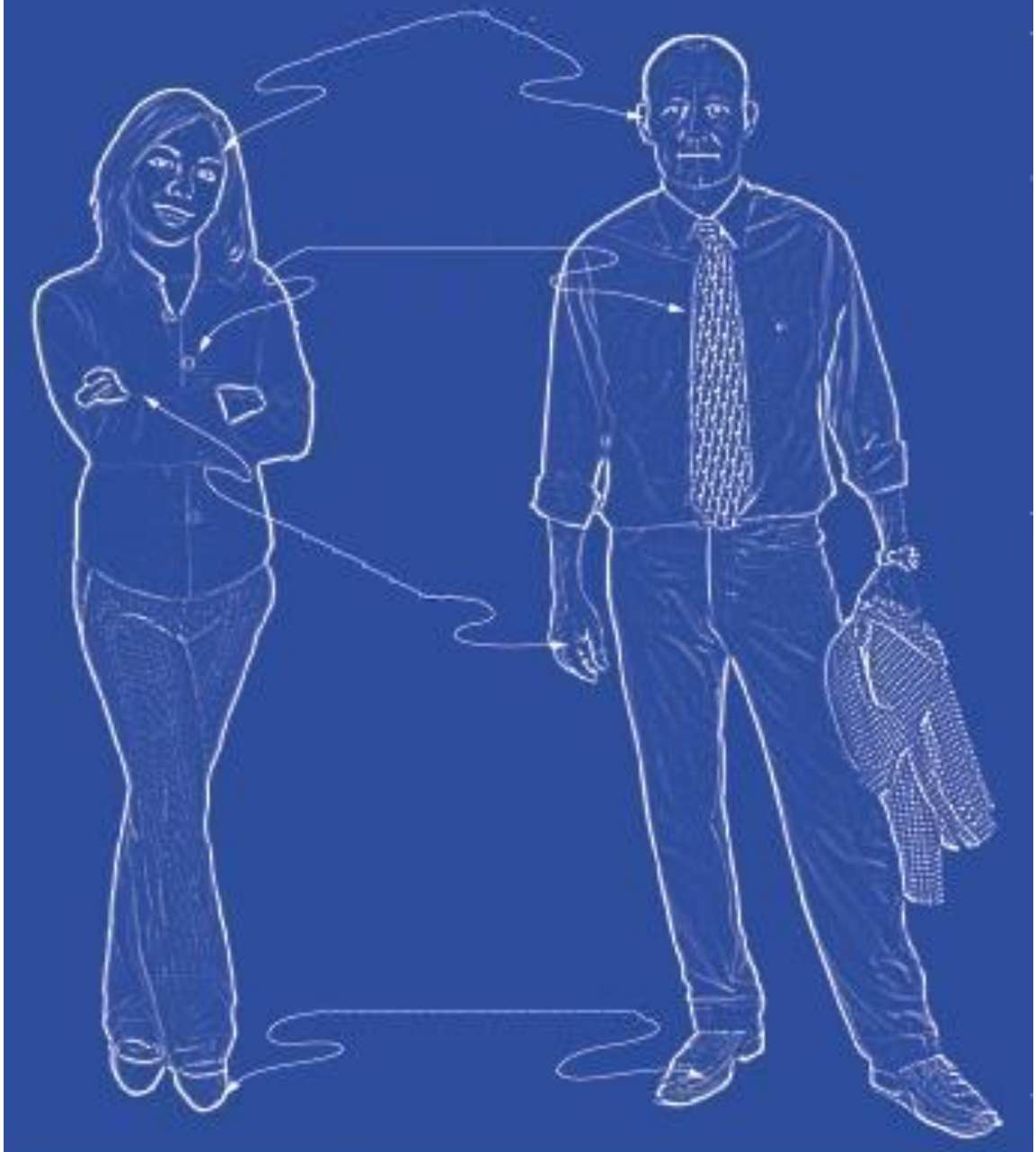
The Alpha Blueprint



The Alpha Male Decoded

Be The Man She Has Always Desired

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The Alpha Blueprint

An Easy And Straightforward Approach For Men Who Are Ready To Stop Making Excuses And Start Taking Control.

By Chris Nosal
www.icanmakeyousexy.com

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Introduction

What is alpha?

That is the basis for what we're going to cover in this book.

When you walk out of my classroom, you are going to know exactly how to cultivate the mindsets and behavioral systems necessary to be the ultimate alpha male that will leave women desperate for you everywhere you go.

There are very few men in this world who take the time to carefully understand how attraction truly works. Many men will simply do what they were taught to do and make every mistake in the world.

This is a byproduct of being taught to accept and apply information from others (books, teachers, parents, ect.) from a young age fact instead of opinion.

Most people never take the time to check things out for themselves or try to understand what's really going on around them and are basically a bunch of walking Helen Kellers.

For the most part we do this for one reason:

> **BECAUSE IT IS EASIER TO TRUST SOMEONE ELSE THAN TO PUT IN THE TIME AND EFFORT IT TAKES TO FIGURE THINGS OUT FOR OURSELVES**

For most of us growing up, unless you were lucky enough to develop natural skills, love was a cruel joke nature played on us.

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We needed these women to satisfy our desires but at the same time we were put in a position where we had no idea how to attract these women and they were left dangling just out of reach.

Now the tables have turned a bit in recent years and many of us are finally "cracking the code" which allows us to understand and penetrate the female mind like never before.

As for us guys, most of us grew up one of two ways:

1) We developed skills with women naturally.

2) We were natural failures with women.

For those of us who weren't so lucky, we did everything these women wanted and got zilch in return.

We were nice to them, kissed their asses, gave them gifts in the form of goods or services and did everything we were taught to do like good little social robots and how well did that work out?

To make matters worse, by this point our natural childhood instincts for attracting the opposite sex were long forgotten. We no longer had direction or knew how to get to where we wanted to go and jumping in to the female mind as a horny teenager and trying to see in to things from a woman's perspective was easier said than done.

"Attraction isn't a choice."
- Eben Pagan (David DeAngelo)

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One of the simplest and perhaps most understated quotes on the subject. Our male brains are wired for logic – it's not our fault it's just how we're built.

We naturally assess everything in our surroundings with far more logic than emotion. But here's the kicker, it's the emotion we often act on and many times override our logic.

In reality, none of us are as good at controlling our desires as we like to think we are so don't get full of yourselves guys. ☺

Years ago, on the rare occasion that an attractive woman would talk to me, I would maintain the mindset of, "wow, I can't believe the woman inside this gorgeous body is talking to and interested me." I know, I know it's a pathetic mindset to be in.

Basically I held the mindset that I was somehow feeding through this gorgeous woman's mind and was amazed that her gorgeous body was taking the time to talk to me if that makes any sense at all.

What was I doing wrong in this picture…ready for this? I was thinking 100% about satisfying myself and 0% about giving the woman value which made me worth her time.

I know this may sound crazy to you and some of you may even think your "above" trying to give value to a woman but we are going to cover this in much greater detail later so stick around.

Back to my point, the key to getting women is to give them value so that you make yourself worth their time.

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You do this by getting her body to produce emotions which induce attraction and then you get her to associate these feelings with you.

That's what it comes down to on a purely scientific level.

Anyway, back to what I was talking about a moment ago, the crucial element here is that I emphasized glorification of her physical body and this caused me to make her into some sort of idol that I was to worship when in reality she wanted to be treated just like anyone else.

I was not even thinking of what I had to offer her that would make me worth her attraction.

I know a lot of people like to think in terms of the "prize" and with ideals like, "well if she doesn't want me it is her loss".

DO NOT THINK THAT WAY

I want you to be real and honest with yourself because that is the first step to finding happiness.

It's a well-known fact in basic psychology that humans were not built to lie.

Be honest with yourself. If you approach a woman and get shot down, you liked her and didn't get the response you want don't try to rationalize it with some defense mechanism to make yourself feel better by saying:

"Well FINE! I didn't really want her anyway."

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Don't say this because the simple fact is whether you were looking for sex, romance or anything else you did want her and probably still do.

It is as much your loss as hers in most cases.

Don't put emotional dependence on women.

HAPPINESS HAS TO BEGIN WITH YOU

You are living your life and she is joining in on it. Likewise she is living her life and you are joining in on it.

If you find yourself clinging to the belief that woman want you to be the sweet man who is going to carry be her everything I want you to take a garbage bucket, take this idea, dump it into said garbage bucket, open the nearest window and throw it out onto the curb and watch it splatter.

In fact, take a steamroller should you happen to own one and run over this idea several times and burn it into ashes.

Just kidding I exaggerate a bit. Women do want a kind, caring man but they want a few things layered on top of it first which is what we're going to cover in this book.

When you are with a woman, make sure that you are not bending in to your society programming and that you are always looking at things on a purely primal level. If you don't understand what that means don't worry. You will by the end of this book.

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"As an example, could another man take your woman away from you? Ah, probably not... after all, you are most likely a very good husband or boyfriend...

But could he, perhaps, convince her to have a secret affair with him? Well now, that is a very different question..."

- Zan Perrion

To underestimate the power of alpha behavior is one of the most damaging things you can do to your love and sex life.

Alpha confidence is not simply a part of being a man; it is the essence of being a man… and without it you will never truly succeed.

The reason I emphasize this so strongly is because alpha males represent the confidence and dominance which just happen to be the primary characteristics that women are programmed by nature to be attracted to and you are programmed to be at your most comfortable with.

So what is an alpha male anyway? To begin our journey to answering this question we turn to the Mirriam Webster Dictionary:

"Alpha Male: a domineering man; the dominant member in a group of males. Having the highest rank of its sex in a dominance hierarchy"

It's time to take that alpha male that's been hiding inside you and bring him out for a little spin.

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So, now that we've got the basic foundation of an alpha male out of the way we can go in to this in a bit more detail so let's get the ball rolling!

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Chapter 1:
How Attraction Works

One of the most persistent problems in relationships is that neither sex really "gets" the other and most men don't look past their penis's long enough to really understand the subtle yet profound differences in attraction between women and men.

But how could anyone expect you to? How many of us were given a set of rules and guidelines by our parents, teachers and society?

How many of the rules you taught were "right" did you stop to open-mindedly consider from all possible angles?

Let's say a woman told you she wasn't attracted to you and wanted to just be friends. Let's examine two types of men and how they handle this situation.

An open-minded person would think:

> *"Well I'm really mad and upset that she broke my heart telling me, 'can we still be friends' but in all fairness she can't help the way she feels and she was compassionate and caring enough to be as nice about it as possible oh well whatever, I'm not gonna worry about it I'm gonna focus on finding plenty of other opportunities."*

Where most men would just think:

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"Yeah whatever, I don't want friendship fuck that. I didn't get what I wanted out of her and that's all that matters who cares if she's trying to be nice to me?"

The key difference between these two scenarios was that in one the man was thinking from the woman's perspective and really taking the time to show her care and respect that she showed him despite being rejected.

The open-minded man also had REAL self-confidence and emotional security. He didn't need the woman and was secure enough in himself to respect her decision instead of being bitter and angry about it because he wasn't harboring any underlying anger, jealousy, bitterness or insecurity on his mind and was confident and truly didn't need her.

The closed-minded man was simply being selfish and focusing on the fact that he wasn't getting what he wanted… perhaps that could have been the reason why he wasn't successful at keeping her attracted in the first place.

I have actually seen many women who will worry like hell about telling a guy they aren't attracted to him. I've heard about women literally spending hours thinking about the best way to avoid hurting a man's feelings.

Guess what happens when she finally tells the guy?

He is cold and hostile toward her and she ends up feeling bad and worrying about whether she was too rough with his feelings.

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Humans tend to think they are too smart for their own good and because of this often miss out on what's really happening around them.

Why we fail to see all these things stems from a number of reasons that include:

- Social Programming
- Core Beliefs
- Closed-Mindedness
- Inward-Focus
- Need For Self Gain
- Need For Self Validation

I'm sure you've been around enough people to not be surprised by the fact that most people simply think that they know best; that they have the puzzle solved and if everyone would just listen to them people would be much better off.

People often behave in this way as a result of self-esteem issues of one kind or another… everyone has their social programming in place and they feel hurt knowing that they're wrong which, quite often, closes their mind off to new possibilities.

People are afraid to accept that they might be wrong and are even more scared of admitting that there is an aspect of themselves that is totally out of their control but is also perfectly natural.

These are usually also the guys who go out of their way to try to fake being caring, sensitive and compassionate and are also the guys who are in many cases afraid to say what they're really thinking and feeling around women; afraid to be the same person around their girlfriend that they are with the guys.

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Figuring Her Out

> *"The great question that has never been answered and which I have not yet been able to answer despite my thirty years of research into the feminine soul is, what does a woman want?"*
>
> *- Sigmund Freud*

On the whole, women are looking for something different than men; women are built differently.

They talk differently.

They think differently.

They respond differently.

They act differently.

THEY'RE NOT LOGICAL JUST BECAUSE MEN ARE

Think of masculinity as the yin and femininity as the yang; two sides of a whole.

The masculinity is designed to compliment a woman's femininity much in the way that physically a penis is designed to compliment the vagina.

Regardless of where we came from males and females are built to fit together like two halves of a circle.

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Women respond to masculine, approachable men just like men respond to cute, feminine girls.

Women want strong men who will stand their ground and say no when they throw temper tantrums.

Why? Because it sends emotional spikes down there body that they want to feel over and over again.

Attractive women are different than other women and you need to realize and accept this in order to really achieve the results your looking for.

Beautiful women have been socially spoiled all their lives. Not entirely however, they get used, played, tricked and many times have trust issues as a result of being played so many times so don't get me wrong here their lives are FAR from perfect and we'll get in to this a lot more later on but I just want to skim over it.

Nonetheless they have the huge advantage being able to have any man they want pretty much (although many are too socially conditioned to take initiative and get the men they want).

These women, for the most part, have had men treat them like princesses since the age of 15 and are not looking for the "same old loser" who is going to worship them as something they are not instead of treating them like a regular person like anyone else.

When did the same old thing ever get *your* attention?

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Now when did something unique catch your attention so well that you "just had to" show it to all your friends who showed it to all their friends.

A woman is like anything else.

When you first look at her from a guy's perspective she is like a Rubik's Cube but once you understand here it becomes

"*Duh…of course! How could I have missed this simple thing?*"

These days we are getting a far better understanding than ever before about women and attraction in general.

However most men are not taking a genuine opportunity to embrace the wealth of knowledge we have accumulated in the 21st century.

If I asked you why men think differently than women what would you tell me?

Now, how would you explain it?

Don't scroll down. No cheaters here!

Really give it some thought and come up with an answer.

If you able to explain that women are run primarily by emotions and men are run primarily by logic then we are on good footing here.

So now let's dig a little deeper in to this so we can fill your brain with knowledge and get you going.

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Have you ever noticed that we break down attraction, love and affection in to a science while women think in terms of “true love” and “soul-mates”?

One is logical and the other is emotional. Hmm I wonder if there could be a connection there?

And about sex? Yep you guessed it she works differently there too. Men will jump in to bed on arousal alone. When it goes up we want to go in. Women however will rarely if ever go to bed without an **emotional** connection to a man.

Women are programmed to be more cautious about who they breed with as they are capable of getting pregnant.

What A Girl Wants

The word rejection is a word I am well acquainted with and I am sure you can relate. I spent nearly 17 years being rejected by women. If you have spent decades being rejected as well, this has probably left you with a view of women that is VERY inaccurate.

Personally, I used to blame it all on the women – I thought *they* were the problem… I thought *they didn’t get ME*.

Then one day I had what is quite possibly the world’s simplest realization – if all my friends were getting women to like them and I wasn’t it must have been something I was doing.

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These women weren't bitches by any standards so I decided to find what aspects of my personality were causing them to act bitchy or cold toward me.

Suffice to say it turned out to be a simple matter of poor and incomplete teaching which was the idea that women are attracted to jerks so act like a jerk and women will love you.

The truth is if you are a decent human being who can show a genuine interest in a woman (and you can show that you're confident) she will be more than happy to have a conversation with you.

Remember your reality has been created as a result of you acting the same way and getting the same results.

If you are confident and change your game plan you will get different results.

I'm going to talk to you now about some of the primary personality traits that women find attractive. This doesn't mean by any stretch of the imagination that you should put on a face when you are with a woman.

But it does however mean that you should ever make an effort to play up certain aspects of your personality and downplay others.

First of all you must understand that women DO NOT EVER want to feel like their love, caring and trust is abused or taken advantage of. This comes from a woman's emotional drive to help, care for and nurture others. This rings particularly true for a man she is attracted to.

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The first thing that women find attractive and a man, obviously is alpha behavior. As I've said many times before, women love a man who knows how to act out the male role because that is what they are programmed to be attracted to.

The second is a caring guy. This is not to be confused with the guy who is supplicating, needy or a pushover. The reality is that women do like to receive gifts but it should be spontaneous and selfless. You cannot appear to be wanting something from her or trying to gain her favor through neediness. Also, you want to try to make your gifts unique. Flowers and gift cards are great but will likely be forgotten the next week.

There is a problem with guys today. They have no idea that the world is nothing like the way they view it. If something is not working, you get off your ass and change it.

The third is the man who is ambitious, aggressive and willing to take risks. If you have ever heard stories about Evel Knievel**,** he would have women showing up outside his hotel room after a jump with their boyfriends. The girl would then tell Evel that she told her boyfriend that she would dump him if he didn't let her sleep with Evel. That is the attraction that a risk taker can generate at its best.

You are in luck because you don't need to risk your life to be a risk taker. Simply being unexpected and being willing to put public opinion to bed is a huge risk in our society. As a side benefit I guarantee following your feelings will make life more interesting. If you feel like going out on a whim and partying or just being out all over the place women love a man who loves all kinds of experiences.

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Woman find a man with ambition very sexy. A man who is willing to defy all odds and follow his dreams. That is the true nature of a man who is in control of his life.

Women love a man who sees no walls around him. They love a man who sees opportunity in everything. She loves a man who follows his heart because she can really feel and connect with it. The reason for this is because a passionate man represents a thirst and lust for life.

What I have found is that when it all comes down to it in life, all we have is our passion and our drives to get to where we desire to be. We set standards for ourselves and will never be desired until we achieve them. An alpha male never lets things go. When he is taking breaks from his passion he starts to feel uneasy because he hasn't achieved what he set out to do and that is time wasted.

Women are a universal passion for men (heterosexually/bisexually speaking). You may have heard a theorist who has said that women are the reason for all male achievement. The theory states that men do everything to drive to impress women. Ironically, this is what all the losers are doing who are not getting any.

You must be willing to take risks in your life. They will make you sexier to women and they will make you a more complete human being because you will learn not to fear life so much and instead start embracing it.
The reason you need to be more confident in general is because it will decide your willingness to take risks. That and how determined you get from your failures. If you are worried about what everyone thinks and you are dependent on the approval of others, it goes without saying that you are not going to risk very much.

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Consider your risk as how much you are willing to give up to achieve your goals. If you stop to think about it, you will probably realize that a life of failure will be worse.

Let's take women as an example. This is a situation where many men have no real perception of how things work. They have an idea in their head that every woman they try to talk to will shut them down miserably and see them as a guy hitting on them.

The problem is they can't take a chance on talking to a woman and risk getting hurt. A man should not put his opportunities at risk for fear of failure because he needs to realize that the potential possibility of dating your perfect dream girl likely far outweigh the risks.
You need to recognize opportunities when they're sitting in front of you. Although this sounds like an easy task it becomes a challenge when you realize how sheltered and closed off your view of reality has become.

Take me for an example.

Where most people see the Internet as an opportunity to communicate, obtain information and look for friends on MySpace I saw it as an opportunity to change my life situation, reach out and help other people and create opportunities that would have otherwise not been available.
What does this tell us? As men we are expected to take most of the risks in the attraction and relationship process right down to asking a woman out.

I'm sure you've heard this many times but attraction is by no means logical. There is a reason commercials have gone from the 50s style of "this washer offers…" to the psychological PlayStation 3 commercials

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you saw four years ago. People are realizing the power of appealing to the primal emotional brain over the logical and rational brain.

A woman will get used to how her attraction system works even if they never for the life of them can figure out why. However, women aren't like us – they work on their feelings first and think about it later.

If you've ever studied computers, you know how the binary system of 1 and 0 works. Let's say you want Windows XP to show windows contents while dragging. If you wanted to change the settings directly you would go into the windows registry and find the key to show contents while dragging. If you want the window contents to show you set the value of the key to 1 and if you do not want the window contents to show while dragging you would set the value of the key to 0. Two settings, each completely inverse of the other.
So what is my point in telling you this wonderful little tidbit about computers? My point is that her attraction will either go in one direction or the other. Either she is attracted to you or she isn't. That is not to say there are varying degrees of attraction but when you are around her she is either going to feel good or bad about it.

If you are a guy, chances are you are reading this with the intention of finding a sexual or romantic partner – not a friend. Take it from me, you will be happier if you just stick to your male friends. Women don't like (in most cases) the same things as men. Sure you will meet the occasional woman who likes to play Xbox 360 and football but they are a dime a dozen.

If you are her best friend you will not be her lover – some will say the two coexist but a woman's best friend slot is almost always required to be filled by a female. A woman just will not feel comfortable sharing

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things with you that she would with another woman because you simply cannot think on the same level as her best female friend.

Every display you make around her, that she hears about from her friends or that she infers about your personality will have an effect on how she views you. What does this mean? That it means that you need to be in control of yourself at all times. You need to know (to what extent is possible) what the outcomes of your actions are going to be and how to coordinate your actions accordingly.

Control is one of the most important factors for any alpha because it will decide how well he will be able to control himself with women and in life. For example if you do not have the discipline to finish this book, you will not learn and gain as much as you could have if you had read this entire book.

This is why I said to set your standards beforehand. If you set your standards beforehand you will have something to reach for and you will be able to look at where you are and make sure you are going in the right direction.

As an alpha male you need to live for you. If you feel a certain way you need to express that. If you have certain personality traits you need to express them. You do not want to spend your life being when a woman wants if you don't get to be yourself.

You also need to be able to take control. If you want to do something do it. A real man makes no apologies for who he is or what he believes in.
A woman will have you on a very similar scale sexually speaking. Either she attracted to you and you will make her feel good or she is repulsed by you and you will repel her every time you try to peruse her sexually.

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She WILL be attracted to you if you can exhibit human respect while displaying debonair charm and it will warm her up on a primal level. But you need to know what you are doing in order to achieve these results with the woman. You need to show her that you are a man which she is biologically programmed to be attracting you.

Obviously this is a long and drawn out subject that men have been asking for ages. Sigmund Freud once stated the now famous quote, " The great question that has never been answered and which I have not yet been able to answer, despite my thirty years of research into the feminine soul, is ''What does a woman want?''

Women want in a man who can make them feel emotionally stimulated – NEVER BORING! Another thing attractive women are desperately looking for (because there are so few left) is a man who is not afraid to be himself and always speaks his mind. She wants a man who is not a goofball but can spontaneously make a crack that lights up a room and at the same time doesn't expect anything from her. Also, he is a gentleman (not to be confused with a supplicator) you do nice things to make HER feel good not because YOU want something.

There is A LOT to attraction. If there wasn't I could cover this in a 10 page book instead a book consisting of hundreds of pages. Women have certain things they are programmed to want in a man. Namely, women want security, safety and masculinity so that they can feel comfortable enough to give themselves to a man.

We often find ourselves confused because a woman's emotions and feelings seem to jump every 0.5 seconds. To make things worse they use 128-bit encryption on all their messages and you need to be able to hack it.

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Many men have asked me why they can't understand that women and can't make sense out of them. They ask why women get mad over things we are not even aware of. The reason for this is because as we cannot see things from her perspective, she cannot see things from ours. Our bodies operate so differently that we can NEVER see people from different perspectives.

Women find a man's reality odd and men find a woman's reality odd. But to each of us it's perfectly normal. When women are talking, their statements actually come from a different part of their brain than men because of their emotional levels.

A woman's emotional drives are as powerful as our visual drives. Women have thousands of feelings going on at once but most women aren't capable of putting them into words. A lot of what a woman says will be fragmented and indirect. Think of when you tried to explain something to a friend and it made perfect sense in your mind but when your friend heard it he could not make heads or tails of it.

Knowing What You Want

If you ever want to achieve anything, you need to know what your goals are.

If you know what you want you will know what direction to move in and be able to readily recognize if you are deviating from that direction.

Knowing what you want to achieve out of life will keep you from getting distracted by things that would otherwise be impractical to you. Not only does this entail you figuring out what you want, it also requires

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you to be willing to walk away from someone who does not meet your expectations or standards.

You need to have a solid list of principles that you are not going to compromise, change or forego during your efforts to get a woman or throughout the course of the relationship. Your values, integrity and passions are everything in attracting women.

For example, if you are going to look for a wild party girl you are probably not going to be trying to pick up conservative hotties at your local library. You're probably going to be hitting up parties and trying to find a wild girl who is the center of attention being hit on by every guy in the place.

You are also want to try to tailor your personality to the type of woman you want to meet – although you can get a woman by being any sort of alpha male the reality is that certain traits will make it easier for you to attract a woman - some women like bad boys, some like charmers, some like nice guys (not doormats – chivalrous men).

You're going to be at the nightclubs and bars trying to find the right type of woman for yourself. This is why is VERY important to know what you want; preferably right down to the smallest detail you can plan on.

I'm sure it is simple logic to your male mind that different types of women will congregate depending on where you go and even the same woman's persona may be different wherever she goes. She may be a high profile attorney by day who wears a black power suit and ties her hair back to convey an intimidating demeanor and become a skimpily clothed, dolled-up shadow of her daytime self by night.

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While this is not a definite standard and you will notice exceptions to the rule you should always realize that there is a certain normal standard type of person or group who congregates in a specified place. Thinking in these terms will give you a definite advantage because you will be making things incomparably easier for yourself by bypassing options that are impractical to you.

Inner Mastery

Mastering yourself is one key point that way too many men overlook. To my shock isn't terribly uncommon for me to see men going out becoming a "master pick-up-artist" and still whining when they lose their girlfriend or catch a case of the "I can't take the rejections".

