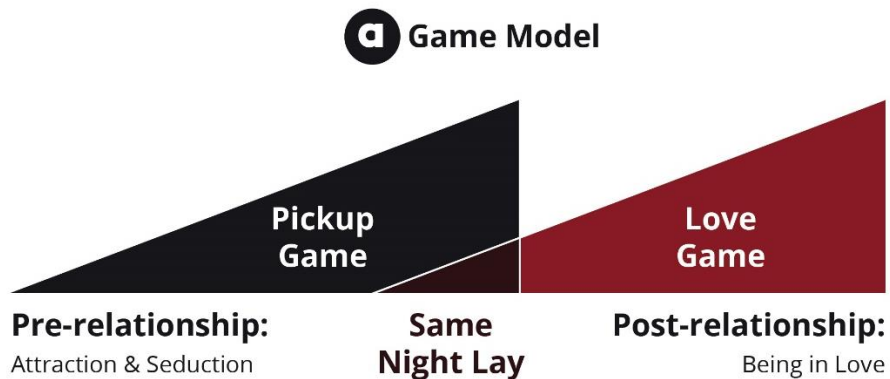
mike.herlache@universityalpha.com

SAME NIGHT LAY SYSTEM

In order to get to the same night lay, or sex the same day of meeting the girl, it is important for the male to understand male/female dynamics, in particular human development and game (strategy for male/female dynamics). Human development provides for the foundation and background to attraction and male/female behavior. You will notice that the human development model flows from top to bottom from the earliest, gender (DNA), to the latest, appearance, or the most intrinsic to the most extrinsic:



The second part of the book covers male/female dynamics and the strategy for male/female dynamics is known as game. Game is the strategy in male/female dynamics to getting the same night lay. We use the game model to explain male/female behavior leading up to relationship as well as male/female behavior after the relationship begins, called pickup game and love game respectively:



We then break game down to its two components; pickup game and love game. The pickup game model is as follows:

b Pickup Game



After the same night lay, there is a transition that occurs from pickup game to love game coinciding with a relationship. The love game model is as follows:

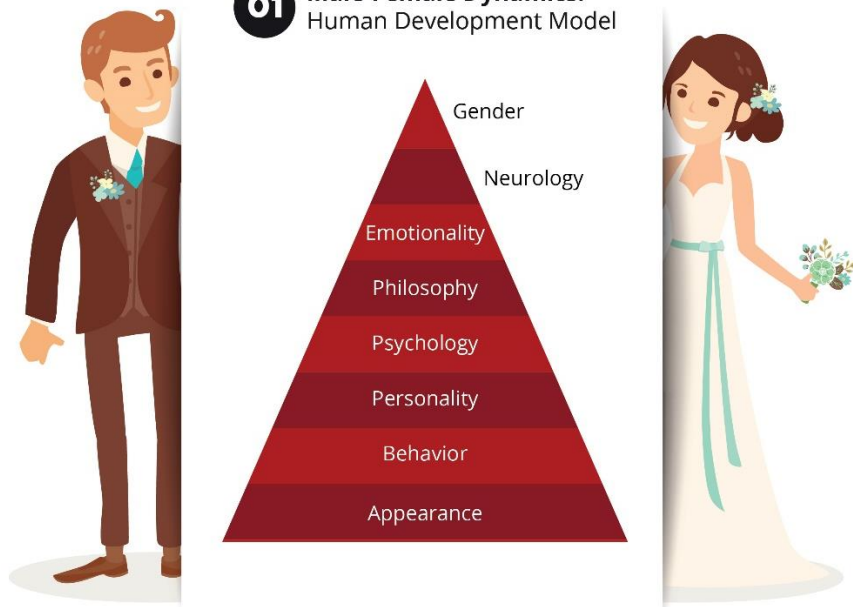
c Love Game



The same night lay serves as the ideal in romantic/sexual behavior since it serves the male fantasy of immediate sex as well as the female fantasy of spontaneous sex and is the key to beginning a male/female relationship.

Same Night Lay System

01 Male-Female Dynamics: Human Development Model



02 Male-Female Dynamics: Game Models

a Game Model



b Pickup Game

- Select
- Open
- Vibe
- Qualify
- Isolate
- Escalate
- Pull or Time Bridge
- Same Night Lay



c Love Game

- Cuddle
- Define
- Ubiquitous sex
- Affection
- Commit
- Manage

I. MALE/FEMALE DYNAMICS: HUMAN DEVELOPMENT

In our politically correct society in the West, it is a common misconception that males and females have identical psychologies. This is false; males and females have gender-based preferences, decision-making, and behavior. This can be observed in the existence of masculinity and femininity and the gender archetypes of alpha and beta.

Thank you for downloading the teaser version of Same Night Lay System: Pull the Girl & Stay Out of the Friend Zone. Please purchase the full book at Alpha University's website. Once you purchase, you will be given an automatic download link so there is nothing that needs to be shipped to you.

The book will completely change your life, shift your paradigm of male/female dynamics and the purchase is completely confidential. The book and courses go through the Human Development Model as it relates to attraction and then goes through the Game Model and its two subcomponents, Pickup Game & Love Game. It truly is the science of male/female dynamics and it will get you laid.

Pull the girl & stay out of the friend zone.

***Best,
Michael Herlache MBA
Founder, Alpha University***