Many people I have met are amazing with women but they never get around to enjoying it because they are too obsessed with constantly worrying about whether or not they are "maintaining their values" and whether she likes them.

Or they are so addicted to reaching a higher level of success and getting as many women in bed as possible that they don't even care if they're achieving their goals or even if they are happy; they're just feeding an addiction and looking to feel like they've achieved something.

One example of this is a guy I met who was miserable and as he put it "didn't feel like approaching" but still did it anyway because he committed himself to doing a certain number of approaches a day.

The sad part is he was not getting a better success rate and found himself growing more and more miserable. He literally became obsessed with mastering his "technique" and completely forgot to even

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care about whether or not he was meeting a wonderful new woman to enrich his life; he just wanted to succeed.

Speaking of want there are two powerfully important words you should understand:

> 1) Want: feel or have a desire for; want strongly; "I want to go home now"; "I want my own room"
>
> 2) Need: a condition requiring relief; "she satisfied his need for affection"; "God has no need of men to accomplish His work"; "there is a demand for jobs"

I want you to understand these words because whether or not you get past these two things will ultimately judge whether you will be happy or miserable regardless of how many skills you learn.

Needing and wanting WILL hinder you, drive you and can destroy your life.

Your emotional state drives your beliefs and has a profound effect on the way you think, act and behave. Everything you present to the world is going to be a representation of how you feel inside.

If you can control your emotional state you become more confident. Confident men get the girl plain and simple.

The problem with this simple statement is that most men take it the wrong way and go out looking for anything and everything to tell them they are worthwhile. Instead of finding happiness within themselves they look for those 20 sex partners or that mastered skill to tell them

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they've achieved success when all they're really doing is trying to fill a void within themselves with external pleasures.

But – and this is a big but – they are not confident within themselves. Even if a guy acts confident I guarantee if you stripped away everything from their external world they would be emotionally ruined because they would have no one and nothing to validate them other than themselves.

These are the kind of people who need others to provide them with comfort and security in order to feel worthy.

That's not to say people with confidence have no problems achieving their goals as there still is a lot of work involved but truly confident people can be their own cheerleading squad 24-7 when necessary.

Social Programming

> *"I think the most important question facing humanity is, 'Is the universe a friendly place?"*
>
> *- Albert Einstein*

> *"The possibility of stepping into a higher plane is quite real for everyone. It requires no force, effort, or sacrifice. It involves little more than changing our ideas about what is normal."*
>
> *- Deepak Chopra*

I want to ask you a question and I want you to really give it your best effort to answer:

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"Whose reality do you live in; yours or the one that's been created for you?"

Got your answer? Good. Here is a follow up:

"*To what extent do you live in this reality?"*

Are you at the lowest level; kissing up to her and being an everyday loser?

Are you at in between; getting her attracted but needing to change or coordinate your behavior and put on a fake persona to keep her interested?

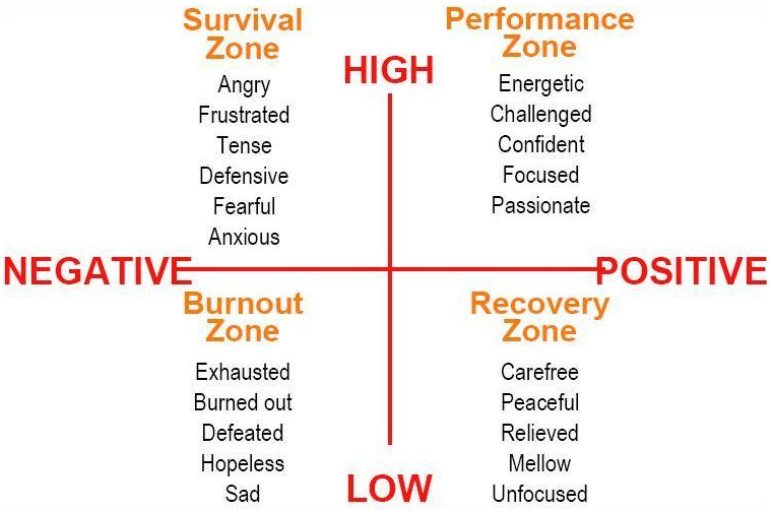
Or are you at the highest level; being yourself and effortlessly getting her to want to share in your world?

Simply becoming good with women does not make you an alpha male. Go on to any forum on the web and you can easily find hundreds of articles littered with questions about how people should behave in order to "keep her attracted."

Supplication.

This brings me to the confidence. This is a male with a certain set of characteristics that allow him to be his most complete and true self.

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The first zone is the High Survival or "fight or flight" Zone also known as our energy reserve tank.

This is the zone you would be in if I walked in to your room and released a mountain lion in front of your computer.

You're obviously not going to stand around and think,

> "*Hmm…what a beautiful mountain lion I wonder if he is going to attack. I'm going to wait here and see what happens.*"

You are most likely going to get out of there and run like hell doing it before you even have a chance to think.

The second system, the Burnout Zone is the system we call upon when we overexert ourselves.

For example, if you have a huge essay due tomorrow and you stay up and punch the keys for eight straight hours the Burnout Zone is the zone you would be presently existing in.

On the positive side we have the Recovery Zone. This is the one we enter when we come home after a long day of exerting our energy.

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Think of a day you went jogging six miles, came home and plopped on the couch. As soon as you plopped down on that couch and started recuperating you entered the recovery zone.

The last zone, the Performance Zone is the most important zone for you to focus on. This is the zone you are in when you are functioning at your best.

Think of a time you were just “in a groove” when you felt great and things were just flowing with whatever it was that you were doing. You weren’t tired, you weren’t stressed and you just felt at peace.
As a you establish your confidence you are going to find yourself spending much more time in the Performance Zone in which you are functioning at his most optimal.

What Is Normal?

What is normal? This is one of the most important question I have ever been asked in my life and I really urge you to consider carefully what your definition of normal is.

Many people will tell you that to define what is normal you should simply look around you at what the standard of behavior is in that context.

I’d like pose a different view to you.

Is normal it what everyone else is doing or is it what is most natural?

For most of us “normal” is what we go throughout our lives commonly observing around us; a world of social zombies.

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If you stop to really observe what is going on around you, you will quickly realize that much of what is taught as appropriate, correct and normal by society is in almost direct conflict with our natural animal tendencies and instincts.

There is no example of this which is more pronounced than the teachings of the Catholic Church.

If you really want to get a feel for what I'm talking about then here is a little experiment you can do.

The next time you are French kissing a woman that you observe how animal and primal two tongues running over each other as an expression of love looks or consider the appearance of a man and a woman humping.

Not so different from what you see on Discovery Channel is it?

We were taught many things by many people over the years which may not have served us in a way which allowed us to really get the best for ourselves.

Society has conditioned us to be "civilized" and has heavily played down and tried to minimize the appearance of us being animals.

These things include:

- Men being equal to women
  (Don't misread; neither is below or above one another but both are very different)
- Sex is not a "comfortable" or "appropriate" public topic.

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- A man wanting a woman sexually being wrong.
- Public displays of affection.
- Making any sexual references.

We take so much care to look for answers everywhere else rather than figuring things out for ourselves that we believe and accept all these things blindly because we never really thought through why we have these beliefs.

If you think for a moment I am sure you can find a hundred things in your life easily that you wouldn't do because you were worried about what your parents, girlfriend, friends, neighbors or anyone else in society might think.

It is when we experience these issues that we feel emotional tension. Emotional tension is the result of going against our natural instincts and causing our logical feelings to conflict with our emotions.

The Attraction Factor

As is no surprise to you by now, attraction works very differently for women then it does for men; we are birthed with this programming and it's going to be how we operate until the day we die and possibly after that if some strange person decides to perform rape of a dead body.

But that's another subject for another day.

Given a typical scenario, a male's primary and often mandatory requirement to be attracted to a woman is her physical appearance.

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Is it correct from an equality standpoint that men have an attraction to physically attractive women over less good looking ones? Is it fair?

No, it's not fair; it's realistic.

A typical male will gauge a woman for her looks as a prerequisite and if she is physically appealing he will proceed to assess whether or not her personality is compatible with his own.

This is not to say that women don't judge on looks.

There is often a great deal of confusion that I would like to take an opportunity to clear up. A woman's first interest in a man is not his looks but how he can make her FEEL.

Although a woman will see a man for sexual interest if he is good looking and will be likely to make an intentional effort to peruse a relationship because of this, in order to truly desire a man, a woman needs to be attracted to his personality.

A woman needs to assess what we will call the all important "confidence."

A woman needs to see whether or not a man is the real deal and can provide her with the potential security, comfort and dominance she is wired to seek.

Men on the other hand would jump into bed with the prettiest thing on two legs given the opportunity and provided social conditions are appropriate (I.E he's not married, scared of STDs, ect.)

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The problem is that most men just don't "get it" because like most humans we are too blinded and caught up within ourselves to look at and observe those around us.

Most men I have met are still caught up in the reality where a woman will love "him for him" because of his this and his that.

If this is you then today is your lucky day because you are about to get a paradigm shift:

SHE IS ONLY WITH YOU FOR HOW YOU MAKE HER FEEL.

When a woman calls a guy:

- "The sweetest guy ever"
- "The perfect boyfriend"
- "soul mate"
- "The man she can't live without"

What this translates to in male language or logic is:

"Being around this guy is causing my brain to flood my body with emotions which make me feel good around him. If these feelings stop I will have to dump him."

I know this reality may not sit pretty with some of you but it is the way things work. A woman isn't necessarily going to go out of her way to destroy a man and many times will try to let him go with as much

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sensitivity as possible but essentially this is the way things work; if her body stops pumping the emotions she no longer feels attraction.

So why am I telling you all this?

Because I want you to permanently take the mindset that kissing a woman's ass will ever get you anywhere and throw that idea into the sun or a volcano where it will burn into oblivion never to return.

Once you know how to get out of that mindset and make every woman you meet feel immediate attraction to you things will start to get fun.

Flipping Your Reality Upside Down

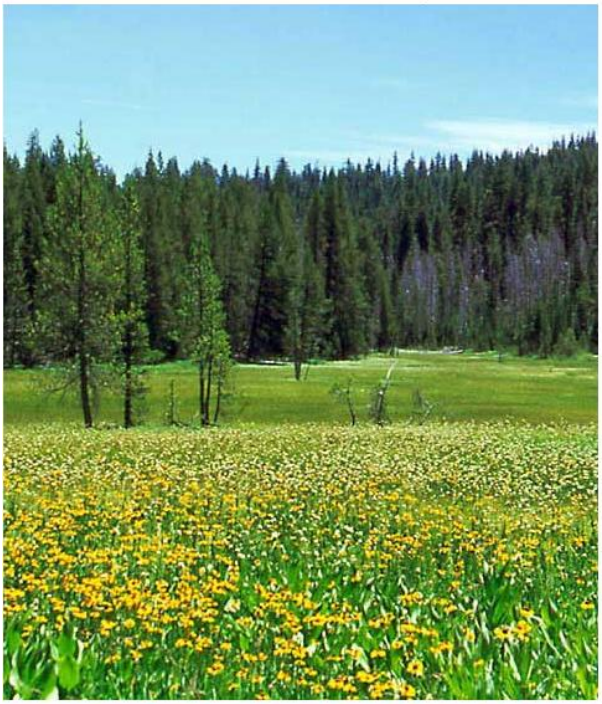
I'd like to tell you about a little experiment that will show you just how variable our perception of reality is.

In 1896 a man by the name of George Stratton conducted an experiment in which he wore eyeglasses that inverted his view of the world and caused him to see everything upside down.

I've made this little image chart to give you an visual idea of how he saw things compared to the way we see them:

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How You See Things



How He Saw Things



Notice how the trees pointed toward the sky actually create the illusion of a lake with water when pointed upside down. Our unconscious mind naturally assumes the blue on the ground is a lake and the blue up above is a sky.

What he was testing here was the idea of the way our brains perceive "upright" things.

To do this he built a pair of glasses that consisted of two lenses of equal focal length, spaced two focal lengths, so that rays of light entering from the top would emerge from the bottom, and vice-versa.

At first he wore the glasses for twenty-four hours and reported that things only "occasionally looked normal". However, after wearing them for four days things began to seem more upright than inverted and on the fifth day he was able to walk around his house fairly normally but

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noted that if he looked at objects very closely they looked inverted again.

Now what do you think happened on the eighth day? If you guessed that he perceived things as “upright” you are correct.

As a matter of fact, when he finally took the glasses off on the eighth day he found that it took almost five hours for his vision to return to functioning normally.

His brain shifted its perception of upright based on what he saw.

What this means is that our perception of the world is entirely based on what we can see, hear, think and feel.

Let me give you an example, how would you respond if I offered you a $200,000 a year job right this second with no interview and you knew it would be the perfect job to fit your skills; would you take it?

Now, imagine if I offered Donald Trump the same job. Chances are he would see that $200,000 a year as pocket change whereas you would see it as “high class”.

The same applies to attracting women. Once you accept that meeting and attracting beautiful women in to your life is normal, you will find that you are much more comfortable and assured with yourself and willing to just accept that this is the way your life is supposed to be.

Once you learn how download this crucial confidence in to your brain and permanently embed it in to yourself you will begin to see that women will respond to you differently.

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Just like you would act differently around a beautiful woman (in whatever sense it may be) beautiful women will also act different around you once they realize that you are the real deal. These women will realize that you accept yourself as a sexual being and are not ashamed of that.

Having this mindset will set you apart from most of the society robots out there who are blindly following what they are taught in a sexually repressed society.

The Diamond Dupe

We all know that diamonds are rare and we all know that people value things that are perceived to be rare.

Did you ever wonder why a woman doesn't want a cubic zirconium ring for thousands of dollars less even though it has to be put under a microscope by an expert analyst to be identified as not being a diamond?

Do you think a woman thinks about this consciously when she is stacking up the two and making her decision?

Of course not!

Now imagine someone comes over from another country and you are helping her pick out a ring. She sees the cubic zirconium and a seemingly identical diamond ring next to it. The only thing about the two of them that appears not to be identical is the price tag.

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Now, imagine trying to explain to your friend why she should by the diamond over the cubic zirconium because it is more “rare.”

If this belief hadn’t been programmed in to the foreign woman beforehand you would likely have a hard time convincing her that one random material is worth far more than another with no discernable difference.

While you’re at it, go out and ask any woman how the diamond industry is doing and what the ratio is between available cubic zirconium and available diamonds.

Ask her when she checked to verify that diamonds really are “rare.”

Does she even care? Nope.

All she cares about is that she was taught:

1) The diamond was more rare and thereby worth hundreds or even thousands of dollars more.

2) She would probably feel “cheap” knowing she was wearing cubic zirconium because of her perception of its value.

3) She wouldn’t be able impress her friends without feeling “cheap” and lying to them.

The third of the three is probably more prevalent than the others. She wants the diamond because she knows it is regarded as valuable and knows society and her friends and family will admire her for it.

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Two things. One is worth thousands of dollars more because she was taught it was rare without even knowing whether or not it actually was. In addition, she was taught it had social value thereby making it far more valuable.

Interesting to think about huh?

My point in this little shpiel was that women are attracted to what they are taught is perceived as valuable or whatever will create the best feelings inside them.

Don't look so innocent though guys our hands aren't so clean when it comes to misinterpreting value either.

Anyway, after a woman has crafted an image of something that's valuable she goes out in to the world and hunts it down or desires it whenever she sees it.

Think of a lottery winner who hunts down a lottery ticket twice a week in search of their pot of gold but when they finally get their pot of gold they end up wasting it all in search of happiness and winding up more miserable and in debt than before.

I'm talking here to any man who says:

- "*I'm not good looking enough!*"
- "*I'm not rich enough!*"
- "*I'm not funny enough*"
- "*I'm not smart enough"*
- "*She's out of my league*"
- "*She'll never want to go out with a guy like me.*"

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If that is you STOP IT! You're being stupid.

Am I going to sit here and lie to you and say these things don't matter? Of course not!

They can and will have an impact on your success.

What I am saying is that value is an illusion that is created in your mind.

The Science of Sex

Since the point of this eBook is to teach you the mindsets and applications of how to be an alpha male I don't want to go to heavy into this beyond what is truly necessary for understanding why attraction is the way it is and to give you a sense of why it is involuntary.

I'm going to try to keep this less "sciencey" and more short and sweet but here it is:

Your brain and body are put together for the purpose of driving you to reproduce and serve out the function of passing on the most dominant genes to the next generation.

Everything in the universe is created to balance out life. We have time so we feel a sense of accomplishment and linearity. If life was like the dreams you have at night it would neither be fun nor fulfilling because we would never see the results of anything or have any consistency.

We have gravity so that we are all able to move ourselves around in a controlled fashion.

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There is a good reason we do not control our attraction mechanisms; the system simply would not work.

We would not be able to ensure the reproductive cycle's intention if we did.

What is interesting about this is the obvious compliment of each of our sex characteristics to the other genders.

Some examples of these include:

Men	*Women*
Penis	to Vagina
Looks	to Personality
Masculine	to Feminine
Sperm	to Eggs

Evolution or otherwise what is here is here and it is what we've got to work with.

Understanding our different roles as men and women allows us to better understand who we truly our and better find our place in the world.

Our brains were not wired for the modern world of contraceptives, birth control pills, diaphragms and Mirena. Your brain does not know the difference between going to bed for sheer pleasure and going to bed to make a baby.

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As a result of this her attraction mechanism works the same; she values an alpha male who will protect and father the best, strongest and father the most babies for her.

Keep in mind that this process, like the rest of her attraction mechanisms, occurs unconsciously and instinctively.

Now let's take a look at this from a man's perspective. The goal of the male is to replicate as much as possible and impregnate as many women as possible with his alpha genes during his lifetime.

A woman produces one egg per month for much of the prime years of her life. I know this is going to sound like an Easter Egg Hunt but because of the fact that a woman produces just one egg per month she is programmed to put a lot more value on sex during this time because of her limited supply. While a man is "always on" so to speak a woman is not.

While the woman only has a specific and limited fertile cycle and is engineered to look for opportunities to have a child a man is built to "spread his seed" and seek out as many women to impregnate as he can.

The Attractive Attitude

I want to clarify something so there is no dispute:

NO ONE CONTROLS THEIR OWN ATTRACTION MECHANISM

I know I have said this already but it really needs to be driven home so that you can really get just how far this idea goes.

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Neither women nor men choose who they're attracted to. It is an automatic process that has evolved through millions of years of evolution.

This is why some women can be attracted to men that are dangerous, unstable, abusive and even threaten their dreams and ambitions.

Now there are many different ideas people will try to feed to your amazing little brain like Chex Mix feeds your tummy.

If you you have a goal, some people may simply tell you that it's not possible for you to achieve those results and find any excuse to justify why you're going to fail… and if you're sensitive to the opinions of others this can create quite a wall for you. I know it created a huge one for me that took years to bring down.

Other guys will try to dispel you by telling you that you don't have the looks, the money, the fame, the body, ect. Because many guys equate their importance of looks to a woman's they end up sabotaging and rejecting themselves and creating a wall of impossibility and losing before they even tried.

I want to spoon feed you the reality of exactly how things work in the **real** world and not the world most men perceive as real.

As much as society likes to run on logic and law, we are ultimately at the mercy of our emotions. If we're trying to save our lives we'll run a hundred red lights no matter how many police officers are threatening to arrest us. Our emotional survival instinct will override our desire to follow the law.

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If we have an emotional need that is strong enough we will throw everything out the window to get it met. Once nature takes over, all the society rules in the world won't be able to change a thing.

This all goes back to the reality that attraction, on any level, is an uncontrollable and unconscious process. Our bodies know what they are doing inside and out.

This is why men will sleep around whereas women are far more cautious about having sex with anonymous partners. Men will cheat because it is not so much pain off their ass; they don't have to worry about childbirth.
Again the male attraction mechanism is not aware of alimony, child support and the society concepts of family shame so it does not think on these terms.

If a woman is attracted to you GOOD roll with it. Women don't choose how they feel about sexual partners any more than you do. Don't worry about "understanding" it. Don't think about the how, why, who, what, where, when, ect. Focus on your results. Focus on what's in front of you and what you want to do next to take things in the direction you want. Always be focusing achieving the next step.

So What Is This Attraction Thing Anyway?

Well I'm glad you asked! Basically, attraction is an unconscious response a woman has to certain masculine characteristics in a man. I'm not going to waste to much time going in to how men are attracted to women as I know you're already aware of this. To allow you a little

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insight however I'd like to go in to exactly what it is that makes a woman attractive to a man.

Attraction is our body's inborn replication mechanism and as they say, "when it rains it pours". If ever this was true for a concept, it is attraction. For a woman, attraction hijacks the body (like many emotions) and makes her desire a partner.

If the attraction is powerful enough, it won't matter one bit what a woman logically has or wants; she will go after and take what she needs much in the way a man will.

All in all attraction is pretty straightforward for men. Women can physically be placed into one of four categories: ugly, average, cute and hot. Personally, If I find a woman attractive my first instinct is to tell her exactly how I feel. I don't do this because I want to supplicate her or because I like her but because I prefer to set up a confident, alpha, sexual and honest tone from the beginning of an interaction.

Now let me ask you a question and be 100% honest:

Did you ever believe that looks mattered to women as much as they do to us?

If your answer was yes don't worry, most of us do. When I was in middle school I used to spend days on end crying because I was overweight and no matter what I did the weight just would not go away. It wasn't until I got to high school that I noticed many attractive women were dating less physically attractive men and got my first inkling that the world ain't what it seems.

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Resistant and Pushy

Typically when you approach beautiful women (particularly in bars and clubs) it is quite common to be met with resistance.

I have been digging in to this idea for a long time and the reasons why women put up this front because I found it staggering that women could put up this front yet be so nice underneath.

After a lot of study, observation and thought I have realized why a woman's resistance is possibly one the most misunderstood things by guys.

Women, like guys, have a specific set of behaviors they use when they believe something or someone is trying deceive or violate them or when they don't understand what is going on in a situation and if there are ulterior motives. Attractive women can get very fearful of who to trust.

She is constantly concerned about who wants her for her body and who wants her for her real personality. This shield is, much like yours, her way of protecting herself from an unknown circumstance.

Think of it like her protection mode.

On this level a woman does not want you to ignore her or act like she is beautiful. In fact, many of these women love to be told they are beautiful from confident, real guys but also wants to know at the same time that you are genuinely interested in her as a person.

Women want to be appreciated for their beauty but at the same time want to be respected and cared about as a person.

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It has taken me a long time to realize this but men who can be totally honest and comfortable with the human condition and appreciate both will be to a woman unlike anything she has ever experienced.

He is not trying to act like he should ignore her looks completely but he is also not acting like they are the only thing that matters and this comes off as more natural than just about anything else.

Think of a time someone was really nice to you as they were trying to get something and you became very cautious and protected. You may have even smiled and been polite not wanting to hurt their feelings or make them feel bad but on the inside you had your guard way up.

That is what it is like for a woman who does not know what your intentions are.

In the case of a woman, especially if she is extremely attractive, is usually worried about whether a man only wants her for her physical beauty and just wants to get in to her pants.

WOMEN ARE EMOTIONAL AND THE NEED AN EMOTIONAL CONNECTION

Have you ever met a woman who would intentionally play with your head in an attempt to get you to chase her down?

Unless you were good with women your whole life I would bet the answer was yes.

Remember how the more you tried to chase it down the more unattainable she became?

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You need to realize something:

THIS IS NOT HER PERSONALITY

What she is doing in these situations is putting on a metaphorical emotional mask to try and protect herself or trying to take advantage of you like a drug. She knows it is bad for her and knows it hurts your feelings but the power is something that is like a drug fix for her.

As for the resistance, women usually put up this front for two reasons:

1) The result of years of being hit on, embarrassed or violated.

2) It is the easiest, quickest and most efficient way to weed out and keep unconfident men from approaching her.

3) After being hit on 30 times a week, it is the fastest way for her to shoot down a guy she's not interested in.

This is why I highly encourage and emphasize honesty. I have worked with a number of different methods and as I said before, at a central level women respond to one mind set:

CONFIDENCE IS THE ONLY VALUE A MAN NEEDS

What's funny is many of the same guys I have met who complain about a woman's resistance aren't much better themselves when it comes to putting up a front with a woman.

When we meet a woman what do we really want to do at our deepest level of being?

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We want to walk over to a woman and tell her she looks really gorgeous and tell her that we want to meet her.

So why don't we do this?

WANT AND NEED

We are always so worried about what others will think of us that we actually create roadblocks for ourselves because we believe that we're "above" showing real interest in a woman we want to meet so we have to do it the "cool" way where we "build our values."

Because we're so afraid of looking needy, pathetic or like we're giving away our power we build up this persona over ourselves to present to women or anyone in our life.

So instead of being honest with her we wind up spending 20 minutes asking for an opinion we don't care about and end up talking about pug dogs or trying to name the five oceans for 20 minutes.

This is where most men get confused and will say:

> "*I can't be upfront with women. I'm not [good looking/rich/wealthy] enough.*"

What came to me after careful study and observation is that we are thinking from our own perspective when we say this.

In the end, what makes you "good looking" to a woman is your confidence and not your eyes, nose, hair or jaw-line. In the scheme of

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things it doesn't matter whether or not you look like a young Brad Pitt or a young Billy Ray Cyrus.

I'm going to tell you something that took me years and working with just about every dating technique and method under the sun to realize…

And it might shock you to hear it but…

A MAN AND A WOMAN BEING ATTRACTED TO ONE ANOTHER IS <u>NATURAL</u>

Did you get that?

I'll say it again…

A man being attracted to a woman and wanting her is natural.

A <u>real</u> alpha male doesn't make excuses for why he's talking to a woman. He doesn't conform to her world and interact on her level – he creates his own level and she complies to it… He walks right in and takes what he wants with no apologies or excuses.

THAT IS A <u>TRUE</u> ALPHA MALE

Anything less than that is <u>weaker</u> than the true alpha male and the more you conform to her put on a face to be what she wants the weaker you are – basically you're conforming to her and working to get her affection.

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Once you accept that you don't need a special formula and that confidence is the only "value" you need you can TRULY dominate your reality and things become a lot easier.

When you are straightforward with women, CONFIDENT, no longer trying to be anything to anyone else and <u>really</u> being yourself, you will find much more happiness and clarity in your relationships and in your life.

That means not being:

- Nervous
- Concerned
- Ulterior-minded
- Forceful on yourself
- Outcome-dependent

And instead being:

- Straightforward
- Direct
- Dominating
- Confident

All around just being your completely real self around a woman and telling her how you feel without any excuses, concealment, ect.

When you are upfront and real with a woman she will be upfront and real with you.

The more real and natural you are the more real and natural she will be.

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I want to share with you a few things women have actually said when asked about men approaching them:

> **"***It depends on how nice and friendly they are. I wouldn't want a guy who was cute but jerk-ish to approach me. I don't care about looks so much, if he has a great personality then thats all I care about!* **"**

> **"***Girls respect confidence in guys, which is why we prefer to be asked out face to face. and we all know it's impossible to build a lasting relationship on a bunch of lies so if they're not being real, forget about it.***"**

> **"***I am a SMART model and boys are so afraid to approach me ! For once I would want confident real guys to approach me !*
> *And I am SURE other girls would want that to, no matter how they look !*
>
> *I am 24 and the only guy who asked me out is my current boyfriend. We have been dating for 2 weeks. He is my FIRST boyfriend and was my first kiss. Even the confident guys don't want to approach me. I am pretty if I may say so myself and I am really nice. One of the nicest girls you will meet.*
>
> *Ugh..Sometimes I think they hate me or something or I am hideous. Maybe because I am a model they think I am a mean girl?***"**

> **"***Nothing turns me off more when a guy is always complaining like a chick about his appearance. Be confident. When you know you're hot, and you show it, you can be the ugliest guy in the*

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*world, but it doesn't matter because that confidence just makes you attractive!***"**

"*Yah, I mean I like getting to know people, and of course I would love if a cute, confident guy approached me but I mostly look for a good personality and he better be romantic, not that it really matters to me but hey, if he 's hot, that makes it better.*
*But most of the time it seems that guys go out with girls just because they're hot, while girls look for the good personality type, which kinda frustrates me 'cause then we're not on the same page.***"**

How many guys think from that perspective?

Now, how many guys just cast that off without taking the time to assess it and just assume they know better?

How many guys think from <u>their own</u> perspective about what a girl wants?

I know I used to.

I felt for the longest time that because I kept screwing up with women that I couldn't trust their advice on what girls want in a man. It eventually got to the point that I began taking men's advice on women and attraction as the "holy grail" and shoved off anything a woman said.

Eventually however, I realized that once I *really* took the time to listen to what women were talking about and what they wanted in guys that

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they were actually dead on… they were just leaving out some important details in their explanations.

I recommend really taking some time to really get inside the head of how a woman thinks.

Most of the men I have met simply draw conclusions based on what they're taught by other men or by one or two women but never really take the time to see through the eyes of a woman.

For example, most guys complain about how annoying a woman's resistance is instead of trying to really understand it (from a woman's point-of-view) and see if there is a better way to get around it; a way of achieving your goals and making her feel better and more comfortable in the process.

If you ever don't understand something getting the opinions of many women or anyone is easier than ever these days and I highly recommend doing it as it will give you insight you wouldn't normally even imagine.

I want you to remember this idea because it is one of the most important concepts that I have ever figured out:

IF YOU ARE HONEST AND COMFORTABLE WITH HER SHE WILL BE HONEST AND COMFORTABLE WITH YOU

Now is this every single woman you are going to meet for the rest of your life? No.

Are there exceptions? You bet ya.

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But you have to remember that they are just that:

EXCEPTIONS

Not the rule.

Inward thinking strikes again!

The problem here is that the only thing we are looking at in women is what we look at in ourselves.

Many of us growing up do not actually take the time to look at what is running through the mind of someone else and instead just assume it is the same as or similar to the way things run through our own mind.

What is even more fascinating is that we tend to do this process mostly unconsciously.

Although there are differences in opinion ranging from guy to guy there are many factors that are unanimous among men. They see a girl with big boobs, a nice ass and a cute face and know that they would have sex with her and want to.

This is stuff I have observed for years and it took me a while to figure out but the primary structural characteristics which make a woman physically attractive are primarily consistent with:

- Youthful Skin
- Narrow Face
- Facial Symmetry
- Wide Distance Between Eyes

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- Small Nose
- Small Chin
- High Eyebrows
- Large Lower Lips
- Full Hair
- Prominent Cheek Bones

How It Works For Women

A woman's attraction mechanism is far more delicate and complex than a man's. For a woman, attraction is more primarily gauged by a man's confidence; how high he is on the dominance chain. To put it simply, the higher he is the more powerfully women respond to him. This is why women respond so powerfully to rock stars and actors; they're desired by everyone.

There is a fascinating issue in our culture (and most I would imagine) with the case of society v. instinct. All our lives we're taught by our families, friends, television and everything else around us what to think and few of us really take the time to learn to question the world around us and figure things out for ourselves.

Why in the world would we do this?

BECAUSE IT'S EASIER TO LET SOMEONE ELSE TELL US SOMETHING THAN IT IS TO FIGURE IT OUT FROM SCRATCH

It is far easier to just take what someone else tells you instead of having to do the work of figuring things out. One of the big things we are

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taught is that a man and a woman are supposed to be loyal to each other.

Is this a bad thing? No, not really I have personally met many people who truly love being in relationships. The issue comes on the other side of the coin when we begin to believe that being in support of promiscuous sex, “risky” behavior and multiple partners is wrong.

Now I’m not saying that guys should use women and hurt them by any means but at the same time if both people are up for it and it is going to be a pleasurable, joyous experience then I can’t find a legitimate problem with it.

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Chapter 2:
The Nice Guy

Good old Mr. Reliable. Every step of the way you know exactly what he is going to do and where he is going to be. He is the perfect guy; caring, affectionate, loving and BORING.

This is the scenario where the woman knows where he is at every step of the way and knows that he's "thinking of her" and that he's going to McDonalds for lunch every night but only on every 3rd Wednesday of the month.

The "nice guy" is not a mentality we are born in to but more a mentality that we are taught. Throughout life we are conditioned to either go in and take what we want or we are taught to try to be nice and make sure we are conforming to the world around us… either way we are taught to be something other than ourselves.

A lot of men in this world tend to live in la-la land. This is characterized by the mentality of:

> "*Life isn't fair. Women need to realize what wonderful guys like me really have to offer them.*"

Well here's a reality check: IT AIN'T GOING TO HAPPEN!

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You need to figure out what's wrong and you need to figure out how you're going to fix it. You're either going to sit around complaining about how fate doesn't accommodate you and be miserable the rest of your life or you're going to decide that you're going to accept your life, right at this moment, is what it is and you're going to do whatever it takes for however long it takes to find eventual happiness where you'll no longer have to worry.

Sorry I got a bit off on a rant there but back to my main point, humans love to complain about what life isn't yet are just as unwilling to accept their reality and take responsibility for making it better.

We're always looking blame Apple for our iPod's motherboard burnout just so we don't have to be accept that we mishandled or misused our iPod.

"*I never misused my iPod; it was all Apple's fault!*"

Now that example is a bit random but you get the point.

This is what has been coined "wishful thinking" by many "experts".

So why is this so important to realize? Because the sooner you come to terms with the fact that your life is what it is and start looking for ways to change it the better off you will be. Maybe you won't have happiness now either way but at least you'll feel better knowing there's something to look forward too.

Too many humans are stuck inside their own heads. They are either dwelling on the past or focusing on the present but very rarely do humans think about how to create their futures they want and better

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themselves. Even when they're learning they are focused on where they are now.

If you are one of the few that focus on creating your future than congratulations because you are going to go very far!

Why Don't You Like Me? BECAUSE YOU'RE ANNOYING!

How many times have you heard a woman talk about how tired she is of the same old losers hitting on her?

When I am meeting a woman I will approach her head on with, "you are absolutely beautiful and I wanted to meet you" or whatever I am feeling at the moment. I'm not saying opening in a more subtle way is wrong but lying about things paves a tough road for you.

I realize this may sound strange for you and you might even be going so far as to think that I must need be the sexiest man alive to pull this off.

Well, at the risk of sounding full of myself I am going to go out on a limb and say I am.

Do you know why?

Hint: It has very little to do with my bone structure, skin tone or anything physical.

Give up?

I'm being **CONFIDENT** and by doing so becoming the most attractive guy in the world to a woman.

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With women perseverance and **confidence** are a must.

A woman's mood is not like yours. Her body is run by emotions far more than yours is and if she isn't "feeling it" and five minutes later, whether it's in bed, on a date or anywhere she will let you know because her body will regulate her behavior and she will go into a certain mood without any conscious effort.

We do the same thing to a certain extent.

I'm guessing you want me to get to what my point was in telling you all of this?

My point is that your success has far more to do with how you carry yourself than what you say or how you look.

The issue attractive women have with most guys is that they will hit on her by being anything BUT themselves.

They will either act too macho or too wimpy. They are trying to be what they think she wants because they are too ashamed of who they really are to show her that.

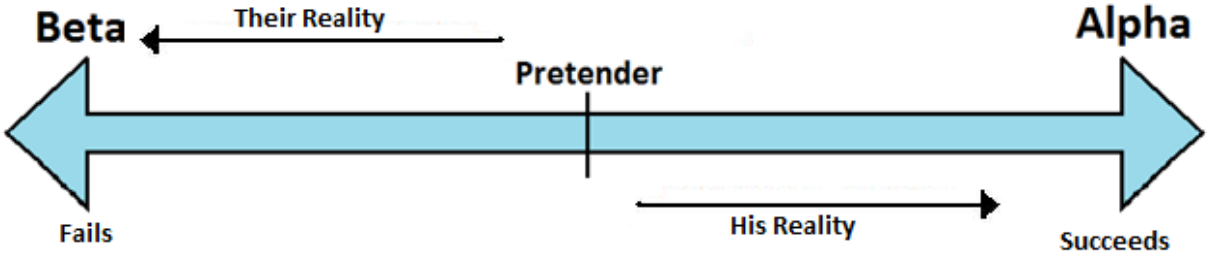
She is waiting for a man to approach her with confidence in whatever way he chooses to do it.

One of the most attractive things about confident men is their unpredictability. I don't mean they intentionally act spontaneous necessarily but they are not worrying about impressions or trying to hold up a certain image and therefore will be naturally spontaneous.

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Two Types of Communicators

There are two types of communicators in this world. Most people fall somewhere in between the two…



The first is the beta communicator… the kind of man who is sucked into everyone else's reality and makes himself into the kind of person he things everyone else wants him to be.

Beta males often apologize when others disapprove of their actions and make extra effort to be a "people pleaser" and make sure everyone else is happy with them.

This is the kind of man who has no spine and tries to be what he thinks everyone else wants him to be. He has a huge fear of being rejected or ostracized by society.

He believes that by being "proper" and "gentlemanly" because he is afraid of what others will think if he reveals his true personality and intentions.

He is also – and this is important – usually too shy and scared to approach women because he thinks he will offend or upset them… and even when he does approach he is usually so worried about what she will think that he puts on as much "personality makeup" as he can and

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hides his true personality to tries to careful not to do ANYTHING that might offend and upset a woman (and ruin his chances).

Because he tries to “play it safe”, can you make a guesses how he comes off to the woman?

BORING AND DULL

On top of that, as a result of their fear of rejection they’re usually nervous, unconfident, boring, weak, submissive, needy and insecure.

… By trying to be everything he thinks she wants him to be he’s doing EVERY possible thing he could to turn her off.

Basically, his self-esteem is completely tied to what others think of him because he doesn’t believe his REAL personality is enough for people to like him.

Another example of this is a guy who tries to buy a woman things, do her favors or show off his material possessions (including muscles or physical features) because he is not confident enough that his personality alone is enough to attract beautiful women so he tries to be what he *thinks* others want him to be.

On a personality level he hides his true intentions and puts on a persona to meet standards which he believes others will respect him for living up to.

In reality however, his behavior typically becomes that of a pushover, fake and doormat.

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He ends up with no confidence or self-esteem because his validation is completely tied to what others think of him so he spends most of his time trying to impress them.

What this results in at the lowest level is that these guys become doormats to women and even welcome a woman using them… all while feeling like shit on the inside.

Now, the second kind of man, which is what you should aspire to become, is the alpha male (that word brings about a lot more feelings of excitement and power, doesn't it?)

The alpha male is the kind of man who makes no excuses for anything in his life.

He allows no one to control him and does what he feels like when he feels like and goes after and takes what he wants.

Think of a man like Brad Pitt.

Do you think he would go with his eyes to the floor, quietly telling a woman how he was wondering if she'd like to go for coffee sometime?

Do you think Brad Pitt would make some lame excuse to talk to a woman like asking for her opinion on something or commenting on something she's doing?

HELL NO!

He would march right in, tell a woman he finds her attractive and take what he wants from her. He would confidently tell her he finds her attractive and he wants to meet her – no excuses, no bullshit.

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He would be at the TOP of the alpha male scale.

Most guys, however, fall somewhere in between at the level of "pretender" level.

These are the guys who do things they want but they cloak them with some persona or image because they think it will be beneficial in helping them get what they want.

This is the guy who has the confidence to sit there and talk to a woman and flirt with her comfortably but he won't be a true alpha male and come out and directly tell her he likes her – he's bringing her into his reality but he's doing it by creating a personality he thinks she wants to see.

As an example, think about the way most guys act when they approach a woman?

Even if they're "skilled" and trying to act smooth they'll usually come off looking needy and insecure to some degree because they're not being UNAPOLAGETIC and making NO EXCUSES – they're still trying to use some line or opener to catch a woman's attention and are still plying bullshit games to get her interested in them.

More often than not, depending on how much below the level of "pretender" they are, they're also probably not speaking dominantly and they're looking at the ground with their voice shaking.

ANY EXCUSE OR CHANGE IN BEHAVIOR PUTS YOU BELOW THE ALPHA MALE LEVEL… A <u>TRUE</u> ALPHA MAKES NO EXCUSES OR APOLOGIES FOR HIS DESIRES – HE TAKES WHAT HE WANTS.

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Alpha males don't care if women like them and ironically, they're the guys women end up going crazy for…

ALPHA MALES <u>DON'T</u> CARE WHAT OTHERS THING AND <u>DON'T</u> SEEK APPROVAL.

In a nutshell, alphas don't go out of their way to change for other people.

We'll talk a lot more about how to communicate as an alpha male in Chapter 4 but for now let's move on.

The Compulsive Controller

There are two primary things which women value above all else in looking for a potential partner:

1) Confidence
2) Honesty

Go look on any dating or social networking site and I guarantee those are the two commonalities you will see listed on virtually every woman's profile.

First we're going to cover confidence then make our way down to honesty.

People who are always out to impress others and make others see them a certain way have one other common characteristic:

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THEY ALWAYS NEED TO WIN AND PROTECT THEMSELVES FROM FAILURE BECAUSE THEY'RE TOO INSECURE TO DEAL WITH IT

Extra emphasis on the word "need" as opposed to want.

These guys need to win by:

- Being right
- Arguing/proving their points
- "Knowing" what is best for everyone else and needing to make sure everyone else agrees with their point of view
- Always trying to tell others why he is right about someone else.
- Pointing out other people's faults
- Clinging to people who have what he perceives to be "value"
- Going to painful lengths to avoid failure (and avoiding possible success in the process

Note that about I did NOT say to pursue success but to avoid failure.

People who pursue success walk in to the face of failure a hundred times and will still come out fighting to get what they want.

Guys who avoid failure aren't comfortable with themselves, so they need to win and be right to prove to themselves that they are worthy.

The main causes of these sort of emotional issues are usually the result of people **NOT** having:

- Self-confidence
- Security
- Self-Esteem
- Emotional independence

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These are the guys that need to tag on to someone else or always need to let everyone else know what “cool” or “good” thing they’re doing even if it’s killing them inside to do it. Again none of these actions or behaviors are logical but emotionally driven.

If we’re insecure it shows up in one way or another no matter how hard we try to hide it because sooner or later your emotional body will get the better of you and will cause your real inner state to shine through.

Think of a time when you decided you were going to approach a woman at school or work or somewhere like that.

Now, recall how you visualized it in your mind.

Think about how you planned out her every detail; what she was going to say, how you were going to respond, where it was going to be, how she was going to act.

Then you actually got there and what happened?

There is a good chance your emotional body took over at this point. If you were inexperienced with having real interactions you probably emotionally locked up, failed to maintain eye contact and didn’t know how to respond to all the unplanned variables which came up in your personal issues.

Unconfident guys are the biggest turn off to women… These are the guys that women dump into the “loser” category.

These are the guys who chase after women and hand themselves over on a silver plate.

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Women meet insecure and unconfident men everywhere they go and they hate it.

These are the guys who finally get a date with the girl of the dreams and are so afraid of losing her that they hang off her arm like a puppy dog trying to make her happy and please her while keeping that "I can't mess this up" mentality in the back of their mind.

They will also jump out at a woman's every whim to fulfill her needs.

For example, if a guy knows his date is a vegetarian he will try to please her by saying:

"*Honey what should I get to eat? Does this have animal in it?*"

It's good to know that women want you to decide where you are going to go and what you are going to do. Most men are so afraid of losing a woman that they logically think that by giving her all the control and ensuring she makes all the decisions she will like them better.

Treaty of Trust

If you can't be a man - this means being confident and independent, a woman is going to laugh you off like all the other losers she turns down a hundred times a week.

The second thing we talked about earlier is honesty.

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Having a woman's trust is one of the most valuable, rapport building, connection creating and all that good stuff things you can possibly have in the whole entire universe forever and ever.

I'm not saying you need to be perfect.

In fact, if you try to achieve perfection you are going to end up disappointing yourself and setting yourself up for a lot of unnecessary emotional trauma.

We all make mistakes. We are always learning and growing and we should never be ashamed of that. Women respect a man who can be honest and real.

In fact, if a man comes off as too perfect a woman's unconscious warning flags may actually pop up and cause her body to feel concerned and question whether or not you're real.

Remember that creating solid trust between you and her starts with <u>you</u>.

To create good trust you need to first know who you are and what your values and beliefs are including the ones you are not willing to compromise.

This will allow you to know exactly what course of action you want to take should you ever run in to relationship problems or have to make complex decisions.

If you want to have multiple partners tell her this up front.

Don't wuss out and try to hide two girls from each other.

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It is fully possible for her to be attracted to you and come running back to you even if you cheat on her (in some cases) but that doesn't mean she wants to stay with you; she's emotionally addicted to you but probably goes home crying at the end of the night.

Basically:

DON'T DO THIS TO ANOTHER LIVING CREATURE

When a woman trusts you it also means her defenses are down around you and she will not try to put on a face with you.

This will allow her to feel like she is being connected with on a level most men have no idea how to even reach her at.

Keep in mind that the truth goes both ways though.

If a woman isn't being straight forward with you don't be afraid to call her on it or even go so far as to leave her.

"Yes Dear"

Have you ever met a person who walked through life apologizing left and right and needed to know that everyone around him was 100% accepting of what he did?

… The kind of guy who NEVER pushed the envelope or took risks.

Of course you have!

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These are the guys who have massive self-esteem and worthiness issues and constantly need to have other people reaffirm that they're behavior is "acceptable".

As a result of these emotional burdens, nice guys tend to be characterized by:

- Submissiveness
- Apologetic Behavior
- Supplication
- People pleasing
- Following
- Co-dependency
- Self-consciousness

These men tend to immediately place themselves in the provider frame with a woman which means they try to give everything to a woman (gifts, favors, ect) to compensate for their lack of confidence in their own personality.

What this means is from the moment a man meets a woman he knows where the man considers himself to be relative to society.

She knows if he has money and is going to shower her with gifts, praise and affection in exchange for keeping her body around.

This is the guy who indirectly tells a woman he knows he is not truly confident in himself, he lacks the ability to truly satisfy a woman and most of all:

HE IS NOT A CONFIDENT MAN

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Now don't get me wrong on this one.

Compliments and gifts are fine as long as you're giving them to a woman because YOU feel like doing it (women will know the difference between when you're being real and when you're being needy) and NOT because you are wanting to please and appease her; she will know the difference in your reaction.

Women have a virtuosic ability to detect a wimp.

Women can tell when a man feels the need to impress someone… and this need usually comes out when men are placed in the presence of an attractive woman.

If they're unconfident or insecure the desire to "prove himself" to a woman kicks in.

Women Are Gods

If you looked through the Table of Contents you probably got confused at that title didn't you?

I would too and with good reason.

The reason I decided to name this section Women Are Gods is because that is a reflection on the way most men tend to think about them.

Most men will bend over backwards and put a carjack up there ass wherever a gorgeous woman wants them to and make.

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Then, they'll make her the center of their life even if she doesn't give a shit.

These are the guys who will spend money on them, be extra careful of their "frail, delicate flower" personalities and constantly shower them with love and attention.

Does any of this sound familiar to you?

- "*Nobody could love her the way I could*."
- "*I can't believe a woman this gorgeous is actually interested in talking to me. I better not screw it up."*
- "*If she would just turn around and look I could impress her so much!*"
- "*I wouldn't want to do anything that she might not like."*
- "*I'm afraid to lose her*"
- "*If she doesn't feel the same way about me I'll be so hurt."*
- "*If I lose here I don't know what I'll do."*

Could you pick out the common problem that all these beliefs have?

ALL OF THEM HAND CONTROL TO THE WOMAN ON A SILVER PLATTER THAT THE GUY SPENT FOUR WEEKS MAKING IN A POTTERY CLASS HIS HOT GIRLFRIEND WANTED HIM TO TAKE.

"I Was Being Myself And Look How That Worked Out"

This is one of my favorite mindsets that most men use in so many words as their rationalization for creating a social mask for themselves.

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I'm sure you have heard this conversation many times and probably been in a few like this yourself:

Her: *You don't need to be fake just be yourself and women will like you.*
Him: *(Thinking) Yeah right! I was myself for 12 years and you didn't pay me any attention then.*

Well, I'd like to make a little correction on this logic here.

This man thought he was himself for 25 years when in reality all he was really doing was acting on his social programming.

This idea represents an understanding in which there is a HUGE falling out between a man's logic and what is really going on.

So by now you're probably asking what a person's real self is.

Well…

Let me quickly give you the real self test that will determine whether or not you are TRULY being your real self.

When you were your "real self" in your younger years did you ever:

- ✓ Worry about what others thought of you.
- ✓ Change your behavior because you thought it would make others like you more.
- ✓ Avoid speaking your mind because you were afraid of what others might think.
- ✓ Avoid taking a risk because it could potentially bruise your ego and bring about your fear of failure.

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- ✓ Avoid doing something because it wasn't "politically correct" or "socially acceptable".
- ✓ Suspend your wants and needs because you believed it would get you what you wantd.
- ✓ Try to supplicate a woman (or a cool guy) in to liking you.
- o Do whatever you wanted whenever you wanted and made no excuses or apologies for your interests or desires as a man.

Hmm there seems to be a check missing on that list and the most important one at that. Seems like you were being what others wanted you to be and not your real self.

Looks like we've got some work to do.

A Teaspoon of Reality

Back when I was "being myself" I tried every trick you could imagine to get women to go out with me or even just talk to me. I got to the point where I even tried doing a girl's homework for her (Obviously now I fully realize that she knew what she was doing but back then it was a chance to please my dream girl and like a pawn I ran at the opportunity.)

But why would these sweet angels of the earth who always talk about hating jerks or guys who use women ever do something like this?

SHE SEES THINGS AS SHE WANTS THEM TO BE.

What I mean by this is that many attractive women, and people in general, will not hesitate to take advantage of an opportunity for free gifts, food, money, cars, attention or whatever else he can throw at her.

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As humans our logic can be easily blinded and overpowered by our emotions.

There are plenty of women (not all) who will view “losers” as “expendable” in a dehumanizing way and see them as benefit for themselves.

Attractive women are used to having the power and control in society and in most of their relationships (platonic or otherwise) with men.

The problem with this is that once you give a woman the general idea that she is in the host’s seat and you are in the hot seat she will lose interest and realize you are…oh how do they put it? Oh yeah:

JUST LIKE ALL THE OTHER GUYS OUT THERE; NO DIFFERENT.

You prevent and counter providing a woman this mindset by remembering one simple phrase:

ACTIONS SPEAK LOUDER THAN WORDS.

If you were unsuccessful with women chances are you were never being yourself around them.

Don’t worry though, this is a common misconception in the statement “yourself”.

Most guys tend to think of themselves as what they see in the mirror every morning, the face they put on in public, the face they put on at home, ect however there is a fine line between what you are and being yourself.

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The reason why most guys never connect these two mentalities is because one primarily exists on a subconscious level and places the body in a certain emotional state for the purpose of achieving a desired outcome or goal.

Women are world class communication experts and they can detect a fake guy a mile away. Many women will not say anything about a guy's fakeness out of a desire to be polite, spare your feelings or just see how far they can get you to run for them but you can be sure they'll know.

In fact, most women will not even be aware of their numerous evaluations and assessments they are making on a conscious level. It will simply show up in the way their body make them feel a certain way when they're around you.

What you are is a result of all your social programming and belief systems you have set up throughout the years. Your real self is who you are underneath all those layers of fake personality. Your real self is not afraid of rejection, not worried about getting a certain outcome, ect.

So if this sounds like you, go out and find the **real** you and bring him out because he will be effortlessly attractive to women and he will get all the women he desires no matter what shape or size they may come in.

The Approval Junkie

Humans are approval and verification junkies…well most anyway.

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I am going to get a little personal here and give you an understanding of why this mindset is so powerful and how big an effect it can have on your life.

I can remember years ago whenever I saw a girl I was attracted to, I would stand around the popular kids. Well, in reality it was more 9th grade 5'3 me standing outside of the popular kids circle trying to look like I was in the group as much as possible even if all their heads were turned away from me.

I acted this way because I didn't know what I could possibly do that would achieve better results.

This was another one of those counter-intuitive things that I never thought of at the time. I had no concept of "alpha males" or "social status" and its importance as a primary sex characteristic.

So back to my story, I know the girls saw me but I didn't want to accept that I had to deal with this situation and do more than fumble outside a social circle in order to succeed. At the time, I stood there like a loser knowing what the girls thought but assuming that was the best I could do for myself.

Eventually I began to change and decide that if nothing in my life was going to work, I was just going to say whatever was on my mind and tell others exactly what I was thinking.

My ego was still heavily damaged at the time and it ended up coming out as an incessant need to be right.

In spite of this need to be right, at the time I couldn't quite put my finger on it but I began to feel like I was putting myself in a better

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position; a position where I didn't have to live up to or try to prove myself to anyone; I was finally on the long path to becoming my real self.

I also began to notice that girls began to respond to me differently. Girls who would have played me in the past would try to do it again and I would feel a sense of pride in being able to shoot *them* down.

I got to the point where I hoped girls would try to play me so I could dominate their reality and let them know I meant business.

The problem at this time was that I still did not know what was *really* normal… I had no knowledge of the fact that I was acting arrogant, trying to be right, and trying to be better than everyone around me.

But the important step was that I was no longer listening to and conforming to peer pressure and I was no longer a tool.

A problem with this was that after all my years as a pushover, I had built up an enormous degree of faulty beliefs and ideas that came out.

I knew I had to challenge peer pressure but had to take every ounce of strength to do it instead of having it occur effortlessly.

As a few more years passed I began to understand things more and more.

I learned to understand my ego and the importance of freeing myself from need.

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When I came out the other side of the tunnel, I was finally the man who didn't care what anyone else thought. I was no longer a slave to anyone or anything; not even my own emotions.

I would go out, take what I wanted, and make no apologies or excuses for my desires as a man.

"Is That Okay With You?"

We are constantly looking for others to compliment us, tell us "good job" and most importantly:

> **TELL US THAT WHAT WE ARE DOING IS APPROPRIATE AND THAT WE ARE HEADED IN THE "RIGHT" DIRECTION.**

I emphasize that so strongly because that mindset has screwed up my life and the lives of a lot of people I know.

Most people do what is "cool" or accepted.

Pop quiz: what is the difference between an iPod and an Mp3 player other than the fact you are required to use iTunes and non-standardized Apple cables with the iPod?

The answer: almost nothing.

Get the point? Even if something is less convenient, more expensive and less universally compatible people will want it because it is the "hot" item.

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We follow the culture and follow what others are doing – we want to belong and fit in even if it's a HUGE inconvenience to us.

On top of this, most people want to be led rather than be leading.

Most people do not prefer to be in positions of leadership where they have responsibilities and the task of thinking for themselves…

So they just let others do their thinking for them instead.

Hey, why not right?

If you want to get a woman with options however you're going to need to be willing to lead and be willing to take control.

Women want men who can lead.

I want you to imagine two things:

1) Imagine a guy who sits with a woman and flows the following conversation:

> Nick: *So where do you want to go?*
> Tanya: *I don't know, I don't really have a preference.*
> Nick: *No sweetie I want you to chose.*
> Tanya: *I don't know uhh…Red Robin?*
> Nick: *Sounds Great. That's exactly where I would have chosen.*

How did that make you feel? Big sexual chemistry huh?

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2) Imagine a guy who sits with a woman and flows the following conversation:

Nick: *Let's go out for dinner*
(Nick gently grabs Tanya's hand and she stumbles behind)
Tanya: *Where are we going*
(Still holding hands with Tanya tagging along behind)
Nick: *It's a surprise*
(Tanya follows in anticipation)
Nick: *If you stop asking maybe I'll give you a special surprise when we get there.*

Quite a difference in conceptualization there, huh?

What kind of image did you get reading those two; which one felt more "right"?

This all goes back to our desperate need which is conditioned in us from the moment our parents took that ball from us as punishment for not conforming to their standards and we started crying; we started to experience that need for having something back once we lose it.

When you are with a woman you shouldn't look for her to approve or look for her opinions on:

- What you do
- What you believe in
- How you act
- How you feel/think and behave
- **Anything at all**

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This extends to her as well and so long as she respects these limits and boundaries with you so too should you with her.

This also falls under the category of being a leader.

A woman doesn't want a man to pander around, babysit and look pathetic in front of her friends and family.

A woman wants a man who will lead her, protect her and who she can show off to her family.

Although you are the dominant one in the relationship neither one of you owns each other's reality and you want to make sure that you are respecting both your rights to humanity and hers.

That means she doesn't step all over you and you don't step all over her.

If she tries bullshit like throwing a tantrum, stringing you along or whining never be afraid to call her out on it.

The sets the terms that you're not going to let her bullshit you or let her have the emotional control over you.

WOMEN KNOW WHEN THEY'RE GETTING THE UPPER HAND

Of course they're not going to walk up to you and say,

> "*Oh look! I've found your weakness and exploit it to get my needs met.*"

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They're going to subtly coax you in to giving them what they want until they milk the cow for all it's worth.

This is one of those many things we know is bad for us that we shouldn't do that we do anyway because it is too easy with the potential for too much benefit.

The Key To Attraction

> *"I have NEVER talked to a woman who has been turned on by supplication; it is simply not what they are programmed to be attracted to."*

Unfortunately for the female race this is what most men in the world are conditioned to be (either that or too full of themselves). But on the whole, most guys who get in the presence of an attractive woman tend to act in a way that conveys that they need her.

Why? Because they do need her. They don't have the emotional maturity not to.

So how do they try to get their needs met? Usually by a mix of sucking up, ass kissing, favor doing and money spending.

Fortunately for you, you have a HUGE chance to stand out and snag up all of the women that these other guys aren't going to have the slightest chance with.

I can't tell you how many times have I have seen a man who couldn't give a shit about anyone, but the moment he gets a hot woman in his life he is suddenly worrying about every little aspect of his life to make sure she is happy with him.

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I can remember a good friend of mine our senior year of high school who suddenly found himself dating the most attractive woman in our class. Any guesses what happened? Me and my other friends slowly witnessed his transition from a cocky, macho, womanizing football star to a high school senior who's favorite habits became:

- *"Oh I can't man I'm spending the weekend with Sara at her parents place."*
- *"Yes dear"*
- Sitting with her and her girlfriends at lunch.
- Telling us about how she wouldn't put out.
- Not shutting up about Sara.

Get the point? He went from being the least likely to ever become whipped or tied down to being the most whipped and tied down guy in the school.

Why did this happen? Simple. He was letting his emotions control him and regulate his behavior. The moment he let his **need** for her outweigh his need for anything else he became her tool and she didn't hesitate to become aware of this fact.

Can you peek in to your memory and recall some good times like the one I just described?

Ahh, what fond memories of my days as a beta male.

These were the days when I believed that they key to a woman's "heart" was through good deeds, love, kindness and affection… the days when I believed I needed to be gorgeous, have lots of money and be a rock star to get her.

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I used to have a major problem with focusing on every little negative detail about myself and working like hell to find a way to make sure a woman wouldn't notice it.

What do you think it screams to a woman when you act this way on any level?

It screams out to her loud and clear that you have self-esteem issues – the greater your concern, the greater the issue.

These are the kind of things women told me they wanted in a man so I should listen straight from the horse's mouth right? Ohh how wrong I was. For all the favors, kiss-ups, giveaways and everything else to try to please these woman I went years without one so much as talking to me in a sexually interested way.

I WAS TRYING TO APPROACH ATTRACTION USING MALE LOGIC

However once I got to high school and began to mature and begin to look at the world in a new light I began to realize things:

Women weren't paying any attention to me and no matter how much I unconsciously believed that they were going to. For the first time in my life I truly realized that I was the problem and not them.

Girls would use me for favors, homework answers, to find out if one of my guy friends liked them and a lot of other things I'm not going to detail here.

As I moved toward my junior year and watched girls going in and out of relationships I began to have even more startling revelations:

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A guy would cheat on his girlfriend several times and they would be together for three more years; whenever they did break up it was, more often than not, the girlfriend who came running back.

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Chapter 3:
The Confident Male

Let's kick off this who alpha male chapter by restating something I mentioned to you earlier in this book:

> *"Alpha: a domineering man; the dominant member in a group of males. Having the highest rank of its sex in a dominance hierarchy"*

Although there are many different things which can attract women they are all centered around one focal point which makes them necessary to work and that thing is confidence.

At the end of the day, if you are trying to get a woman, confidence is what it comes down to.

Being the alpha male is all about bringing out your true and best self and using that as something that will give you value for a woman.

In this chapter we're going to dive right in and put this concept to use full force.

This is the cornerstone of attraction; the alpha male. In order to achieve this massive overhaul however you are going to need to radically shift your whole belief system and be willing to look at your life with an open mind.

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When it comes to attracting women you must understand that in the long run personality is everything, the most important part of this is a man's alpha (or confidence) factor and how well he carries it.

Have you ever seen a guy who walked in to a room and just seemed to own the place? The instant he walked in every woman in the place took notice. Men who act as leaders and dominators are seen as the heads of the pack. The is a man with a high confidence.

As I said that sentence did you have an image in your mind of women getting attracted to that alpha male?

Women can pick up on, an intuitive level, whether a man is a genuine alpha male or not.

If you're a really good at hiding it then it may take her a while but sooner or later if you are not the real deal she will catch on.

For the average man in most cases she can evaluate his behavior and within as little as a few moments of talking to him identify if his is an alpha male, a beta male, a provider or whatever other category he may fall in to.

This is why you need to always have your a-game on; you need to know that once she verifies your alpha status she is going to step up her own game as well to try and assess if you're the real deal.

What's going to get you in the door is your confidence.

Your confidence is the first thing that is going to set you apart from the rest of the men out there and get you **a chance**.

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Bear in mind that logic states that the more attractive a woman is, the more valuable and pursued she is and therefore the more carefully she will screen potential partners.

I'd like, now, to start off this chapter by telling you something you already know…

IT'S OKAY TO BE A MAN

Did you get that?

It's okay to be a man… it's a GOOD thing.

Know why?

Because the more of a man you are the more a woman will be attracted to you?

… and guess what?

The farther you go away from being a TRUE alpha man the less women will be attracted to you.

The more alpha, confident, unapologetic and no-excuses you are the more a woman will be attracted to you.

Furthermore, the more you move away from that attitude and mindset the less a woman will be attracted to you.

Being Open Minded

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For me this was one of THE hardest things to do because the question becomes:

How do you know when you're looking at life with a closed mind?

As much as I wish I could give you a blueprint for how to do this, learning to look at life with an open mind is an inescapability personal thing to do.

Let me provide you with an example though:

If you want an example I would recommend referencing back to the "let's just be friends" example I wrote about earlier in the book.

Someone who is closed-minded will tend to display signs of:

- Pessimism
- Shooting down others ideas because they are not within his frame of what is possible such as a Christian who tells you why Jesus is the only true answer and will not even listen to the ideas or theories of others.
- Answering people's opinions with the sole goal of proving them wrong.
- Blaming anything but themselves for the results they are getting.
- Telling others why they will fail at the mercy of their "illogical" beliefs.

For many of us, facing reality, our fears and approaching the unknown can be a scary thing the first time we do it.

Why do we do this are we scared of facing the truth?

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Some reasons may include:

- Fear of being wrong.
- Fear of rejection.
- Fear of change.
- Fear of screwing up.
- Fear of wasting time.
- Fear of failure.
- Fear of knowing the truth.
- Fear of the unknown

Are you beginning to notice a theme here?

You got it!

Every excuse for not facing what's ahead of you is defined by one word:

FEAR

What comes to your mind when you hear *that* word?

For myself I get an image of darkness and despair; clouds of black smoke swirling all around like spirit energy.

What's ironic about this is that the place you envisioned is the place you're going to end up if you let fear control you.

You get that?

If you are living in fear, you are living in whatever you just saw in your mind when you envisioned what that word meant for you.

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This is why it is critically important that you part with **any** old habits that may be holding you back.

Any time you express one of these habits you are expressing fear and in doing so are making your body uncomfortable in some way.

What a paradox, by trying to stick to one belief and stay "safe" your creating more fear and pain for yourself.

So how do you break your habits? Well, the simplest way I can tell you to break habits is to do the following:

- Find any point in your life at which you are uncomfortable with yourself in a situation and take time to really figure out what it is about your being in this situation that is making you uncomfortable.
- Take responsibility for yourself. So few people I meet really, truly do this.
- Don't blame anyone else for your position, don't make excuses for why your life is where it is and don't depend on anyone or get upset that anyone else isn't doing something for you; be independent.

Your Sexy Self

> **"***You must love yourself before you love another. By accepting yourself and fully being what you are, your simple presence can make others happy.***"**

Here is a point almost all books on attraction, pick-up, seduction whatever you may call it overlook.

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They teach you how to go out and meet women with little regard to finding inner happiness and contentment first.

How you feel about yourself is going to determine how successful you are with others and how ultimately happy and in control of your own life you are.

Some very common themes I found when I used to frequent the seduction forums were people always worrying about:

- How to get their "one-itis" to like them.
- What to say/do to keep a woman interested in them.
- "*I haven't approached her but for three weeks she has touched her hair 122 times, played with her necklace 47 times and glanced over at me (I think 89 times).*"
- "*I need to keep my "game" up or else I won't be able to attract women.*"
- "*I'm afraid to approach; what if she doesn't like me?*"

And *we* used to think attractive women were fragile, emotional and made of glass. I think we may need to reassess who the fragile, made of glass ones are.

People are always looking for what they need outside themselves to be happy. Don't get me wrong here I think Learjet's, yachts, BMWs and 10,000 square foot homes are wonderful however if you are not happy from within you are not going to be able to truly enjoy any of these things.

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Think of a pick-up artist who trains and becomes a master at attracting women but is still miserable because he obsesses over perfecting each and every move and making sure he maintains his “values.”

He is so afraid of losing on the inside that he never really has time to relax, mellow out and enjoy the relationship because he is too busy trying to make absolutely certain he is presenting the right image so he won’t have to face failure.

Do you still think his woman is making him happy?

I would bet my bottom dollar he is miserable or something close it. Basically a guy has got to have his shit together before he can worry about other people.

I can tell you from personal experience why a guy in a great relationship isn’t happy… because I used to be that guy.

I used to be unhappy and figured that if I got a girlfriend I would be happy. But when I got a girlfriend I wasn’t happy – why? Because the only reason I got a girlfriend was to hide from my unhappiness and I knew if I lost her I’d be unhappy again.

I wasn’t happy to begin with and since she was making me happy I became addicted, needy and dependent on her and TERRIBLY in fear of losing her.

This is why it is critical that you be happy BEFORE you get a woman or sex or whatever… because then when you do get that thing you can simply enjoy it instead of being in fear of losing it.

You need to get yourself to arrive at that point where you can say:

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"I'm happy already. I can enjoy her but not need her to make me happy."

You have to realize that not every woman is going to love you and not everything is going to work out in your favor.

There are a number of things that will destroy you, most of which stem from having a driving inner need to win and make every move and most importantly:

HAVING A FEAR OF LOSS

Is going to prevent you from ever truly enjoying a relationship.

Now I've heard attracting woman get called a numbers game more times than I can count on 12 hands but you should not think of it this way because you are thinking in terms of a win:lose ratio.

You're goal should always be to nurture your successes and move from there. If you fail then so be it. Cut your losses and move on with your life.

Some women are simply not going to like you and this is a fact. I have seen women coldly shoot down a guy on an approach and literally under a minute later be laughing like a giggly schoolgirl after being approached by another man using a different style.

You are going to fall on your face and you are going to learn as you go whatever method you are using. Some require more work, failure and conscious effort while others are quicker but less guaranteed. Either

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way you can't let your failures get to you because they're going to cause a crucial blow that can leave after effects for years to come.

Let me give you an example of what I am talking about.

A lot of people feel like a person should go out and train to get used to rejection by going out and getting shot down hundreds of times?

Does this formula seem a little sketchy to you?

Rejection + Emotional Blow = Confidence

That's because it is. Emotions that get reinforced do not magically turn in to other emotions. Our emotions simply build upon and reinforce the emotion we're experiencing.

If you feel like a failure that's not going to make you more confident, it's just going to reinforce the feelings of failure.

Have you noticed that most guys who try to approach a hundred women end up tired, worn out or miserable instead of excited for the results they have gotten?

EMOTIONAL TRAUMA WILL NOT MAKE YOU CONFIDENT NOW OR EVER

Your Attitude

Now we arrive at another crucially important area of being attractive to women.

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If you want to be attractive, you need to display yourself in an alpha manner. How you display yourself is ultimately all you have in attracting a woman.

It is your body language, your speech, what you say, how you carry yourself and just about anything else that a woman can sense in you.

People who achieve the results they want know deep down that they can't worry about how others view them.

If you try to hard it will create a negative effect (in most cases)…

In order to appear confident and alpha you have to not be afraid of what others will think about you.

If you are a nice guy, you become a pushover. If you are arrogant, you are an ass.

You need to find the balance and you need to ingrain the elements of your personality so that you do not overdo anything.

You're not perfect and she's not perfect – that's reality.

In fact, one really good way to make yourself more comfortable talking to women is to try and figure out her flaws so that you can understand that she is not a goddess but merely a human being just the same as you – if you're admiring her as a goddess for her bone structure you NEED to realize that she's a person and for all you know she could be a far worse human being than you.

Remember that what your admiring her for is nothing more than skin and bones – she has skin and bones no different from yours, the only

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difference being her skin and bones formed in a shape that's sexually appealing to the eye – does that make her worth of praise or worthy of intimidating you?

Why do I tell you this? Because many men (as I'm sure your aware) put beautiful women on a pedestal.

In reality, she is no better than you and often, because of the attention and benefits she receives, never needs to learn to develop a complete personality and is often a less complete person than you are.

We are all human and even if it takes more work for some of us to get where we want to go than others. Some of us are born into opportunities (such as if you were in a normal family and had to hit the road to get a record deal instead of having your dad be Billy Ray Cyrus and give you perfect pitch and connections which landed you on a successful Disney show or if you're Paris Hilton).

Now those are just random examples from pop culture that a lot of people can relate to but my point is that if you weren't blessed with opportunities and have to create your own whining isn't going to do a damn thing to change it…

YOU ARE WHERE YOU ARE AND YOU'VE GOT TO ACCEPT WHAT YOU HAVE TO WORK WITH AND NOT COMPARE YOURSELF WITH OTHER PEOPLE.

"It is our choices that show what we truly are, far more than our abilities."

- J.K Rowling (*Albus Dumbledore)*

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Even if you are not where you want to be, there is always a way to get there. We must accept where we are and what we need to do to get where we want to go.

Complaining will only make things go backwards.

Complainers are among the most unrespectable people in the world.

People who complain are the ones who believe that everything else in life is wrong and that they are the victims of a cruel and harsh world.

These are the people who believe that their life is out of their hands so all they can do is piss and moan about it.

Complainers are the people who believe that they need to be all things to tall people.

You need to remember that your time on this earth is limited and that every moment you waste sulking or worrying or trying to be something to someone else is a moment of your life you will never get back. You need to chose your activities wisely and decide what is really important to you.

You also need to ask yourself in a situation, is worrying or arguing about this worth my time right now, is this going to affect me in any way a month from now?

All too often, complainers are people who have had a tough upbringing themselves – they have worked hard and struggled and even if they are now multimillionaires they will want their kids to struggle as they did because a part of them wants their kids to not have it easier than they

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did and they want their kids to learn coping and survival skills that they don't need for the life they're living in.

Essentially they feel that their kids are incomplete if they don't have to go through the trials and tribulations that the parents themselves did – the kid shouldn't just be allowed to enjoy life he should have to work like mom and dad did.

Back in the day I used to be the complaining whiner of complaining whiners. I use pity, whining and complaining to try to get attention but all it got was a lot of people who hated me and talked behind my back. Is that what you want for yourself – do you want people to feel sorry for you? If you answered yes to that question you really should seek help because you are not going to get a woman even with a $20,000 bill hanging out of your pocket.

But one day I made a realization that changed my life.

I saw an elderly man at the beach in a wheelchair, he got out of his chair and walked maybe 20 feet to a bench and was out of breath. It was at this point that I realized something very profound that completely changed the way I look at the world…

I realized that this was what it meant to be thankful, at that point I realized…

- How thankful I was that I could effortlessly roll my legs out of bed in the morning.
- How thankful I was that I could walk half a mile completely comfortably with no trouble whatsoever.

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- How thankful I was just to be able to move my legs down a flight of stairs where it would take someone in a wheelchair 5 minutes to do the same thing I did in 2 seconds.
- How thankful I was that everything in my body worked.
- How thankful I was for everything I had.

If you want to be attractive put your complaining on a permanent hiatus and be thankful for what you do have in any situation.

If a girl rejects you, be thankful your legs work and you can walk away with no trouble… be thankful you can wander a mall with no pain in your joints or body whatsoever and just be comfortable.

BE THANKFUL FOR EVERYTHING YOU DO HAVE

If you look at James Bond, you will notice how he can get told off by Q and M and ordered around but he will walk out of the interaction respectfully cool, calm and collected – he knows how to pick his battles wisely and he knows where it's worth worrying.

Doesn't approaching a woman seem a little less intimidating now?

The reason most guys are afraid of approaching a beautiful woman is because they put her above themselves on the social ladder.

Especially if you are overweight or less popular than her.

You need to realize that no one person is above someone else – we're all skin and bones with flaws, good skills, bad skills and we're all equal human beings.

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People also tend to make judgments about their potential for success based on their past experiences. We all want to be able to wake up every morning in a successful life.

We all want to be able to take our lives to the next level.

A lot of people who come to me for help often have the worst outlook. They look at their relationship situation as impossible to change and are merely hopeful that they can learn to change.

The truth is that not one of us really knows what the future holds.

As I said before we constantly draw on the past to decide what we can and can't achieve in the future. Remember what the great Henry Ford said, "Whether you think you can or you think you can't, you're right."

If you reject yourself before anyone else has a chance you, how can you ever expect to succeed?

How you perceive the world will have an incomparable effect on how well you succeed in the world.

How you act and the choices you make ultimately choose where you go in life.

What is the difference between a successful person and a failure?

When they wake up in the morning what do they do, who do they call?

When they fail how do they respond, do they have an indomitable perseverance that keeps them driving for success over and over again?

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Do you see the world as an infinite number of possibilities or do you find yourself sulking over how everyone else has all the opportunities and how you have nothing because the universe has screwed you over?

This will tell you whether you have a mentality of scarcity or one of endless abundance. What you believe is based on what you have been taught, what you know, how you have been treated in society and your own beliefs. If you believe anything is possible you will be willing to do whatever it takes to make anything possible.

You can't expect to waste time dwelling on your failures and have that lead to success.

One good thing to look at is how you react to others.

If someone has it better than you or beats you at something do you encourage them or do you secretly despite the fact that they one-up'd you?

For example, if your friend got the girl of his dreams and you were still looking for yours, would you be happy for him or would you be jealous and have an urge to sabotage him and bring him down to your level?

If you can find a way to encourage others, your mentality and be thankful for what you DO have, you will change and you will be able to achieve even greater things for yourself.

If you're willing to keep going and do what others refuse to do, eventually you will achieve success.

If you took a risk…

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When you think about it, what's the worst that could happen?

Now think, what's the best that could happen?

Now line that up against what would happen if you did absolutely nothing to change anything?

Which choice would have a more profound effect? To risk it all or to try and fail?

What many of your fears can probably be shrunk down to, is a fear of not seeing the results you want.

From a young age we were taught that it is wrong to upset people and that we should do everything we can to respect people and please them which has manufactured us as a product of what others want us to be.

Really, what's the worst that could happen if, for example, you asked out a girl?

She could say no and you'd have to find another girl? No loss at all.

The reality is that most guys haven't been genuine and that's why they experience failures one after the other.

Confidence

So now that we've covered what confidence is not I want to go into detail and cover what confidence is.

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Nothing – and I do mean NOTHING is more important in attracting a woman to you.

Confidence must exist at the core of everything you do in attraction because if you are afraid to do something despite having the skills it will not get done.

This all comes back to “inner game”.

Inner game is basically your core beliefs which drive the way you think and act in your day to day life.

There is a close relation between your personal confidence level and not compromising your core beliefs. As I discussed earlier beta males let everyone walk all over them because they are either trying to accomplish getting something from people or trying to make sure everyone is happy with them.

The beta male has no confidence and therefore will throw his own beliefs and values out the window if he believes he will get something or make someone like him.

You however MUST be unconcerned with what others think of you because most of the things outside of your own body are things you can have influence over, but ultimately have no definitive control over.

Ever since childhood your parents have screwed with your head and given you beliefs which have hurt you far more than they have helped you.

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The most unfortunate part of this was that as children we accepted everything we were told and rarely questioned whether things “made sense.”

Because we were not taught to think for ourselves from a young age we grew up believing what we were told.

When you get right down to it, confidence is ultimately a reflection of your own independence and how truly satisfied you are with who you are.

Confidence in itself however, is a very relative thing.

Confidence is all a matter of what you believe is possible.

For example, I have no doubt that you believe you can read this book from start to finish without fear of losing your ability to read, however if you have recently learned to speak Russian you may be weary of your ability to permanently engrain this new language within your awareness.

When you are confident about something you don’t waste time wondering whether or not you can achieve it, and you are willing to push yourself to the limit in an effort to get to where you want to be.

You just look at things as they come along and know that if you are willing to push yourself anything is achievable.

I am one of the most positive (but realistic) thinkers you will ever meet and wholeheartedly believe that if someone is willing to work hard enough (and face as much failure as it takes) that they can achieve anything their heart desires.

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This does not simply carry over to attracting women but to every area of your life.

This goes back to a concept which has been taught for ages – people who are willing to battle failure are the ones who succeed. Your confidence is the thing that is going to decide whether your doors open or whether they permanently remain shut.

People who lack self-confidence always feel a need to impress others and show off their knowledge and skills. I'm sure you can remember the days when you were worrying about every little thing a woman did in the few minutes you were around her; you could go months without ever talking to her but sat around questioning whether or not she was attracted to you.

People who have no confidence are constantly expressing jealousy and often secretly harbored resentment of those around them. They are always judging those around them instead of focusing on their own pursuits of success. These are the people you will constantly see telling everyone else how they should behave and talking any criticism of another as a personal attack.

Unconfident people will never admit that they have any responsibility whatsoever in their own failures. They are always looking to blame someone else. They act upon others the way they act upon themselves – they look at what everyone is doing wrong. As a result of viewing everything in a negative light this type of person will find that they will never truly be content and confident.

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And while you were wondering this, you began dwelling on thoughts of failure, rejection and desperation to impress her without having to risk any of your own social value.

I can remember the days when I was afraid to hit on a woman because I assumed they were all cold, heartless bitches. Why did I assume this?

Because I was too scared to actually talk to a woman and find out otherwise.

From a young age you had very specific beliefs instilled in you. As you grew older however, you began to realize what parts of your life dissatisfied you.

You also – and this is the KEY point – decided…

1) What choices you were going to make to take your life in the direction which you wanted it to go.

2) What you believed was possible.

3) How much failure you were willing to withstand to succeed.

As I have said before if you spend your life trying to make everyone else happy you're only going to end up miserable with a lot of disappointed people.

A person like this usually ends up desperate to make everyone happy and bends over backwards to make sure that he has no conflict or controversy with anyone and effectively comes off as boring, routine and uninteresting.

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If you are going to be different you need to be willing to go against the tide, not worry about what others think of you and not let others define your reality for you.

Take any of those thoughts of compromising your integrity and throw them out the window – stop worrying about what others will think and start worry about acting for your own conscience and don't worry about if someone else is upset with you. Just because someone claims they know more about the world than you or that they know the "right way" doesn't necessarily mean they do.

In fact, most of the time when people tell you something impossible or that you're crazy or wrong for trying or wanting to do something it's not because they want to help you – it's because they're insecure and want to be right.

This is not to say you should go off and be an arrogant asshole who always does whatever he wants even if it hurts other people – find a delicate balance between your limits and still maintaining respect for other people's independence and individuality.

One thing you should never feel bad about, however, is calling people out on their shit or standing your ground to maintain your beliefs and integrity.

All you are ever going to get out of life by catering to the beliefs and views of others is a bunch of people who view you as a wimp with no spine of his own – on top of that you're probably going to end up miserable for following other people's beliefs and passions and not your own.

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Sometimes people are going to be upset with you for being your own person and that is just the nature of life. If you're afraid of having to deal with conflict grow a spine because if you don't things aren't going to get any better.

You should never have to prove or define yourself to someone else.

Remember that you are living your life first and your desires and goals should go ahead of what others think of or want for you.

Women will respect a man who follows his heart and has his own passion far more than a man who chases everyone around trying to make sure they are happy with him.

As I said before this doesn't mean that you need to be an asshole or go out of you way to shoot people down. Just make sure that you don't let anyone tell you what you can and can't do even if they try to use bribery, blackmail or sex.

Never make any apologies for who you are or what you believe in.

Stand your ground and follow your conscience… and YOUR dreams.

We have all taken in hundreds of thousands of negative beliefs throughout our youth. We learned the "value" of shame and this has been a normal and expected part of life because it has been all we know.

If you learned that we weren't supposed to date until 16 or that all women were cold calculating bitches, that belief has sat in your unconscious mind and didn't change as you aged.

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Normal is a relative thing based on what we have experienced throughout our lives.

This is why an immigrant coming to America can be filled with opportunity at the prospect of going to college while Paris Hilton would probably go suicidal having to go through the same situation.

As I have alluded to before, you are the company you keep which for the primary years of your life is your immediate family.

Before you are even old enough to think for yourself your family is setting your beliefs for you and creating your reality.

Obviously on the inside everyone desires to be a confident alpha male who has got their shit together and some people will even try to pretend to the point that they are lying to themselves just because they don't want to accept any other possibility.

As I said before, there is no where that confidence has more importance than when you are trying to attract women.

Confident people on don't rely on others for anything or expect anything from others.

This doesn't mean that they don't look to others for anything or take advantage of resources available to them. It simply means they don't *depend* or *expect* anything from others and if someone else doesn't meet their expectations they deal with it and move on.

They have enough self confidence to fell fulfilled no matter what situation they are put in.

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Confident people also tend to become the most successful because they chose what they want, go for it and don't let anyone else tell them otherwise. They also are not afraid of the problems that may arise as a result of their actions and are always more than willing to face them head on.

A confident person is someone who always knows what they want and is always cool, calm and collected. While your anger, rage and other generally negative emotions can come on in an instant calmness has a unique quality about – it can have a lasting residence within your being and give you an unwavering sense of peace.

Think of confidence as emotional homeostasis – the state in which your body is most comfortable and natural – you're raw, honest, make no excuses for your desires or ambitions and most importantly…

YOU ACCEPT THAT YOUR DESIRE ARE NATURAL

You want yourself to get back to the calm neutral state which is your ideal state for thinking, acting and making life choices.

Confidence vs. Arrogance

Here we have an interesting one. Many guys I have talked to or answered emails from have tried at one time or another being an ass to women because they heard that women love jerks.

The problem is that although you are displaying features attractive to a woman that will set off her triggers a normal woman will in many cases

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avoid you because although she is attracted to you she does not want to be.

What you need to do is find that delicate balance where you are not rude – you are confident and in control but still have a loving and concerned way about you – you accept that make no excuses for your actions and do what you want when you want but still don't EVER consider yourself better than anyone else.

Calibrating confidence and alpha traits is one of the hardest aspects of learning to be attractive for many guys.

For many guys, even after reading this book calibrating a new personality is still something that needs to be worked on and improved.

Confidence is an EMOTION and being confident is all about emotional control… it's something you feel from within.

If you feel confident on the inside you will display that outward to the world.

You need to feel comfortable with who you are and realize that you are no better or no worse than anyone else on this earth – all of us our equal as human beings.

… The most important thing to do for success is to have a clear sense of who you are.

Of course "who am I?" is one of the greatest questions anyone faces in their life and it is something that took me YEARS to answer. I can't tell you how many times I've looked back on my younger years and realized

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I've wasted gaps of two years or more not accomplishing what I wanted to… it's sad.

In order to know where you're going you NEED to know what you want.

In getting what you want, you want to make sure above all else that you do not criticize those around you or have a constant obsession with being right – you know the type of person I am talking about. An alpha male is content with who is and little reservation about what others think of him.

Becoming More Social

If you're shy it's an inconceivable fact that you're going to need to become more social to attract women.

When I started out, I was a kid in high school who is too afraid to even ask an attractive girl when my history project was due because I was afraid she would think I was a creep hitting on her.

I would intentionally avoid eye contact with attractive girls (which I did as a sign of submission) because I was afraid they would get offended that I was looking at them.

> **My fear kept me from my goals to an unbelievable degree. Don't let it do the same to you.**

My point in telling you this is so that you will realize this is a very typical beta guy tactic (although my extent was not typical).

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These beta guys are so worried about what a woman will think that they are afraid to take any risks out of fear of making a woman feel uncomfortable (or in any other way negatively)… they're worried about "ruining their chances" with her.

The problem with this is that what you are really doing is indulging in your fear rather than being nice – you don't care about offending her, you care about "messing up" with her.

Once you move beyond your shyness and begin to date incredibly gorgeous and intriguing women you will realize that most of your shyness zone was in your mind.

Fear can be your greatest demon in attracting women.

You need to un-brainwash yourself.

Ideally you want to learn to become fearless socially.

This will leave you with a natural confidence that simply can't be beat.

As I have said, before we are not taught in society to find strength within ourselves. We're usually taught that it's good to look for a "shoulder to cry on" or "a friend to confide in" rather than dealing with our emotions head on.

We are taught to conform and mold our beliefs to the views of the world.

We are taught to fear things that are different and always be wary of taking risks.

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We are getting our information restricted from us like the Great Firewall of China limits what knowledge is available to the Chinese via the internet.
Where does this leave most people? In 12 years of school, 2 to 8 years of college and a 40 hour a week job for the next 40 years.

Doesn't that sound dynamic and interesting? We think we are independent and free – it is true that we have the opportunity to be but most of us are brainwashed from childhood.

But back to my original point, about a woman's general attitude towards shy men, but it can come down to two things:

She will either feel contempt for him or pity but it is highly unlikely she will feel attraction.

This is because women are biologically programmed to be attracted two alpha Males who are strong, independent and assertive and display signs that they can take charge and society and will be able to protect a woman.

It's not my system that's just the way evolution made things.

While the alpha male gives off a strong, protecting vibe, the shy or nice guy gives off a wimpy, dependent and beta vibe which women are simply not programmed to be attracted to. The reason this programming exists is because throughout history man was the protector and provider and a woman played a more comforting and nurturing role.

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It's not necessarily that a shy person is a bad person. However. it can make a bad first impression for attraction.

If you do not display your personality openly, other humans, male or female tend to draw conclusions, whether consciously or unconsciously and fill in the blanks about what your intentions are.

Breaking Shyness

Have you ever thought about what causes shyness? Is it the way you look? Is it the way people treat you?

While shyness may appear to be a natural part of someone's personality, is actually a learned trait.

Being shy is one of the biggest reasons for failure with women. Shyness keeps most men from even getting to square one.

SHYNESS WILL MAKE YOU THE ANTI-ALPHA

What would possibly give you the idea that shyness was okay? Have you ever been told by your family or even other girls how cute you looked when you were shy?

Your shyness was positively reinforced and even if you find it impractical today, your belief from childhood would still sits in your subconscious and drives your actions – running in the background like a computer virus.

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When we get comfortable with the where lives are, we tend to desire to stay away from the unknown in the lock ourselves into our current lives even if they are not the ones we want to be living.

Avoiding talking to attractive women falls into this category.
Before you make any decision in your life, your brain, namely your frontal lobe, weighs the outcome of your decision.

It considers the positives and the negatives.

But here is a fascinating thing about your brain; it will often motivate you to stay away from pain before it will drive you to seek pleasure.

If you ever hope to become attractive to a woman, you NEED to free your past pain in order to make your life into what you want it to be.

Pain can run your life if you let it (big surprise there) and you need to be able to find the tools to motivate yourself to move beyond your pain.

Think about the primary human drive – to survive.

An excellent example of this is when you are with an attractive woman and even if things go to total shit you still feel the need to save things – you need to "survive."

When you are placed in this painful situation – you feel compelled to avoid pain at ALL costs.

Another example would be to think of when you were a little boy and you learned that fire can burn you and you didn't touch it again.

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Now, If I held a flamethrower in front of you (probably even if it had no gas) you would connect the dots unconsciously and at an instinctual level back away out of fear… but here's the interesting thing, if you were a baby you would probably just smile and laugh at it.

This works the same way for approaching women, you developed a belief (in this case an irrational one – fire burning you is rational) about women and your brain goes into fear mode because it believes it is trying to protect you from something.

Pain is a relative thing – like anything else it is relative to what we're used to, what our ambitions and goals are and how we achieve the things we want.

If you were born into Paris Hilton's life and then you had to go into an upper-middle class family it would be torture whereas a kid from a project would probably revel at the chance to live in such an enjoinment.

Getting Shut Down

Have you ever looked back on an experience you've had that made your life miserable but it turned out to be the best thing that ever happened to you?

For me, this was when I was starting 9th grade and received treatment for being potentially suicidal. At the time I knew I just had a lot of shit I needed to work through. I knew that I did not need a psychologist but no one would listen to me.

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Don't get me wrong, this was rightly so as we are taught that psychologists and other "trained professionals" are the solution to this sort of thing so I don't hold it against my parents for taking me to one.

After I sort of "woke up" on the other end of this situation however I found myself in a unique place. It was as if I was seeing the first sunrise of my life.

I swore to myself after that moment that I was never going to settle on anything again… I was going to reach my full potential no matter what I did.

Looking back now I realized that this probably would have been an unrealistic expectation had it not been for the internet – or more directly, had I not had free access to knowledge and information from all different perspectives… I had access to all the knowledge and information I needed so that whenever I needed to learn something it was more or less right at my fingertips.

Sometimes it took me a few hours of searching to put it at my fingertips but I always found it.

Looking back now I wonder what my life would have been like had it not had that experience.

I surely would still be letting women, my parents and society walk all over me; I would have been a miserable adult and a miserable human being were it not for that one event.

As bad as the emotional situation itself was would I go back and change things today?

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Not for all the money in the world!

Getting shut down isn't a bad thing <u>if you know how to work with it</u>.

Unfortunately for me working through this pain at the time was not something I knew how to do, but again I swore to find a way through it.

Over the years I have taught myself how to use/practice hypnosis, NLP, sing, play guitar, drums and piano. I have taught myself how to analyze every emotion that I do not want to feel and work through it.

I taught myself about philosophy, psychology, building and programming computers, wiring and understanding electronics and many other skills that have served me well.

When I struggled I never once blamed anyone for my struggles or failure. I just went on looking for a solution no matter how long it takes. As a side effect this taught me perseverance, self-reliance and not to blame anyone but myself for my outcomes and how to understand and really keep an open-mind to all things.

Keeping an open-mind is something I can't emphasize enough. In fact let me ask you a question.

Which reality do you hold:

1) Seeing is believing

2) Believing is seeing

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If you hold reality number one you are going to substantially limit yourself.

For example, let's say you accept that Nebraska is the best state to live. You reply to everyone you meet who is not from Nebraska by telling them about how great Nebraska is and begin telling them why it is better than the other 49 states you have never been to.

If you don't give the other 49 states a chance how will you truly know what you are missing and what opportunities might be passing you by because of your closed-mindedness?

… If you really want to succeed in life you have to be willing to take random and risky opportunities that are thrown your way, be ready to sift through them and be ready to fail.

Otherwise you are never going to find the best in yourself.

Even worse, you will never find the achievement you truly desire out of life – you will never be happy.

Almost everything you learn in life is going to be useful to one degree or another somewhere else.

Let me give you a few examples:

I wrote this eBook, an entire HTML/Java website, set up credit accounts, an affiliate program, marketing, videos on YouTube, a mailing list and professionally recorded audio products and a number of other projects all using skills I had learned years earlier.

Was I thinking years ago?

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> *"Hmm I'm going to use these random computer skills to build a website and write an ebook that is going to help a lot of people and change a lot of lives. You know what? in the process I think I'll find means for dealing with emotional anxiety give a cure for that to people as well."*

Not even close to being not even close!

Here is a skim over of what I was actually thinking:

> *"My computer is broken and I have $150 in the bank how can I get this fixed and get it working again?"*

Since I didn't have any friends or know any computer experts and I didn't have internet access I spent 5 straight days figuring out from scratch how to take a hard drive I thought was dead and through trying over 20 different things figure out how to install Windows 98 on it from a Full Install CD I had laying around so that I could use my Windows XP Home Upgrade CD to get Windows XP back on my computer.

> *"I have a video editing project due in two weeks for my communications and technology class."*

For two weeks I was out shooting a music video I made to Eye of the Tiger. I had to figure out how to upload it on a computer at school using a USB port and no drivers and get it to work. Once I finally got all the video uploaded I had to figure out how to use Adobe Premiere to slice everything together and after that I encoded it incorrectly twice and had to wait for a total of two and a half hours worth of encoding before I finally got it right. I finally showed it to my teacher as the bell which signified the end of the final exam period rang, literally.

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I'm not going to go in to the rest because I could fill this book up with a million and one stories but my goal was for you to get this point:

NOTHING IS EVER WASTED. EVERY SKILL YOU LEARN WILL BE USED SOMEWHERE ELSE IN YOUR LIFE

Sometimes all it comes down to is two choices:

1) Be miserable the way you are and do nothing and stay miserable for the rest of your life.

2) Be miserable for and work your ass off for months or years and eventually find happiness.

So you weren't born in to the Hilton or the Richie family? Touch shit neither was I. If your life situation is bad it is not worth a damn to compare yourself to anyone but yourself.

If your life is not so great comparing it to others isn't going to magically make it better. We have to work with what's in front of us and find a way to build up to what we want in front of us because nothing else is going to make us happy or get us to where we want to go.

Which one of those two roads you want to drive down is really your choice but it is important to consider the long term and not the short term.

Short term you are going to be miserable either way but long term you can become happy if you are willing to work at it.

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Have you ever had an experience where you just were not willing to give up on something you wanted to obtain or achieve?

That time when you wanted that one special achievement and you had to fall on your face a hundred times to get it but on the hundredth time you were wildly successful and you can still see the results of that today.

Looking back you probably wonder how different your life would have been if you had not taken that one simple little risk and you're glad you did.

We humans like to live in the present and don't take the time to visualize and conceive how much happier we will be in the future and what we will be missing out on if we don't take this chance.

DON' T LET THAT BECOME YOU

What it ultimately comes down to is something I like to call playful pretending. Are you the kind of guy who sits around and plays around all day pretending things will get better but constantly gets the same old results or are you the kind of guy who really struggles to make things better now and ultimately arrives where you want?

The most important thing in doing this is going to be finding your blockers; the things that stop you from being successful. This can range from something as large as every move you make with a woman to just not knowing how to ask for her phone number.

Whatever you're happiness puzzle is missing you need to look high and low to find that missing piece and put in the effort of figuring out where it goes.

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If you make a personal point to make yourself in to the man who says,

> "*I'm going to get what I want! I am going to achieve this no matter what it takes!*"

then you will eventually get the results you want.

If you want a new skill these days I don't want to hear any of your bullshit excuses. With the internet at your fingertips you have no excuse for not finding something or someone that can help you achieve the results you want out of life.

So how do you move forward toward your goals?

The first and most important thing is knowing what you want.

If you don't know what you want how can you ever expect to get there?

I'm now going to give you one tip that I was given a long time ago which skyrocketed my success. This one part of planning is probably the most frequently overlooked cause for failure and the reason why men don't succeed at their goals.

Are you ready for it?

BE AS SPECIFIC AS POSSIBLE

Pretty simple, huh?

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This may seem like a short, quick and easy thing but if you can be as specific as possible you will achieve the results you want.

Why is this advice so valuable?

Because the more specifically you know what you want, the more closely you can analyze what you're doing and know if you're headed towards the result you want to achieve.

Dealing With Criticism

There are many habits an alpha male does not indulge in. This is the kind of behavior that low self-esteem and no confidence and in order to make themselves feel better they make it their life's goal to get others to approve them and tell them they are right even if that means annoying the hell out of everyone around them; they need to be superior in every way.
Criticism is a disease – that's right a DISEASE.

It breeds depression, worthlessness and selfish behavior. As humans we try to rationalize our critiquing nature in order to prevent being wrong. Not only do these habits make your life worse, they also parade your insecurities for the entire world to see. Your negativity makes you look like an ass every time you open your mouth and drives others away from you.

People who fear the opinions of others are afraid of being rejected or brushed aside. They are afraid to take risks and are afraid to express what they really think, feel or desire for fear of being rejected or ignored.

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In the case of attraction and relationships, a man who is afraid of criticism is afraid to express how he feels about a woman (to any degree) out of fear of blatant rejection or being told they were a pervert or a sleaze.

Guys who are afraid of criticism often talk to a woman and indirectly go for what they want, usually because they have major hang-ups about how they convey their intention to a woman as a means to preserve their ego. This sort of behavior is far from the most ideal way of doing things but is nonetheless effective.

The reason why this is not effective is because you are going after your desires and core needs but with a delicate and protective touch by delaying gratification, being careful and being scared to show your true self because you are either afraid it won't be effective, afraid of changing what you are doing or afraid of having to deal with trying something you've never tried before.

I'm sure you have heard the guy who walks around gloating about how he is much smarter or better looking than everyone around him and how easily he can achieve things or get things because of his status… But what he is really telling a woman in doing this is that he doesn't feel his core personality is enough to maintain a woman's interest.

He's basically telling a woman that he needs to cover his true personality with pick-up lines, cockiness, money, looks, fame, power or whatever else.

Doing this makes him feel better and gives him a sense of pride and security which makes up for what he lacks in his core personality.

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The problem with this type of behavior is that it is not going to get a woman attracted to you – all you are going to end up doing is ultimately making yourself miserable while making everyone else feel miserable as well.

Confident people do not need the reactions of others (good or bad) to feel validated. In addition to this, confident people also tend to get along well with everyone around them as a result of their non-judgmental behavior.

Confident people see everyone as something separate of themselves – they respect the dreams, goals and ambitions of others.

If you truly want to be confident you don't be worry about what others think of you.

When you go out of your way to try to justify and prove yourself to everyone around you all you are going to ultimately do is destroy your confidence.

When you criticize and try to blame others all you are going to do create a bubble around yourself to avoid owning up to your own actions in your life.

Case and point: don't worry about what others think of you and your potential to achieve.

Don't let those who think less of you or are jealous of you bring you down to their level just because they secretly want to see you fail.

Don't Be A Quitter

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You should never give up on your dreams and goals.

No matter how much you have to suffer the only way you are EVER going be happy is through persistence.

Most people are not born with raw talents nor do most people have success handed to them like socialites such as the Hiltons or the Olsen twins.

If you're unhappy with your life for the moment you've just got to accept that.

But you've also got to recognize that the only way you're EVER going to be happy is if you're willing to do whatever it takes to change and make your life better.

Maybe your life is bad… hell mine was terrible growing up. But you're going to have to be miserable for now and unless you're willing to do whatever it takes to change you're going to be miserable down the road unless you totally commit yourself to achieving happiness down the road.

You can only work from where you are and as much as that sucks it's the best you can do.

It will make you a better person in the long run because you will appreciate the value of success (I didn't say the value of hard work) and you will understand that anything is within your reach.

… and I can tell you from experience there is NOTHING like having hard work (if necessary) behind you and in your past.

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The only time that it is worth folding your deck of cards is when you are faced with a situation that is impractical.

A popular one guys email me about is how they want to get back together with their estranged ex when in reality it would simply be easier to just meet a new woman who will love you the way you deserve – you can always find someone else to make you happy in this situation.

In the overall scheme of things though, you should NEVER give up your dreams, goals, ambitions or life for someone else especially if they are going to treat you like shit or not live up to your standards.

Following The Herd

> "*The greatest difficulty is that men do not think enough of themselves, do not consider what it is that they are sacrificing when they follow in a herd, or when they cater for their establishment*"
>
> *- Ralph Waldo Emerson*

Did you ever stop to think about how much or your beliefs, views and personality was crafted by things you were told, taught or read?

It is really striking when you consider that most of the average human's personality is estimated to be comprised of 95-99 percent external teachings. That means more than 95% of the stuff you think or believe was taught to you by someone or something else.

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The problem with this is that people are so accustomed to having their ideas, beliefs and views spoon-fed to them from childhood that they don't stop to ever figure out the world for themselves and essentially become drones.

What is even more fascinating is that, like most other things, the only reason we do this is because it is what we were taught to do from childhood, and we never really stopped to think about it.

Following others beliefs has a profoundly negative effect on a person's life and creates behaviors that are characterized by:

- Self-destructiveness
- Fear
- Failure
- Self-confidence issues
- Self-esteem issues

If you're not willing to change however there is not a damn thing I or anyone else can do for you.

There is only one person who can get you to change.

Have you ever heard people talk about drug addicts? Well it's not much different here; if you're not willing to admit to your problems and change there is nothing I can help you with.

Setting Limits

As a man you are expected to be in control of your own actions and your own destiny. As such, you should never let a woman decide how

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you should live your life. You should always be responsible for whatever happens to you in a relationship. Eleanor Roosevelt once said, “no one can make you feel inferior without your consent”… And this is true of relationships as well.

If a woman is mistreating you or disrespecting you call her on it and take whatever actions are necessary to correct the problem – change yourself, not her. When I say correct the problem I don’t mean correct it the way your 6’7 airheaded friend would it by beating her into a bloody pulp because that would be blaming her.

What I mean is if she is mistreating you don’t be afraid to lay down the law or even walk out on the relationship. You are your own person; your feelings and your life are your choice.
Another common thing that goes along with setting limits is jealousy. As a confident male who recognizes that if his relationship doesn’t work out he simply needs to go out and find a new one, you have no need to be jealous.

JEALOUSY IS INSECURITY IN DISGUISE

All that jealousy shows a woman is that you are way too attached to her.

As I said before if you are the best at attracting her in keeping her “in love” she will have no desire to leave you because in her mind you will be the best partner she’s ever had and she will not want to risk losing you.

However, you have to remember that even if you lose one thing there is always a million more opportunities awaiting you.

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To many people I know spend all their time worrying about all the possible ways they could fail and never focus on actually get anything accomplished.

You must understand that if you lose a woman there are millions more equally attractive and wonderful women out there for you to meet.

One thing about confidence is that there are very few men who display it when trying to attract women.

What's ironic is that it is probably one the single biggest turn-ons to a woman; when a man can be completely comfortable with who he is, when he can be completely comfortable with having an attractive girlfriend and not worrying one single bit about her devotion to him this is when he is a TRUE alpha male.

A confident alpha male is constantly becoming the most attractive man can possibly be and realizes that he never needs to worry about losing a woman.

A true alpha male does not pressure woman and he gives them all the space they need.

What it comes down to is this:

Supplicating and needy behavior actually causes a woman to LOSE attraction toward you. When a man displays jealousy he is no longer displaying himself as a man.

He is no longer displaying himself as alpha and he has turned into the same needy, insecure, clingy guy that she rejected 1000 times last year.

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The most ironic thing about this is the fact that a calm alpha male is far more likely to have a woman come home to him while a jealous beta male is far more likely to drive the woman away into the arms of a true alpha male.

"Is This A Test?"

Your primary goal as a confident male is going to be based on two things:

1) knowing how to increase a woman's desire for you.
(The complex part is knowing exactly how to go about doing this.)

2) Taking REAL control of your own life and dominating your reality.

Now that we've talked about separating yourself by not following the herd, let's dig in to being the leader of the herd.

If you're going to be a confident male, women are going to test you a LOT and you need to be ready for it.

Of course, this is not a literal test but way that a woman analyzes whether or not you're truly the man you present yourself to be. Sort of like a test to see if a man who seems to be a certain kind of man really is the man he appears to be.

Unfortunately most men aren't this kind of man and they try to fool women, which is why they have to analyze everything they do to make sure they're keeping an image up.

I have met a lot of people who think in terms of:

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- Everything's a test.
- Is she testing me?
- Was she testing me here?
- Did I pass the exam?
- What do I look for to find a test?

I'd like to simplify this for you a bit and in order to do this I want you to think on the following beliefs:

- Alphas always pass tests.
- Alphas pass tests because their natural personality is what she is programmed to look for.
- All an alpha needs to pass her tests is integrity and his real unapologetic alpha self.

When you understand that her tests are simply a way of assessing your confidence factor and whether or not you back up your words with actions things become a lot easier.

If you really take time to consider what a "test" is and realize that it is to assess whether or not you're the real deal you do not need to worry about responding in a certain way because it comes down to three things:

- If you are the real deal you will naturally pass.
- If aren't the real deal you will constantly be on watch for tests and hope you pass.
- You are clueless entirely and fail every time

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If you truly make this no-bullshit personality a part of you, you will never have to worry about her tests. You will naturally pass them because you have built a solid and genuine confidence.

Women (like men) rarely do anything in attraction consciously and testing men is no exception.
If she is testing you there is a 99% chance that her primal brain is the part doing it; she is unaware that she is testing you and is also unaware that because you understand the mechanics of attraction you are now fully aware that she is into you.

One big one I will tell you to watch for is if a woman starts talking about sex in any way. I'm not saying you should focus on this as "passing a test" but more take it as yet another green light that you're headed in the right direction with what you're doing.

A woman's "test" is simply a matter of seeing if she can leverage the situation and gain the upper hand – it's a test of a man's character.

If you have real, solid confidence you will naturally put her in a position where she won't be able to mess with you… you will stand your ground and be yourself.

It will work in one of three ways for you:

1) If you are a natural alpha you will pass.

2) If you are a pseudo-alpha you will pass with a lot of conscious effort and will occasionally or frequently slip up.

3) If you are not an alpha you will fail.

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If you have a real and natural confidence she will not be able to get the upper hand with you plain and simple.

Think of these “tests” like a binary scale of 0’s and 1’s where your action will either make a woman more attracted to you or less attracted to you.

Just keep things as confident and simple as possible.

You should make it your ultimate goal to make sure that woman views you as confident 100% of the time – by making yourself naturally confident.

I don’t mean just making yourself appear confident to her here. I mean BEING confident. This means being unconventional, unpredictable, fun-loving and most importantly:

YOURSELF

Be a non-conformist.

Being a non-conformist will suggest a number of things.

Most importantly it will mean you are independent, self-sufficient and **passionate**.

Also, don’t be “yourself” like the kids who are “rebelling against the establishment” by doing the exact opposite of what they’re told to do just for the sake of defying someone.

But yeah, being yourself is a big one with women in men they’re attracted to.

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When you don't care where you fit in the society mold you rise to the top. (weird huh?)

Once you stop trying and just allow things to happen you succeed.

Remember, you need to be alpha-confident from the moment you set foot in a woman's life whether it is through a computer screen, cell phone, eHarmony.com, in person or a combination the four.

Your goal should always be to attract her at an unconscious level and **never** be afraid to take risks.

Have you ever seen what happens when a child is given a piece of candy for seven days in a row?

Eventually one of two things is going to happen:

1) You take the candy away from him and he begins to cry over his loss.

2) He is going to want more and grow unsatisfied with the amount he is getting.

If you're going to be successful you need do two things:

1) Amplify – Always be building upon what was done previously with anything you're doing in life to keep it growing.

2) Take risks – In order to be successful at amplifying a situation you have to be willing to risk screwing it up and losing it.

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You're 100% guaranteed to lose if you don't amplify a situation, but once you master the experience of building upon what you started you will find your success greater and greater.

This is why I can't emphasize risks enough.

Men who don't care about what others think and aren't dependent upon outcomes take risks plain and simple.

I want you to think about something:

When you think of the term "alpha male" what comes to mind?

Go ahead…just take a moment to ponder that question for a few moments.

When you thought of your answer what came to mind?

I want you to remember that answer for later.

Let's take a look at some of the traits that are confidence:

- Dominance (NOT Domineering)
- Confident Body Language
- Self-Control
- No-Apologies Attitude
- Gives a Sense of Security
- Unaffected By Peer Pressure
- Speaks His Mind
- Shows His Emotions

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If you have ever met a confident male you likely found him damn near impossible to trick, fool or manipulate. It is also very likely that you found yourself looking up to him or admiring him in one way or another.

This is probably because he was dependent on others for approval in any way, shape or form.

By not being dependent on others approval he gains their approval and admiration.

These are the kind of guys you want to turn yourself into. Well, not the jerk part; a charming man is always more attractive than a jerk because he will always have the upper hand by having a fully rounded attractive personality whereas the jerk will only have half of the equation solved.

The ideal man has a balance of being independent, dominant, strong, caring.

I'm about to tell you something that will blow your mind.

Are you ready? It is a concept that many men are aware of but few actually assimilate.

The best way to get a woman is to need her as little as possible; just enjoy her and make sure she knows it. That's it.

If you can do this correctly something magical will happen – the tables will turn and she will start becoming interested in you.

Want to know something that makes this even more interesting? When you achieve the ultimate confidence; the point at which you are no

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longer seeking any woman's approval, you will find that every girl you interact with becomes interested and intrigued by you.

Also, you will have the added benefit that she will look past virtually every one of your flaws because she is so blinded by her desire for you.

When it's all said and done though there is no way around these "tests". She is going to test you if there is going to be any chance of a romantic or sexual relationship.

But the interesting thing is, contrary to what you may have believed, she doesn't want you to be perfect and she doesn't expect you to make every move perfectly.

She just wants you to be you – and that means being dominant, no-bullshit and real.

The problem is that most people aren't truly confident or self-reliant enough to be their true selves… I know I wasn't for the longest time.

But In the way that her attraction mechanism is unconscious, she will be driven and act to test you unconsciously.

She is not thinking about it and she is not going to blatantly ask you on a logical, conscious level if you're a secure, confident man who can provide for her because every man who wanted to get inside her pants would say yes.

She needs to test you on a level where it is far harder to lie.

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I have met many “pick-up artists” who learn a few ways to pass women’s “tests” and CONSCIOUSLY assess them but if you don’t have a real confidence you are going to slip up sooner or later.

If you are passing her tests with conscious effort and analysis and NOT as the result of your core personality, you are not going to get anywhere near as far as you will if you make this confidence a natural part of you.

The Controlling Chooser

Let’s get deeper in to why women test so you have an understanding of the mechanics of the process.

Consider attraction for a moment from her perspective.

You’re a gorgeous woman who gets hit on five or more times a day in one way or another and you need a way to judge which men meet your qualifications.

This all goes back to the supply and demand principle.

… She is in demand but there is only one of her.

This puts her in short supply and high demand.

See where I’m going with this?

Imagine that suddenly at 15 or 16 years old you go from being treated like any old girl to being treated like a queen.

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Suddenly men everywhere are willing to do anything and everything for you.

When you get to high school you suddenly find that you can get boys to do your homework for you, take you wherever you want to go, buy you things and give you attention every minute of every day.

All the other girls keep remarking (usually out of jealousy) about how pretty and gorgeous you are.

All this is just wonderful right? Not as much as you might think.

These women are losing out on an important part of life by having attention constantly thrown at them and by and large getting their way.

As a result of this social breeding many of these women do not become self-reliant, independent, open-minded and accepting and are typically not self-reliant.

I can't count how many of these girls I've see spend weeks saying how they know a guy is interested in them but he won't ask her out.

SOCIETY CONDITIONES THEM TO EXPECT THINGS TO BE HANDED TO THEM

I know, I know they "can't find any good men" or "it's as a curse" blah blah blah.

I remember watching an episode of House one evening where Dr. House informs Alison Cameron that her that he hired her based on her looks. Even though she wasn't the most qualified candidate House told Alison that he believed that an attractive woman who went into

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medicine shows greater dedication than an ordinary looking woman because the former could have easily used her looks to get an easier job.

An attractive woman's reality is typically (from a sexual perspective) getting everything she wants from men constantly.

Don't get me wrong here though they all have problems just like us and most attractive women at a core level are very kind and caring people although there is the occasional bitch.

Just don't go thinking I'm saying they are all like this or that they all live on floating yachts and drink from fountains of gold.

In fact, many women are deeply hurt by men constantly lying to them, using them for sex and leaving them feeling abandoned.

In fact, in some ways a less attractive woman has it better than the attractive woman because every man they go out with, they know the man loves them for who they are as a person and is not just after their body.

I've met very attractive women who have had circumstances such as:

- Losing both parents at age 4 and having to live with her grandparents.
- Growing up very poor and having to work to support her family.
- Having divorced parents who hate each other and who are always fighting.
- Some have parents who abused them be it physically, sexually or emotionally.
- Not knowing whether a man really wants her for her or her body.

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- Suffering emotional trauma from guys who lie to her.
    - *This drags many women in to reality and makes them realize they have to deal with not getting what they want as well.*

I won't use teenage parenthood example because that one more than anything is their fault and a lack of responsibility.

Just don't go thinking it's the total fantasy world you imagine and remember that they have problems too. And by problems I don't mean the issue being, "ugh! There are no good men in this town!"

So back to using men, why do some women do it?

BECAUSE THEY CAN GET AWAY WITH IT

Some women just do it because they feel very little control elsewhere in their lives and men are the one thing they can totally control.

This comes back to being a REAL alpha male – you dominate your own life.

If you can recall a time when you did something to someone against respectful and considerate judgment simply because you knew you could get away with it you will know what I'm talking about.

Or recall a time you couldn't stop doing something you knew was bad for you because you just had an uncontrollable emotional need to do it.

… Attention is like an addiction (especially if the woman is conditioned to depend on it) that you know is bad for you but no matter how hard you try and no matter how much of an honest effort you give you just can't seem to stop.

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The Society Giveth or Taketh Away?

"*Philosophy is questions that may never be answered. Religion is answers that may never be questioned.*"

Have you ever been excited by something so much that you looked past every negative aspect of it?

That is what she will be feeling when she is attracted to you.

One thing worth noting is that even though men need to present themselves with the image of being the selector, in reality it is the woman that is doing the selecting.

You're attracted to her from the onset and she knows that she could have her way on a whim with most of the men out there.

You are making her attracted to you so that she will want to select you despite the fact that she is the one with the initial power.

This is why the man is usually the one with the mindset of,

"*Well I didn't really want her anyway, it's her loss.*"

While the woman who rejected you doesn't even care and just walks on.

Just keep in mind that in reality she is selecting and giving *you* a chance.

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Raging Your Inner Alpha

Name: Chris Nosal
Please check off any of the following beliefs which have applied to you.

- ✓ It's wrong to want a woman sexually.
- ✓ It's wrong to sleep with more than one woman at a time
- ✓ Talking about sex is disgusting and wrong
- ✓ Sex shouldn't be talked or joked about publicly or with strangers
- ✓ Women don't like sex
- ✓ Women don't like sex as much as men
- ✓ Women have the control in the relationship
- ✓ Women don't want to be talked to "that" way
- ✓ Attractive women get hit on all the time so they'll shoot me down if I try to say one word to them
- ✓ Attractive women are only attracted to good looking men
- ✓ All attractive women are bitches
- ✓ Attractive woman want a man to do everything for them
- ✓ If I do her favors, compliment her, call her constantly and treat her like a princess she'll fall in love with me
- ✓ Once you get a girlfriend you'll change your tune
- ✓ You will change your behavior when you get a girlfriend
- ✓ **You should change for a woman**

Whew! That was quite a bit of paperwork there. I cannot believe I had that many beliefs about women programmed in to me that I could name off the top of my head.

So on the whole monogamy thing here is my take on it:

I don't think guys should go behind women's backs and have multiple girlfriends that don't know about each other.

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At the end of the day however it is a matter of personal preference and no one is right or wrong on it.

The reason we believe monogamy is the only ethical way to go is because society has taught us that.

To the largest extent they spoke for us when they outlawed Mormon polygamist marriages… society as a whole decided it was not acceptable and conditioned everyone in the society to believe that marriage was the “right” thing to do.

Some separation of church and state, huh?

The one exception being (*ghasp*) the Mormons who were raised from childhood on the belief that multiple wives are acceptable and universally saw no problem with it.

Earlier I talked about being a sexual being and being comfortable and even embracing it.

This means being completely comfortable with who you are, your desires with women and your needs as a man and not making any apologies or excuses for them.

I got in an argument a while ago with a girl friend of mine a while ago over the E! show The Girls Next Door and the ethics of a 79 year old man having three girlfriends aged 20, 25 and 32.

It was very interesting the way she argued from a woman’s point of view that it was “wrong” for such a “dirty old man” as she called him to have young, beautiful girlfriends who are “just with him for his money”.

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It wasn't "I think they're with him for his money" or "a lot of rich men have young girlfriends who are just with them for money" it was "they're just with him for his money."

I was fascinated by how she made that statement as a fact and how she could gather this insight just from watching a 19 minute TV show… AMAZING!

As I was talking to this girl, I realized that this is also the society-based mindset my mother conditioned me to hold about women for years on end; be nice to women.

But knowing this girl not to be very open minded, I contended that no one was getting hurt and everyone was happy knowing in my mind that these girls were likely feeling attraction to Hefner because of his alpha history and status.

Now it is not that a person shouldn't be nice to women.

I wholeheartedly support treating women well to the fullest extent but like anything else that isn't explained to us properly when we misinterpret what we are taught it can become a problem.

We're taught to go out of our way to do things for others.

Now, I have given this a LOT of deep thought and upon further reflection, realized that this is an exact representation of male and female gender roles.

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What would it have been like if Nicole Caldwell (Founder of Playgirl Magazine) had a show called The Boys Next Door which was about three boyfriends living at her mansion.

It would seem kind of weird to see her paying their way and leading them wouldn't it?

Men were meant to be in control.

In saying this, I don't mean men were meant to run women's lives or that women don't deserve the same business opportunities in their lives but men were meant to run their own lives and go after what they want with no apologies or excuses and protect the woman in their life and take care of them.

> *"Religion takes everything that makes us human then calls it wrong."*

Many men try to hide their needs and desires as a result of growing up in a society where open expression of sexuality is taught to be shameful.

It's "wrong"…

- To have your penis showing in front of others
- For a woman to have her breasts showing
- To make sexual gestures
- To talk openly about sex

Basically society teaches us that being open about our sexuality is shameful.

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You need to realize that there is nothing wrong with your needs and desires; they are completely natural and should be embraced and cherished so that you can truly enjoy just how much pleasure they can really offer you.

It's a cruel joke society has played on us to take our sex drive (and so many other things) and teach us that it was wrong to openly use. What you need to do in order to work past this joke is make a decision about whether you want to remain a society zombie or whether you want to go out and get what you're worth.

One thing anyone who knows me personally will tell you is that when I do things I give it all I have got.

Not people want me to but because I want to get the best for myself and I won't take no for an answer.

One thing I am very big on and you should be as well is not changing for a woman.

I'm not saying don't compromise with her on things but don't allow her to change who you are, how you behave or what you believe in.

If you're going to be in a relationship it is to <u>make each other's bodies create good feelings toward each other</u>.

Being Respectful

This is a more important topic than a lot of men I have met give it credit for.

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Being respectful is the line between the jerk and the alpha male that sends a woman from simply feeling attracted (and perhaps in tears) to feeling euphoric and telling everyone she has the “perfect boyfriend” or lover.

Don’t second guess this one guys, women love respectful men as long as you know what you are doing!

Some examples of respectful things you could do for a woman include:

- Pulling out chairs
- Holding doors
- Walking her to her house
- Helping her with bags

If you don’t know what you are or are trying to impress her however your respectfulness will likely come off as:

- Neediness
- Insecurity
- Lack of confidence

The key is as simple as making sure you are not doing things because you *want* or *need* to please her but because you just want to do nice things for her.

Make sure you are doing it as you would for anybody else.

The best way to ensure that she knows you are not being needy is to act in a slow, deliberate manner in which you can clearly convey to her that you are not:

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- Anxious
- Worried
- Fearful
- Manipulative

It's not really all that complicated. It's all about simply acting natural and letting her know that you genuinely want to help her.

One thing I will do for example which I have done for years is go out of my way to help anyone who needs it on a regular basis… not in hopes that someone else is watching or to create an impression but simply because it is who I am.

For example, if I am on my way out of Wal-Mart and see a woman trying to load a huge desk in to the back of her truck I will go over and offer to help her whether anyone Is watching or not.

Many women see me do this (not because I do it *for* them) and understand which makes it very clear to them that it is just something I do.

I'm not trying to show off or get praise I just like to help people out where I can.

I don't want to scare you but that last one on that list up above (manipulation) is a biggie.

It is not that you are going to "slip up" and make her think your being manipulative if you are genuinely not.

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If you genuinely aren't trying to be manipulative it will likely show up in your body language and demeanor but make a note to be aware of what you're doing and what your motives are.

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Chapter 4: Communication

"Feelings are 55% body language, 38% tone and 7% words."

"It's not what you say…it's what you do."
- Laurence Haughton

SEX IS BEAUTIFUL…BUT DON'T TELL ANYONE

Now there's a teaching we can all relate to. We grew up learning that sex was a "beautiful act of love" but we weren't supposed to be open and talk about it. Some of our parents even went so far as to teach us that commenting on sexual topics was "wrong" or "gross."

The whole, "don't kiss and tell" and "you'll learn about it when you get to an *appropriate* age" kind of mindset.

Sexual Comfort

Have you ever seen one of those guys that a girl just classifies as "creepy"? These are the type of guys who will talk to a girl and be nice and chummy with her but never directly make their interest known.

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Many girls will tell you that these guys give off one of the weirdest vibes known to man…or women I should say.

If kids understood and were taught about sexuality and how to be comfortable with themselves from a younger age I tend to believe our society would be a lot better, more natural place.

How many times did you avoid sexual innuendos or comments around a woman to spare her feelings or protect a certain image of yourself?

(*Chris raises hand*)

If you're nervous or afraid of talking about sex because you think it's wrong, you may appeal to a woman's social programming and make her see you as the wholesome Mike Brady type you think she wants you to be but you're not going to hit her at a primal level.

You should make it your goal to bring up sex in a loose, humorous and slightly controversial way. Get out of the frame that sex is "bad" to talk about. Talking about sex is one of those things that goes beyond our social programming.

Talking about sex is pretty much like interacting on anything else with a woman.

Regardless of what you are talking about she is following your cues and if you're awkward and uncomfortable she is going to feel the same way. On the other hand if you do not treat sex like it like a big deal, at an instinctual attraction level she won't either.

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I will be the first to tell you that talking about sex is a very beneficial thing to do; it shows you are accepting and comfortable with yourself as a sexual being which very few men these days are willing to show.

If you are not afraid to be a sexual being; be natural and realistic about your animal nature and make no excuses for your attraction to women you're going to get a lot more of what you are seeking.

Something interesting about doing this is you can also find out how she feels about sex on a social level. You can find out if she is comfortable with herself as a sexual being.

For example if she's a conservative Christian girl she is probably going to be extremely apprehensive about discussing sex whereas a more free-spirited girl will openly make sexual jokes and references up a wall with you.

Guys who are afraid of talking about "questionable" topics don't attract women because although you're following the society order and doing what you are taught you are also showing that you are not comfortable with yourself as a sexual being and not comfortable being your real self; the person who doesn't care if people approve him or not.

This tells a woman on an instinctual level, "Wow! Finally the primal man I've been searching for all my life."

Another benefit of this topic is that it makes you intentions clear as day to the woman you are interacting with. Discussing sex allows her to get sexually comfortable with you.

Think about this, If a guy meets a woman for three months and acts out the wholesome partner role; no sex talk, no risks, no controversy and

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creates himself as the perfectly provider type who always supplicates women then suddenly one night starts talking about sex or cracking sexual jokes what do you think will happen?

Awwwwwwkkkkkkkwwwwwaaaaaarrrrrrdddd.

She will realize one of three things:

- She was misled.
- He was faking the whole time.
- He was holding back until he finally pushed himself to take a risk.

Is she going to be attracted to and amused by his sexual humor at this point? Uhh that's a big N-O.

She is going to more than likely be creeped out and worried because you presented yourself in the society mold then suddenly made a personality shift which will only serve to set her unconscious alarm bells off.

You need to be comfortable talking to women with sexual undertones from the beginning of your conversations. There are many hidden levels of communication many of which are counter-intuitive and you need to be willing to recognize and utilize as many of them as possible.

I'll give you an example, let's say our lucky guy who has been dating this beautiful girl for 3 months has never once brought up the topic of sex. She is going to assume that he is thinking about it and connect this to the fact that he is afraid to talk about.

This will tell her many things about the man such as the fact that he is not comfortable with being his real self and that he needs to create this

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mask to cover it up. This is one of those things many men don't pick up on which relates to a woman's ability to connect the dots and put the big picture together.

If, on the other hand you do are not worried about what she will think and you are completely comfortable with your sexuality this will speak to her on the surface level and let her know that you want her as a man and make no apologies for that.

Everything in attraction for both sexes occurs at an intuitive level. A woman does not walk around thinking:

- "*Oh wow I seem to be in menstruation. I should go out and find a man to have sex with.*"
- "*Well he does whatever he feels like but he's kind of a jerk…I'll sit on this a while before I decide if I'm attracted to him.*"
- *"This guy would provide excellent genes for my offspring…I shall mate with him!"*

This is where the connection between their intuitive mind and their conscious mind occurs. A woman's unconscious mind will tell her things through her emotions. If a man is giving off a "bad vibe" or acting like a beta male her emotions will simply create a different feeling in her and feed her the instructions which tell her that it's time to leave.

Body language

Body language is like a secret language that most men fail to grasp the importance of.

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But, it is a key part of your confidence that is going to make you into the ultimate alpha male.

Body language is perhaps the most understated form of communication to most people. You will hear me say this many times but women are far better readers of subtlety than men.

Now that we've got that out of the way, let's talk about the part that tends to interest guys the most…how to read women.

For starters, women give out signals which are used by her natural mate-seeking instincts to tell a man around her that she wants to be approached whether she is conscious of them or not.

It's like her free will to conceal her attraction from you is stripped away and she her mating instincts obligate her to tell you that she is attracted to you. These tells are one of God, the universe or whatever's greatest gifts to man.

Women tend to be much more in tune to body language then men. It's not because they choose to but because they unconsciously develop a natural ability to read in to what others do and say from a young age because their attraction mechanism is largely depending on being able to read in to people to find the best potential mate.

From a woman's perspective, confidence, comfort and security are her top priorities in searching for a man. Fortunately for those of us who know what we're doing women are excellent judges of real, natural behavior and if you are being fake there is good chance she will pick it out a mile away; she is always going to be trying to figure out what is going on inside your head.

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One key thing that is going to make you much more successful with women has nothing to do with how you look, act or behave but how well you can read in to how she looks, acts and behaves.

I'm going to rapid-fire a list of indicators that will help you identify relatively quickly if a woman is into you and if you're going in the right direction.

Make sure when you're watching that special girl that you're keeping one eye out (or two!) for these signals because by reading in to them and knowing when and how to act you will make yourself much more successful than simply changing your own behavior ever will.

If you get a handful of these signals, it is generally a dead giveaway that you are headed in the right direction.

General

- Stroking or playing with hair
- Touching you
- Licking/puckering her lips

Eyes

- Dilated pupils
- Heavy eye contact
- Rapid eye shifting
- Holding eye contact longer than usual
- Playing with hair while maintain eye contact
- Moving from your eyes to lips in a sort of triangular motion

Face

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- Smiling (especially when she catches you looking)
- Rubbing her tongue against the front of her cheek
- Stroking her chin or cheeks
- Tossing her hair over her shoulders

Body

- Thrusting forward
- Nervous fidgeting
- Pointing her torso in your direction
- Finding excuses to be near you
- Rubbing up against you *by accident* or on purpose
- Spreading her legs
    - This is a big one which says she is comfortable with her surroundings and most importantly with you.
- Prominent breasts
- Mirroring body language
- Crossed legs pointed toward you
- Displaying and/or stroking thighs
- Stroking/playing with hands
- Subtly touching breasts
- Tilting her head slightly
- Stroking/playing with a necklace or other object
    - She is trying to draw attention to a certain area of her body.

Speech

- Mirroring speed/tone of voice
- Unusually rapid speech
- Laughing at your stupid jokes

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- Picking up the conversation when you stop talking.
- Extra Giggliness
- Cutting you off while you're speaking to somebody else or cuts off with laughter or other comments
- Finding excuses to talk to you
- Checking out if you have a girlfriend
- Asking about you (name, age, work, ect.)
- Calling you a player or something similar

Now these are just a few things and I'm sure there are millions of others but keep an eye out for these things to get you started.

Some key points:

- Dilated Pupils

This only works in general lighting situations. If the atmosphere is too light her pupils will naturally contract and if the atmosphere is too dark her pupils will naturally dilate.

When you're talking to a woman you always want to keep a careful watch on her eyes. As long as you are in the right conditions this one is very reliable guys!

- Always watch what she is doing with her hands.

This is one of a woman's biggest tells if she is attracted to a man. She will typically be stroking anything and everything around her (Except that…yes I know what you and your dirty mind were thinking! ;)

Some of the standard stuff includes a necklace, pencil, drinking glass, clothing, ect.

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- Always watch for side-glances when she's nearby.

This is another popular one a lot of men I have met overlook. When a woman is attracted to a man she will usually make frequent side long glances without shifting her head. Usually she will only look until the man notices her then she will quickly proceed to look away.

If you haven't noticed this it is not your fault by any means. As men we don't typically have this ability so we don't think of a sidelong glance as a way of observing something in detail.

While we all have the ability within our brains to develop this perception most men generally do not. As I said before it is not our fault it's just that we do not have a real need to develop it to aid our primal success.

Women naturally develop far better peripheral vision than men so that they can infer and observe everything that is going on around them and ensure that they are able to be "in tune" with everything as their attraction mechanism depends on it.

However, I want it to be understood that this is not because you're a man and she is a woman. Like anything else we developed the skills we needed out of necessity.

I once had someone do an experiment with me a while back that she told me would "expand my perception." Anyway, someone had me walk around using a special pair of glasses that only allowed me to see out of the sides of my eyes.

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At first I found it irritating, cumbersome and frustratingly hard to cope with but when I took them off it was a real eye opener. (no pun intended)

Now, after this experiment I did on and off for almost a month to re-develop my perception and after a month I was amazed at how differently I began to see the world.

My first “oh wow” experience came when I was at a crosswalk and I began to clearly notice people walking up to the crosswalk.

I suddenly found myself noticing people at crosswalk across the street and very clearly notice what people were doing in their cars out of the far corner of my eye and to this day my brain still maintains this ability clear as the day I trained it.

After a woman starts giving you signs of interest one of the most important things that will create success is how quickly you act. I have met many guys who consider it a sort of “done deal” once a woman is interested in and attracted to them. This is not the case at all.

SHE CAN LOSE INTEREST

Once a woman starts displaying interest you want to start touching more and increasing the level of flirtation and sexual content in your conversations. You want to ingrain these ideas into your being so that they mold into you and become a natural part of your personality.

Make sure that you constantly learn and grow your ability to understand others. It is very important that you make sure you take the time to truly understand how others think, feel and behave.

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The greatest gift in someone's eyes is knowing that others understand what they're thinking and feeling; knowing that they're appreciated and valued. When you really take the time to understand how a woman thinks and perceives the world you will naturally be able to connect with her and relate to her on her level and she will see you as different and rare; that special guy she has never met in her life and probably never will again.

I'm going to sound like a girl saying this but you have NO idea how rare it Is for a woman to find an emotionally stable, confident, interesting guy who has his shit together and actually has the balls to meet an attractive woman (especially the extraordinarily attractive ones, most guys are afraid to even approach at all).

This is what will craft your confidence. This will be that aspect of your personality that has all the right facts of personality necessary to attract women in to your life.

Now that we've covered body language and mindsets of women it's time to get in to understanding our own.

Your body language is going to broadcast your confidence and personality to the world before you even open your mouth. It lets her know what a cool and awesome guy you are.

Your body language is what is going to create that aura around you that makes you ooze sexuality. A man who can use his body language to its fullest potential can walk in to a room and instantly tell every woman there that he's got his shit together.

It tells her that you are a man and you have no problem showing it.

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Women are world-class Olympic gold medalists when it comes to reading body language. They know their stuff and probably know yours even better.

A woman is going to read in to everything you do and once you learn how to display yourself with a high confidence you go from a 300 pound small-breasted woman to a blond haired, blue eyed beauty with natural double D breasts.

Body language is all about how you broadcast yourself. Think of body language like being a billboard for yourself that says,

> *"Here is what kind of man I am. I am dominant, alpha and not afraid to show it."*

Body language, like many other things in attraction is best served organic. Think back to when I was giving you examples of situations and you could feel in your body that one scenario was just "right."

One scenario just flowed and felt natural.

Let's do another example together.

Think of a time you were out and about wandering around doing your day to day activities. Now let's say you're walking down a hallway at school or the office and someone comes out from a nearby room behind you.

How do you react?

Do you react by quickly shooting your head back as if in flight or flight?

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Do you turn your head back calmly to see who it is?

Or do you simply ignore it?

Now think of the most beautiful woman you know. How do you react if she is in need of help. Do you…

1) Fight or flight?

2) “Hold on a minute”

3) Simply ignore her?

Is it door number one, two or three?

Your answer has the potential to decide how attracted to you a woman is going to feel.

What’s amazing about these questions is that many guys will use logic to try to answer them. If this sounds like you then it’s time for a makeover.

Within that amazing brain of yours, you are born with the ability to tell what is the right answer in this situation. Attraction is one of the few situations where following your emotions is better and more practical than following your logic.

Go back up again and read those questions. Don’t try to figure out the right answer. Feel the right answer.

Now that we’ve covered men and women let’s quickly go over a few general points.

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A person's emotions and incredibly connected to their physical state. If you're feeling a certain way physically there's a good chance it will show up in your emotions.

If you're feeling a certain way emotionally, any guesses where it shows up?

Right! It shows up in your physical body.

Let's try an experiment.

Try smiling a really wide, natural smile.

Now, think of something funny that puts a really big smile on your face. Really feel it.

Now, while you're holding that smile try to feel depressed

Did you find it a kind of challenge to do the two at the same time?

Now try the opposite. Try to frown and feel really happy and optimistic.

What a difference huh?

When you change the way you carry yourself you naturally change the way you feel.

A man with a highly evolved confidence moves slowly and deliberately.

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One of my favorite things to do is chill back when an attractive girl needs something done and watch 5 other guys dash up to her on a whim to do it for her.

Seriously, I'll just sit back and watch closely and observe and analyze the situation and on occasion I'll walk over calm and cool and help her and just leave without even looking for anything in return.

Guess who she notices?

You got it!

How you carry yourself also tells a woman a thousand things about you from the moment she lays eyes on you.

Your body language is the main way a woman evaluates your confidence level, mood, feelings and how open of a person you are.

One big thing she is going to watch is how you stand.

She wants you to have the body language of someone who controls his life and the situations he encounters. When you meet a woman, hold the mindset that you are gifting yourself to her and that she is going to love and enjoy you.

Well, now that we have covered the basics of male body language I am going to rapid-fire you the male body-language basics.

Give a solid amount of time to really mastering these because these are like your keys to a woman's interest:

- Keep your hands at your side (not in your pockets!

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- Keep your movements relaxed and animated (don't fidget!)
- Arms open
- Back straight
- Head high
- Take up space
- Sit like you're at home having a beer
- Walk and move slowly
- Feet and legs shoulder length apart
- Keep eye contact
- When shifting your eyes, make sure it is in a calm, relaxed manner.

Once you develop natural confidence these things come completely naturally but it's good to be aware of them so you can get into the habit of moving this way.

You can fake it to an extent but only a real alpha male will maintain this composure at all times.

A guy who is faking will usually lose ALL of his "confident" body language the moment his is put under pressure and his emotions take over.

Keep your attention on these details because it's the seemingly insignificant stuff that makes all the difference.

What all this boils down to is telling a woman in the way that she needs to be told in order to be attractive to you that you are have a solid confidence and that you are going to give her what she needs at the deepest level of her being.

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The Confident Chooser

A key quality which is tied to a man's self confidence is the way he feels about himself and his self-esteem.

Does he feel like he deserves a beautiful woman? Does he feel like he deserves good things at all?

Today, our society is growing more and more pessimistic which is ironic because there are more opportunities than ever for success.

The average person today is not generally happy within themselves. Whether they need a shoulder to cry on, a girlfriend to love or anything else to be happy they always have one thing in common:

> **THEY ARE LOOKING FOR HAPPINESS IN EVERYTHING OUTSIDE OF THEMSELVES.**

This is a result of all our unnatural programming. Take some time to really look around and notice how many pessimistic people are out there. A typical person will always be worrying about the worst possible outcome of a situation.

This draws all of your personal strength just to indulge in misery. This leaves a person afraid to take risks, afraid to go against standards and afraid to think for themselves.

Most people aren't willing to step up to the plate in this respect because they are not confident that people will accept them and their way of leadership. A lot of people are unconfident about themselves and because of this they do not think their beliefs or ideas will "catch on".

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How many people have you met who's favorite lines are:

- *"Oh no that'll never work."*
- *"People are never going to accept that."*
- *"What if people don't like my idea?"*

Think of it like a porno director who is embarrassed to tell his family that this is what he does for a living.

A man with a solid confidence does not:

- Care what others think of himself or his actions.
- Worry about making a "good" impression.
- Look to others to approve the way he is acting.

Self-esteem boils down to insecurity and issues with false beliefs.

False beliefs often exist within your own mind.

What exists in your mind isn't perceived by others until you show it through your speech or actions.

Years ago I had a problem with reading into what women said. I would read everything a woman said on surface level in a male logic-oriented way.

Now I probably had it worse than others. I remember a woman once laughing and telling me, "you're bad" and failing to piece her body language with her statement.

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I heard “you’re bad” and went home upset because I could not see things through her eyes.

Other examples of ideas we set which cause self-esteem issues are:

- “*Women only want good looking men.”*
- “*She’s out of my league.*”
- “*Women are all bitches so it’s not worth dealing with them anyway.*”

The 3rd one Is an example of an excuse which a person would use in order to avoid facing reality. His emotions and desires need a woman but because he cannot get one he simply makes an excuse about why he wouldn’t want one anyway to justify why it’s “okay.”

Have you ever done this? I can’t count the number of times I have.

People always seem to jump to negative scenarios or la-la land before they stop and think:

“Hey, I am going to get my ass in there and own this place!”

Eye Contact

I want to dig deeper into the subject of eye contact, because it is the key to confident body language.

The eyes are the central focus of any living creature.

We see out of them when we are talking to someone and they see ours when we are talking to them.

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Proper eye contact is of the utmost important. If you try to hold eye contact with other males after reading this book you will most likely realize most males with their girlfriend or otherwise will look away and down if you maintain eye contact with them.

It's been said the eye contact accounts for as much as 90% of all nonverbal communication.

Maintaining eye contact is also the highest display of an alpha male. Try observing the average guy with a woman and I guarantee 99% of the time, the guy will break eye contact first.

It's important to know how to handle eye contact as well, appropriate delivery can be deadly and can leave a powerful emotional impact.

This is a CRUCIAL one!

Don't ever underestimate the power of eye contact on a situation.

If you have ever tried locking eyes with another man – even after checking out his girl you will often find after about two or three seconds he looks away (a sign of submissiveness) and says nothing.

You will stand out if you can lock AND MAINTAIN eye contact with a woman (this is true of Americans – If you live in another country I'm not sure what social standards are).

The reason goes back to what we're taught and the fact that most men are easily intimidated wimps on the inside.

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If you can make eye contact charming demeanor instead of a jerk demeanor or a “murder stare” you will win girls over like there is no tomorrow.

Strong eye contact (having the emotional power it does) can thrill a woman beyond words.

Why do you think the intimate puppy-dog look two lovers share is so powerful? When you can start into a woman’s eyes, she feels like she is looking right into your soul and can melt on the spot.

If you can hold a woman’s gaze it will covey unshakable confidence and alpha dominance.

... If you used to be Mr. Nervous with darty eyes like me you need to realize that eye contact is CRUCIAL. You NEED to master it to be a master at attracting women.

You must understand how to control your eyes and annihilate all of your bad habits.

Now that we’ve covered the “do’s” of eye contact, let’s cover the “don’ts”.

You do not want to give the Charlie Manson rapist stare of a guy who tries too hard to act alpha and looks at a woman as if he is about to kill her.

Even if a woman wants a man like there is no tomorrow chances are that if you give her this stare it will be enough to creep her beyond words and lose her forever.

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So how do you read a woman's eyes and tell if she's attracted to you?

A woman will not forget the how you make your initial eye contact with them. A woman will remember how you…what…MADE HER FEEL. If you looked at her with caring and compassion, if you looked at her like a rapist or if you looked at her like a piece of meat she will remember it.

It has been said many times that the eyes are the window to the soul.

Given the right circumstances, eyes can give a woman away even if you showing no other signs of attraction.

When a woman looks at you, you should show that you have nothing to hide and show her that you are not intimidated by her, but instead intrigued and interested.

Try to look at her with innocence and love the way a baby child looks at others around him curiously and lightheartedly but with an air of confidence.

I am now going to give you the first major body language clue which can be witnessed when talking to woman you are attracted to.

If you're not aware that it exists it is highly unlikely that you will ever notice it so be careful because this signal is very easy to miss… It is a very quick motion.

The next time a woman is talking to you and are questioning whether not she is attracted to you notice what happens when you make eye contact with her.

What do her eyes do?

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If her eyes quickly dart down to the floor it means she found you attractive.

This is also a major signal that she will be open to being seduced by you.

The second major body language clue usually occurs well into conversation.

It is a cue that she is attracted to you and ready to be seduced.

She will jump from one eye to the other while she is looking at you in order to try to interpret what you are thinking. When this happens, jump right in for the kiss.

The third major cue, which is probably the most common, is dilated pupils.

Our eyes grow larger when we see someone we are attracted to because larger pupils are seen as more attractive than smaller pupils. People with larger pupils are often seen as friendlier and more attractive like puppy dogs.

Pupil dilation is a natural attraction response.

The reason for this is because when our eyes dilates they are able to take in more light and when we are attracted to someone; we want take in as much of them as possible while we're looking at them.

This is an uncontrollable and involuntary response so watch for it!

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A few years back, there were studies done with photographs which are shown that attractiveness increases in relation to a woman's pupils size.

In the experiment, researchers digitally modified the pupil sizes of models in photographs to make them smaller or larger. What they found was that male subjects rated the photos with larger pupils as more attractive.

It is important to remember that pupil dilation is an unconscious process.

In these experiments, the male subjects were noted as having found the photos with dilated pupils more attractive but could not explain why.

The noted that the women in the photos just seemed happier, nicer and friendlier somehow despite having no idea (consciously) that the women's pupil size had been altered.

Next time you're talking to a woman, pay close attention to whether her pupils expand, stay the same or contract; if they contract that is a sign of active disinterest.

It should be noted however that environment can affect this response heavily. If you are outside or in bright lights her eyes will likely not dilate no matter how attracted to you she is and if you're in a dark room her pupils will likely be dilated no matter how much she hates you.

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Next time you see her in general lighting though, take note of what the base level of her pupil size is, as this can vary greatly from person to person.

Here's a fun little eye contact trick that I discovered a while back which will make it really easy for you to tell if a woman is interested in you.

The Direct Approach

Now we're going to cover how a confident, unapologetic alpha male approaches women and gets what he wants.

… I want to ask you a question.

Have you ever been interested in a woman and not told her?

You know, that time you wanted a woman figured, "I'll play the waiting game instead"?

I did one time – for months.

You know what happened?

She got a boyfriend who beat me to her.

To go into a little more detail on that though, I realized I'd wasted two months and told myself I wasn't going to play games on any level or waste time ever again… I realized that it wasn't worth giving away ANY control of the outcome to here

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IF I WANT SOMETHING I'M GOING TO GO IN AND TAKE IT LIKE A TRUE ALPHA MALE

I also learned something VERY important that day when I asked myself a very profound question…

> *"Why did I feel I had to wait to ask her? Why did I just walk in and take what I wanted?"*

After I asked myself this question I began to wonder why I would ever waste time and give someone else a chance to step in and take away my chance.

And on that day I made a commitment to myself that I was NEVER going to wait around or play games again – I was going to walk in, be the most powerful, dominant, aggressive person anywhere and take what I wanted.

And from that I began to take a direct approach to meeting women.

So what do you want in a solid approach?

Well the first thing you want to consider is this:

ANYTHING you do women will assume you have some interest in them or you wouldn't have approached.

Whether you approach telling her you like her, saying "hi", asking for directions or for her opinion on something or whatever – she's going to know you had some interest in talking to her.

So why bother making excuses for why you're there?

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So now let's break down a solid approach for you…

You want to make sure you are:

- Personable
- Noticeable
- Natural
- Confident
- Straightforward
- Easygoing
- Clear about your intentions

On being clear about your intentions I'd like to explain a little bit more about what that means:

You could walk up to a woman and say in a humorous, lisped homosexual voice belt out, "you are so gorgeous I have to meet you" and you will probably find yourself getting a laugh out of a group of girls who aren't even sure if you're romantically interested in them.

However if you said in a confident and assure tone, "you are so gorgeous I have to meet you" it is almost a given that you would get a completely different response and there would be no question about your feelings toward her.

IT'S NOT WHAT YOU SAY, IT'S HOW YOU SAY IT

This brings me to the cornerstone of the alpha approach to attracting women – being direct and straightforward with a no-bullshit, no-excuses attitude.

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Ask most women what personality trait (besides confidences) they value most in a man and I bet my bottom dollar the answer will be honesty.

Remember what I said earlier about being unpredictable and unexpected?

The more predictable and boring you are the less of an impact you'll make on her… a man who approaches a woman with total, raw confidence (no lines, no persona and no act) and lets a woman know he's there to take what he wants, will stand out more than just about anything she's ever seen.

If you want to be the most successful man you need to be the one who jumps in and takes what he wants with no excuses or apologies.

MORE TIME USED = MORE MISSED OPPORTUNITY

Let me give you an example, I've gone into situations where a guy was subtly trying to flirt with a woman and make small talk and casual conversation – but he obviously was into her.

One example was at a bookstore not too long ago.

I was at the mall and saw a stunning blonde at a bookstore cafe who looked like she could have been on the cover of Maxim.

Guess what I did?

I walked in totally confident and got her attention away from him by simply taking charge and going straight up to her and whispered in her

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ear, “I noticed you from across the room, I think you’re absolutely gorgeous and I wanted to meet you.”

She stared wide-eyed at me and so blown away by this that she immediately began completely ignoring the other guy she had just met who was still acting like a “friend” toward her.

In fact, I actually said, “are you busy?”

And she replied, “no, this guy was just asking me about my book.”

I followed up with, “Let’s go get something to eat, I want to get to know you better.”

Then, I put my hand out she took it and got up.

Then she said, “nice meeting you” to the other guy as I walked away holding the hand of this stunning blonde who had guys approaching her day in and day out – I got her and he didn’t.

This goes back to the Alpha Dominance Scale I talked about earlier…

The more unapologetic, confident, dominant and straightforward you are the higher you are going to be on the ladder.

Because that guy was lower than me on the alpha dominance scale and was wasting time trying to put up a front with her and act “polite” and “kind” to her I was able to jump in and beat him to the punch, sweep her off her feet and take her away…

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Basically, he was trying to take things slow and work up to the point where he let her know he was interested in her whereas I just walked in with no excuses, let her know I was interested and took what I wanted.

I did a few things here that made me get her instead of the other guy:

- I didn't waste time
- I didn't play games
- I didn't make excuses
- I was totally confident and straightforward
- She got turned-on by my confidence (*all women do*)
- I created sexual tension/chemistry from the second I saw her

  - The other guy had probably been talking to her for a while and had yet to make anything more than polite conversation – the kind that can leave a woman wondering, "why is this weirdo talking to me in the first place?"

- She was used to guys approaching her quivering in their boots, acting cocky or trying to impress her – I just acted <u>real</u>.

The more time you waste the more opportunities you give for something else (another guy, lost interest, ect) to set in and miss your chance.

Being a direct alpha male is about not wasting time playing games or "beating around the bush" with people.

Here is the key mindset you want to develop:

> "*If she had a boyfriend already and it didn't matter what I said to her, what would I tell her?*"…

If she had a boyfriend I would naturally be as direct, straightforward, efficient and to-the-point as possible because I wouldn't care about the

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outcome and there would be no use or benefit in wasting time or trying to be careful with what I say or playing games.

And from that I adopted the following mindset…

SAY WHAT YOU MEAN AND MEAN WHAT YOU SAY

If you do that, there can be absolutely NO chance of lying, manipulation or anyone else playing games with you because you let them know where you stand…

MANIPULATION IS A <u>TWO</u> WAY STREET

Being direct simplifies things by taking the complexities out of attracting women; how do I find out if she likes me? What can I do to win her over? How can I make things work more quickly?

You are not required to put in a bunch of time and effort to get a woman's attraction and affections and then have to sit by and hear her tell you all about what a jerk her boyfriend is but how she can't help but "love" him.

It's about NOT trying to make excuses or convince a woman (consciously or subconsciously) to be attracted to you.

If you are genuine, open and honest with a woman things become much easier; you no longer need to lie, worry, fake or manipulate women for a half-hour just to see if you can run a successful "game"

I know this sounds crazy but women meet so few truly bold and blatantly confident men in their lives that guy who is willing to blatantly

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express his desires to a woman can be an incredible turn on. Women meet very few truly confident, self-assured, direct men.

When you are this direct with a woman it will many times send her nervous system into overdrive and she will often lose her footing but once she gets over the initial shock she will find a man's boldness incredibly sexy; a woman knows upfront that you are an alpha male who makes no apologies for his desires as a man and doesn't give two shits about being unconventional.

#1) Remember when I said women are attracted to confidence?

When you can be straightforward, no-bullshit and state your intentions honestly and openly with a woman you turn-on all of her attraction triggers with your alpha behavior.

#2) Remember when I said that manipulation is a two way street?

When you're not trying to manipulate a woman, she is unable to manipulate or mess with you because you're not playing any games.

Being directly honest cuts through the shit and completely eliminates the prerequisite "games" for attraction such as fluff conversation, finding excuses to talk to a woman, trying to impress her and trying to make her like you.

Moreover, it shows that you are an alpha male who drags a woman into your reality and not the other way around.

Every time you try to ask a woman's opinion, for directions or some random thing you don't really care about you're BEING FAKE in hopes that it will please a girl and make her like the persona you've created.

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When you cut through all the shit you can make a MUCH more powerful impression and get a woman attracted to you in a matter of seconds.

It is all about giving a woman what she has secretly been wanting in a man all along: a confident man who is completely unafraid of speaking his mind and being confident. He is the man who tells her something totally unexpected and proves he's more confident (and alpha) than ANY man she has ever met.

Using these techniques you make your intentions clear you walk in knowing what you want, what your goals are and what you are going to do to achieve it. So how do you approach this? Think of a marriage proposal; that's how you want to approach. A woman dreams of the day a man will come along and be her prince. You go up to her and lay out your intentions right up front.

Now you're probably thinking but what if she's with friends, a phone or anything else? NOTHING ELSE. You need to create the mindset that it is just you and her and you are about to walk in and sweep her off her feet. It should be your goal to maintain constant eye contact and really translate your alpha status to her. YOU ARE ABOUT TO MAKE HER DAY!

So why does this work?

I know most guys wouldn't expect it to or they wouldn't spend months and years acting like pussy-whipped little dogs just to get a girl to like them.

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You need to understand that although you are primarily visually stimulated and it is often a non-negotiable factor in finding a partner you still will not find what you need in a woman's looks alone.

The truth is that Almost any attractive woman is going to know that a man who approaches her would sleep with her in an instant whether he conveys this or not.

Girls are far more socially adept than guys and even if she is the most airheaded blond in the world her subconscious mind is still sharp as a tack – she has still had to learn how to function socially as an attractive woman.

The primary difference between those who are direct with their desires and intentions and those who are in indirect is that one form of communication lay's everything out on the table and the other blankets your intent with a false one.

You can walk up to a woman and tell her that she's just so cute you couldn't control yourself but if you do it playfully the girl will laugh and wonder whether or not you were serious – again it's not about what you say but how you say it… If you say the EXACT same thing in a serious alpha manner you are conveying real emotion in your words and making your intentions perfectly clear.

However, if this is not done properly it can be followed with a girl being intrigued but not having enough attraction invested to warrant a second meeting so this is something that many men who are new to the direct approach will have to deal with.

Far too many men have been brainwashed to believe they NEED to approach a woman using a specific formula.

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Here is the cold hard truth:

YOU ARE A MAN AND SHE IS A WOMAN… THERE IS <u>NOTHING</u> MORE NATURAL THAN A MAN APPROACHING A WOMAN.

I know, from personal experience, that approaching an attractive woman in such a straightforward way may seem abnormal – if you were like me you have no experience in your mind that suggests this would work or be effective – but the reality is that there is NOTHING more natural than a man approaching a woman.

Many men believe that if they open a woman and say, "hey I like you and I'd like to get to know you better" all you are telling a woman is that you found her physically attractive and want to get to know her.

But to her it means MUCH more.

To a woman, it means she's found a confident man who walks in, dominates his reality and takes what he wants with NO EXCUSES.

Women read into things a lot more than guys.

You want to be careful to express yourself accurately with a woman because when you say something she will hear something different.

Here are some examples of how a girl hears things…

- Pretty… tells a woman you think she's good looking but not necessarily exceptional.
- Hot – tells a woman that you find her body attractive and would like to sleep with her.

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- Sexy – tells a woman you get turned on by her looks.
- Cute… not as powerful as pretty – refers to both her looks and personality but more to her personality. It tells a girl you think she has the innocent, cute, good girl, girl next door kind of look
- Gorgeous – tells a woman you think she's physically attractive but also respect her as a person.
- Beautiful – tells a woman you find her attractive inside and out. Refers to her personality as well as looks (This is the "holy grail" of compliments to give to a woman)

So now that we've got that out of the way let's talk about application and what you must do to make this approach work effectively.

First and foremost:

YOU MUST HAVE CONFIDENCE

This is something there is NO way around.

If you do not have confidence in your approach when you tell a woman you're interested in her this will not work. Period.

The reason it won't work is because the confidence is the "hook" that is going to get a woman interested and attracted. If you have looks a woman *might* be a little more forgiving but overall the confidence and certainty with which you approach her, and how strong your "take what I want" attitude is will be the crucial factor In how she responds.

This will ONLY work if you approach her from a genuine place and let her know that you are interested in her as a human being.

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Women understand that men are naturally attracted to them for their looks – women are attracted to guys for their looks in the same way… they get hit on constantly and it's no big secret; you're not apologizing for being a man but you are telling her you are interested in her as a person.

I'm sure you have heard the quote, "we like those who like us." This rings true for women far more than men; they like a man who is interested in them whereas we like a woman as long as she has a cute face and a tight body.

A typical direct opener is executed when you see a beautiful woman at a club, mall, coffee shop, on the street or wherever.

For example, walk up to her confidently and use an opener such as:

- I just wanted to say that you look absolutely adorable today and I want to get to know you.
- I like you and I want to get to know you.
- I think you're incredibly attractive and I want to get to know you.
- [I have never said this before but] you are one of the prettiest girls here and I mean it sincerely. I'd like to get to know you.
- I say you over there, you are exceptionally beautiful and I would like to get to know you to see if you are as sweet as you are beautiful.
- Hey, I saw you from over there and I really want to meet you. I'm [your name here]
- Opener (hey or introduction) Lead in (*do you have the time?* or some other random question) Want to know a secret? There's a really cute girl sitting next to me and I want to find out if she is as friendly as she is cute.

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As you move forward you will come up with your own natural and creative openers as time goes on.

I even used this one on a beautiful girl I saw walking by at the mall: Hey....I don't know you...and, you don't know me...and, we're at the mall....and, I just interrupted you while you were walking....BUT, what I'm most curious about is...is this beautiful woman I'm talking to...a friendly person?"

Here's one more example I've used…

Me: "Hey what are you up to sitting her by yourself"
Her: "Oh I'm…"
Me: "Hey, I noticed you over there and I was curious about something."
Her: "haha what?"
Me: "There's a wicked cute girl next to me and I'm wondering if she is as friendly as she is beautiful."

And guess what?

We ended up in the food court on an instant date.

Perhaps the greatest benefit of direct approach is its efficiency… if she blows you out you haven't invested anything in to the interaction and can simply move on.

The reason people like the direct approach is because it is quick and easy.

What a woman finds most attractive is a man who is confident and not afraid to show he is interest in her.

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The hard thing and the reason most people try to shy away from direct openers is because of fear of rejection and the fact that proper execution (in an alpha manner) requires unshakable inner confidence; it's not so much what you say but how you say it which is where normal guys get themselves totally blown out of the water trying to attract a woman this way.

But why do most men get blown out of the water?

The reason is because when most men see an attractive woman they get all sorts of emotions pumped into their body which cloud their judgment and disable their ability to think clearly.

When an ordinary man sees an attractive woman what happens?

Your blood pressure, heart rate and adrenaline increases.

Your goal should be learning to control these feelings; act like you meet women everyday and are Mr. Confident (not cocky or arrogant – CONFIDENT).

Again, direct doesn't mean walking up to a woman and saying "hey baby nice shoes….let's fuck!"

What direct approach is all about is appealing to a woman's sense of emotion and make her feel like her prince charming has arrived and the moment was meant to be.

Conversation

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Many people openly interchange the terms “conversation” and “talking.” Be aware that I am not just talking about verbal communication here.

Being a good, **natural** conversationalist is crucial to your success with women. A woman’s attraction is by and large governed by how a man makes them feel.

Everything you do (even anger) creates sexual tension of one form or another because it is natural and it is not the kind of empty shell of a man giving her blind compliments she is used to.

Alpha males however are the men who don’t get upset, angry, worried, tense or any of that crap.

All in all a good conversationalist is:

- Natural
- Flirty
- Slightly arrogant
- Lighthearted
- Always Joking
- Always Laughing
- Sexually Comfortable
- Open-Minded
- Energetic
- Funny

Let me give you an example of “good” conversation.

Have you ever read a book or an article by a Ph.D or an “expert”?

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Did it ever feel like they were talking to you from a perspective of…

> *"I'm the educated expert and who is intending to educate you on the reasoning behind why I am right and I am articulating in this manner because I am educated, have a degree from Harvard and are therefore a more beneficial person to society and more knowledgeable than you."*

You may or may not have noticed that throughout this book I have talked to you from the perspective on one person to another. I don't shift my language in writing from the way I talk and tend to use words like stuff, things and other informal words.

I do this because unlike most of these "experts" who think having knowledge makes them more "right" than others I do not consider myself to be above anyone else.

I am also not socially conditioned to believe that just because I went to college means I *need* to speak in an educated way or that I have become more insightful or knowledgeable than others.

I would much rather talk to you as if we were sitting at a Starbucks together having coffee over breakfast.

So what does this have to do with talking to a woman? Everything. Think about our Ph.D I talked about a moment ago. Chances are he would try to act extra articulate, civilized and educated around a woman.

Can guess what kind of chances he's got? Almost NONE.

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The reason he's got no chance is because he is telling a woman that he is trying to use his persona (the "face" he decides is appropriate to show to the world) to convey that he is not comfortable just being his real, chill, relaxed self. As good as I'm sure his intentions are he has little to no chance of creating real, genuine sexual attraction with a woman who has her choice of many men and in many cases probably comes off as arrogant.

Can you think of something Mr. Ph.D won't do that surfer dude will?

He will make sexual jokes, he will create tension that only a natural, genuine man can create. He will be flirty and upbeat and child-like with her... he will be himself

Becoming a flirt is not very hard. We all have a natural ability to flirt and be lighthearted with women. The only primary thing you really need to do is get your social programming out of the way; touch her, laugh, make sexual jokes, play around with her.

That means getting rid of your inhibitions and fears so that you no longer care how others judge you.

Girls are often far more giddy and giggly than guys because they get involved with their emotions on a much deeper and more hard-hitting level. They will always play with your hair, playfully slap or punch you and will always do things like that.

Many attractive women will tell a guy who can effectively communicate like this that he is "special" because he is likely one of the only guys who is actually willing to step out of his comfort zone and… well… be comfortable.

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He is that rare man who will truly be himself; he will act “childish” and playful.

The reason this is so powerful is because it is something that very few guys do and it creates a special sensation in a woman’s body.

Doing whatever you feel like, being friendly and leaving her with a sense that she is loved but can’t quite pin you down or control you is going to be a deathly powerful combination for you.

Did you get an image of that in your mind?

That friendly, cute yet uncontrollable man that a woman just can’t pin down. Did your brain give you a sort of green light that verified for you that this is how things are *designed* to work?

Being uncontrollable and unexpected creates a sensation between you and a woman where you are both getting your needs met.

When you lead a woman in to this state she feels it 10 times more than you ever could. This doesn’t mean that you try to control her. It simply means that you lead her, make your own decisions and don’t let her control you.

Did you ever notice that when you know a joke is coming you don’t seem to find it quite as funny?

There is a good chance that when you knew something funny was coming you didn’t find it as funny as if it were spontaneous (Think about the first time you watched a really funny comedy movie versus later viewings); you still find it funny but not anywhere near as much.

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Equally as important as how you convey yourself in a conversation is making sure that you maintain your confidence; the key to everything.

Over the years I have talked to many people who are involved in umm… shall we say the hobby of attracting women.

There is one interesting thing that all of the most successful ones have in common which separates them from the fakes:

THEY'RE NOT AFRAID TO TAKE WHAT THEY WANT.

Of all the men who try to pick-up women the ones who are most consistently successful are the ones who know how to go after what they truly want.

This is easier said than done. Many guys who are fail with women are still trapped in the old mindset that they *need* to display their value to a woman. They will try to respond to a woman's views by something other than a display of dominance.

However the most consistently successful guys don't. These are the guys who will be flat out with a woman; no bullshit, no excuses.

Group Conversation

Possibly even greater than the fear of approaching one woman is the fear approaching two – or three – or four – or five – or six – or…well you get the idea. I will stop before I get to 100.

These situations can have an infinite number of variables. You may be talking to three women. You may be talking to two women and a man.

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You may be talking to two men and a woman; this is easier than you think – when done right.

Personally, having a no apologies attitude I will walk right up to the woman I am interested in and tell her that I think she is gorgeous and I want to meet her.

Her friends may try to pull her away which is easily disarmed by exerting my alpha authority.

But – and this is a big but – if I don't exert enough confidence and dominance over the situation the woman is NOT going to be interested in me and is going to welcome her friends (assuming they're female) pulling her away.

But – and this is another big but – if her female friends see that she is happy and welcomes you her friends won't interfere.

Assuming they're guys they will do one of two things…

1) See that the girl is happy and not dare to try and interfere with the interaction at the risk of upsetting her.

2) Try to throw you off by putting on a persona and acting cool or impressive. Usually they try to act tough and controlling.

These situations are usually easy to handle because there's TOTAL honesty about why you're there.

Again if a guy tries to "get to you," he'll do it in a way where he tries to "out alpha" you. But he'll be doing it indirectly by putting on a persona and trying to ACT tough or cool with his real intent hidden while you

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are being totally honest, he'll always lose – he'll NEVER openly admit to a woman that he's trying to bring you down because he's jealous and insecure and wants the woman for himself.

For example, if a guy tries to say "dude, I like your shirt" in a pathetic indirect attempt to make fun of me I exert the #1 alpha behavior which applies to all situations like this:

DON'T CARE WHAT OTHERS THINK OF YOU

Usually I just ignore it and brush it off, but if the guys keep persisting I'll just absent-mindedly thrown in an "oh that's nice" or "cool" because I don't care what they think and because they WON'T openly come out and be honest about their intentions (trying to get the me away from the girl) I have the upper hand…

I control the interaction because she knows why I'm there.

I'm interested in her, she knows it, she's happy and she's talking to me.

They can try all their little games but because they're just expressing their own insecurity and jealousy, even if they did come out and openly state their intentions and why they were trying to mock or insult me she would look down on it as mean, cruel and insecure on their part.

Personally, having a no apologies attitude, I will walk right up to the woman I am interested in and tell her that I think she is gorgeous and I want to meet her.

In the rare case her friends do try to pull her away this is easily disarmed by exerting my alpha authority.

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On boyfriends, I normally respect a woman's boundaries if she has a boyfriend as I don't want to hurt another person or deal with the trouble of trying to get her away from him.

If, however, I'm talking to a girl and her boyfriend comes in and proves to be an insecure asshole at which point I can exploit his insecurity by revealing his selfish intentions to keep her from talking to me because he is insecure and jealous.

A guy like this is simply trying to make himself socially dominant. But again, he's not being direct and honest about his intentions so by disproving his logic he is easily defeated.

I want to share with you a golden line I've come up with…

"What are you afraid of? Do you not trust your girlfriend?... Hey, let me ask you a question, If your girlfriend cheated on you with me would you beat me up to defend her for cheating on you?"

By being direct, honest and straightforward in this statement I conveyed that he is needy and insecure – and that he is thinking of himself rather than her.

That was just an example, of course… but you can apply this to any situation by using the principles of being honest and straightforward.

When you're honest and straightforward things become dramatically simple.

Everyone else will be trying to make excuses and be indirect with people while you will always have people knowing exactly where they

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stand with you and they will not be able to flaw your logic because there are no misconceptions or miscommunication.

Creating A Connection

This is a BIG part of being a confident alpha male.

Getting rapport can be tough with some attractive women if they get hit on day in and day out – you have to stand out. You need to show extraordinary emotional maturity and caring for her to show that you are the kind of man she can respect.

Why do most men fail at this? To put it simply, most men try to develop a connection with a woman before she gives a shit.

These men will try to build a connection just like every other loser who has hit on her for the last 10 years.

Case and point: your method has been tried by 10,950 men if the woman has been hit on 10 times a day by losers.

This is why direct is so effective; it completely separates alpha from beta.

Confidence will get you a woman's interesting BUT being able to create a connection is ultimately what's going to KEEP a woman.

Your goal should be to create a connection of trust, understanding, sexual tension and most importantly -- ATTARCTION.

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How you connect at to her on a core level outlines how much value she will place on you.

Rapport is the biggest deciding factor in whether or not a woman will want give you her number, date you, go to bed with you or just about any other factor in a relationship.

The reason a connection is so crucial is because….

IF SHE DOES NOT FEEL CONNECTED WITH YOU THEN SHE WILL NOT WANT TO BE WITH YOU.

The backbone of your attracting her will be your confidence but the thing that keeps her attention and interest will be how you connect with her on an emotional level – and your words are the KEY to doing that.

If you want to get through to a woman on a conversational level talk about things which relate to feelings and emotions.

The key is to get a woman to access her own feelings within her memories and her body and subconsciously associate them with you.

A BIG word you will hear with women in relation to attraction is C-O-N-N-E-C-T-I-O-N.

This is the big dog in attraction.

What women really mean by connection is someone who can make her feel the emotions she wants to feel.

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This brings me to a side point I'd like to cover. This requires proper execution and finesse – it is the skill of checking out a woman properly.

If done properly, checking out a woman's body is an excellent way to show that you are a man who knows what he is wants and is not afraid to be a man.

The hard part is checking her out without looking like a pervert (which she probably gets regularly).

Although a woman will check out a man based on his body, clothes, ect many women will check out a man with the primary focus being on his face more than any other part of his body.

Most guys check out a girl by looking at and assessing her feminine features – legs, hips, ass, breasts, ect. None of this will ever get you anywhere unless you are Hugh Hefner himself. If you want to check out a woman politely what you want to do is make a quick rundown of her body and make sure she sees.

What you are doing here is telling her that you are comfortable with your sexuality, you are not a pervert and you are not afraid to show your interest in her womanly charms.

It is one of your male mating calls.

The ideal way to do this is when you are wrapped in an exciting discussion standing with her. During the conversation just quickly look her over then look back up at her.

The interesting thing about this little trick is that she will know and surmise you have an interest in her but due to cultural norms she will

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assume you thought she wouldn't notice so it leaves you seeming innocent.

This gives her a compliment she's heard from thousands of guys.

The only difference is that you used actions over words – you let her know you liked her body without parading it or even expecting her to notice.

But back to rapport.

Some ways to build rapport are to get her to share experiences with you. Learn about her and her interests and then find something that you can talk about. This creates the belief in her mind that you two are "soul mates" as woman often like to call it.

A very powerful thing to do when connecting with a woman is to embed your standards into the conversation. Let her know what you expect of yourself and others and what you won't tolerate (from anybody). Cold reading is also great here and will get her also get the soul mate syndrome kicking in.

You have to understand however that some women are just cold bitches. This is a case where it is not that they don't like you or that you fucked up the attraction process but a simple matter of their natural personality.

No matter what you do or how hard you try you just can't get through to these women, in these cases it is sometimes best just to cut your losses.

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These women are not going to provide a happy and enjoyable relationship experience anyway.

Again, this is why attracting her interest with a direct statement works so well – you attract her attention.

This is where most guys fail, If a woman isn't interested in you, she's going to wonder why you're talking to her but not even care – you are just going to bore her to death whereas a man who comes up to her, is direct, and makes her find him attractive will have her eager to answer the EXACT SAME QUESTIONS.

If you still need an example of this principle, think of a time someone you were not interested in attempted to talk to you about something – anything.

Now, imagine that a gorgeous girl saying the EXACT same things; chances are you were far more interested because your brain was pummeling you with good feelings while you were in her presence.

This goes back to what I said earlier…

> **WE ARE ONLY INTERESTED IN OTHERS FOR HOW THEY MAKE <u>US</u> FEEL.**

Being Interesting

There is a typical pattern I have observed over the years which seems to occur in guys and it goes like this:

1) They learn techniques.
2) They meet and attract the woman.

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Any guesses what happens next?

3) They go on a date and the guy doesn't know how to hold a real conversation or use his real emotions.

Now the key factor in conversational breakdown is usually a result of the guy *needing* and putting a lot of his conscious effort on keeping his values maintained or keeping the attraction.

I know you have heard this a hundred times but I really want it to sink in:

THERE ARE OVER 3 BILLION GIRLS ON THIS PLANET; THERE IS ALWAYS A BRAND NEW OPPORTUNITY

The more you consciously try to be interesting and entertaining the more you are going to fail at it.

Understand that I am not talking about using canned routines to create interest and attraction here but once you get in to the stage of real conversation.

When you are out with an attractive woman it should be your first priority to make sure a woman is feeling good. If she is not feeling good she is not interested and if she is not interested she is not attracted.

Someone asked me an interesting question once:

"*What would you talk about if you were with your best friend?*"

After giving this a bit of thought I realized what he was talking about:

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IF YOU CAN TALK ABOUT SOMETHING WITH YOUR BEST FRIEND YOU CAN DO IT WITH AN ATTRACTIVE WOMAN.

Here's a little trick that is simple yet most guys never think to try:

Find out what she is interested in and get her to talk about that.

Think back to a time when someone talked about something you were interested in. How did you respond?

You probably responded with a hundred different exciting opinions, stories, ideas and everything else. You probably also felt very eager to follow that person around and continue to tell them whatever it is you were talking about.

Talking to them made you feel good and you associated those good feelings with the person you were telling them to.

A few other tips for good conversation:

- Don't EVER try to be right – be indifferent.
- Don't go fishing for compliments
- Don't go fishing for "am I going to score tonight?" information.

We all have a natural ability to converse and I know that I do not need to "teach" you how to be a good conversationalist. I'm sure you can remember plenty of circumstances where you were.

You want to put your focus on getting comfortable with the conversationalist you already are around others and being able to do talk with her like you would with anyone else – *become the real you*.

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Showing Off vs. Showing Value

You must understand that there is a big difference between the two.

Let's start with guys who show off: there are guys who try to win a woman's favor by buying her drinks, flashing dollar bills, parading their material possessions around, or the staple of all demonstrations of submission… buying a woman a drink.

Ironically, all this does is tell a woman that you don't have options and you are sucking up to her in hopes of winning her favor.

Think you are being original? That's probably as inverse as you can go buddy.

There is however, a subtlety to this rule that is not often spoken of.

Showing off your assets is never a bad thing as long as you do it the right way.

The problem is that the men who try to impress a woman and show off often have no other options and are simply trying to show get her to like them for what they own how much abusive control they can exert.

This is the man who brags about his positive assets only to be seen by women as insecure.

Take for example the joke about a man with a big house having a small penis. To make matters worse, when men suck up and brag, they give away all their value and put the woman in total control which should NEVER be done!

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Now, we will talk about a real man, the man who knows he has options, the man knows he's got what it takes to get any woman but doesn't need to go on his way to prove it. When you learn to display your positive traits to a woman without looking like you're trying to impress her, you begin to get her to want to win you over for these things.

So what is a confident man? First and foremost, he is a good storyteller. He is confident in himself and doesn't need to brag. Let's set the record straight - bragging is a good thing but only if you can do it in a way that shows you are not after anyone's opinion or approval.

But what is a good story?

Well I'm glad you asked!

A good story doesn't have to be the impressive verbal representation of a Nobel Prize winning work. It also should not be a story which is told with the intention of impressing her – we're trying to reach her emotions here, not her logic.

You want to tell stories that are riddled with words and scenes which can make women feel; fun, exciting and interesting stories which can captivate her. Ideally you should tell stories which can relate to your own life and your own experiences (we all have a million of 'em) which you can easily be congruent with.

You want to make sure that your stories are riddled with emotion. Many times men, as logical creatures, tend to speak in direct and literal terms. Women however, want to be constantly feeling a stream of shifting emotions.

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To put it simply – men tend to have an emotional crayon box of about 8 colors.

Women, on the other hand, have an emotional crayon box of 80 million colors… for every emotion you have there's a good chance a woman has a hundred different "shades" of it.

You want to make sure that your stories are riddled with emotion. Many times men, as logical creatures, tend to speak in direct and literal terms. Women however, want to be constantly feeling a stream of shifting emotions.

Here is a simple technique I have cultivated from personal experience which makes a night and day difference when talking to anyone…

For general conversation, leave a lot of things open-ended in the discussion for her to be curious about (women are naturally curious). Make sure you give away as little at a time as possible so she has something to be curious about and get involved with. Also fill whatever you say with colorful emotion to make her constantly feel. Instead making her sit there listening to you rant "I went to Venice, Italy it was beautiful. I just spent two weeks there and we did "X1, X2, X3, X4, X5."

Try like this...

You: "I just got back to the States"
Her: "Oh cool! Where did you go?"
You: "I went to Italy it was beautiful – We went hiking on some of the most amazing golden brown mountains in the world. there was gorgeous fields and mountains and immaculate architecture that just swept me away like nothing has ever done in my life."
Her: "That sounds really amazing. What part did you go to?"

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You: “Venice, I got to do some really wild stuff”
Her: “Cool! like what?”

With this you can make a conversation that would otherwise be boring (you ranting about your trip) into an engaging and interactive story which she feels like she is having input on even if you’re really controlling the conversation.

Another great advantage to this is that you leave her wondering and she will probably feel compelled to act upon that curiosity.

Basically, drop being the polite and nice “good boy image.”

Think of how you would be acting if you weren’t interested in her and didn’t care about the outcome – would you be “nice” and stay around trying to get her attention -- be different and show that you have your own life and a willingness to end the conversation first if she isn’t interested, she is not your 1st priority.

Remember – girls don’t care about what material possessions you have – an attractive woman could have no trouble getting a guy with those qualities… they’re commonplace.

Basically what it comes down to is this – her idea of the “perfect” man is someone who can take care of her and protect her.

Here is the “perfect man” formula that a woman looks for…

- Confident
- Protects and watches out for people
- Not arrogant or cocky

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    - *Doesn't thing anyone else is above or below him – sees all people as equal.*
- Emotionally open (*Not to be confused with emotionally unstable)*
    - *This is a guy who is willing to talk about his and be hones… an confident man doesn't lie or trying to hide feelings.*
- Powerful – does what he feels like when he feels like.
- Dominant – doesn't put up with bullshit or games.
- Funny
- Has a tough/protective side when others try to play games with him.
- Ambitious and driven (*stops at nothing to get what he wants)*
- Supportive of others/nice to random people.

If you want a good example think of James Bond and watch some of his moves – my recommendation is the Sean Connery or Daniel Craig ones… a gentleman with a touch of bad boy is the perfect formula.

Getting Her Interested

After doing a bit of experimenting with various methods I have found that no matter what method you use what it all comes down to is a few general points which you simply need to ask yourself.

A big one that is heavily debated which I am not going to tell you to do is hide or dull down your interest.

Personally I believe it is dependent on what approach or mindset you are using.

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This may sound confusing as you are approaching her because she is good looking but do not treat her like she is any different than any other girl.

I'm not saying don't tell her she's attractive or sexy if you think she is but aside from telling her or giving her interest as a man who finds a woman attractive don't try to throw a bunch of undeserved praise her way.

Some important points to consider:

- ✓ Am I confident?
- ✓ Am I indifferent to the outcome?
- ✓ Am I able to carry on a conversation with her like I would with anyone else?
- ✓ How's my body language?
- ✓ Do I look congruent?
    - This one more applies to guys who pretend to be disinterested.

It's not much that one method is "better" than another. They're just different.

Some will have higher success rates but require more work. Some will be quick and efficient but many require more skill to master or may be more ethically questionable.

I personally like to be as honest and myself as possible out of respect to myself and the women I meet. I find that it allows me to enjoy the relationship a lot more when I do not have to think about or try to

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consciously process what is going on and act against a set of rules that were outlined.

I see guys who get handed a rulebook on attracting women then completely freak and find anybody they can to tell them how to behave the moment the material doesn't fit the situation.

This includes asking others things such as:

- "*Would this seem too needy?*"
- "*Would this make me look unconfident?*"
- "*I gave away too much value now what do I do?*"

Just keep in mind what your morals and values are so you know what you really want to find happiness and consider if that involves making the other person happy as well.

Touching Her

I want you to do me a huge favor here and think about something. I really do appreciate you doing all these things and I promise you that I am smiling on the inside. ☺

Anyway here is what I want you to think about:

If you convey to someone that you are nervous about touching them what message does that send?

It conveys that you do not get a lot of intimate physical contact and you are probably nervous as hell.

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Touching a woman is a very subtle but important art. For the purposes of helping you here this refers to physical intimacy, touch and contact.

Imagine a man who is interested in beautiful women and imagine a 300 pound woman coming up touching him and trying to arouse him. That's what it's like if you start getting too hot and heavy from the start.

But consider if you waited and that 300 pound woman lost 180 pounds and now looking like a supermodel.

Suddenly you would want her to touch you.

You want to make sure that you are using your confidence to turn you from that 300 pound woman in to that supermodel but you have to wait and take it in steps. This way I woman will crave your touch like a drug.

All of that aside though, touch is one of our core needs and it conveys one of the most fundamental needs. A proper touch can send chills down a woman's spine if you know how to use it.

Now don't take this as a one-size-fits-all kind of deal. Some girls are natural flirts and will be touchy-feely with every guy they meet.

Some girls are conservative and will need to take things more slowly and carefully before they get comfortable around you and start warming up to you.

Despite their differences, one thing is unanimous: they all want to be touched by the men they desire.

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This is an area that must be approached with the utmost caution, care and sensitivity because you need to be careful not to take this too far. Guys who go too hot and heavy to soon will typically offend a woman and scare her away for good.

When you are ready to move in to a woman's personal bubble you need be willing to let her know how you are feeling without fear.

You should never worry about what will happen if you touch a woman you're talking to – touch is one of the primary ways which you interact with a woman and build comfort with her.

You need to be careful about this however and understand the subtleties of it – how a woman lets you touch her will also indicate how comfortable she is with you on a sexual level.

Ideally the guy should always be the first one to start touching.

It is really important for you to do this because it conveys that you are not afraid to convey and express your humanity and sexuality.

When you start touching her in the right way it will give her a sense of comfort. Show her that you are comfortable and show her that touching is something that is totally normal for you.

Touch also conditions two people to become more comfortable with each other far more quickly and on a far deeper level than just about any other means of communication or connection.

So why is this so powerful?

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Because touch gives a woman an incredibly strong non-verbal message of sexual interest that is far more powerful than your words could ever say to her.

Touch completes the picture and shows her you have a well-rounded confidence.

Again society conditions people to give each other “their space” and again society goes against many of our primal instincts. Humans want to be touched by the right person at the right time and it is completely natural.

For starters go light and make sure that you keep it eased up on the touching; high five, handshake, ect.

If you walk up to a woman and start rubbing her junk you won’t get a friendly invitation no matter how good looking you are.

In fact you’ll probably get a subpoena and a restraining order.

Touching a woman is one of *the best* ways to cement yourself outside of the friends zone and make it clear to her that you are interested in her romantically or sexually.

Like anything else once you the subtleties of the art of touching a woman – yes it is an art form and it does require work - you will gain an unconscious understanding of when and how to make a woman melt inside and out.

Consider the importance of not overstepping your boundaries. Remember when you are touching a woman that one of her biggest concerns is her own safety and security. She is programmed to be

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attracted to men who can provide her safety – not rape. Remember that. An attractive woman is only going to want to touch a man who has met her standards for a man.

If you have developed a solid confidence this will be a piece of cake.

The Date

This is a topic that more men than you could imagine ask about.

> "*…Once I've gotten her phone number and arranged a date for Saturday night what do I do next?*"

I will start by telling you the one thing you do not want to do under ANY circumstances…
You do never, ever, never, never, ever, ever – EVER – want your dates to become television-style interviews or she will leave your news studio faster than you can say "action!"

If you do not learn how to talk to a woman and engage her in an emotionally stimulating conversation that makes her see that you are sexy, clever and exactly what she's been looking for she is not going to stick around for very long.

If you do not learn how to open yourself up to people in the right way they will start to form their own opinions about your personality and your life. You have to remember that most of the woman that you want to date know that they could have their pick of any man they desire.

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Many guys will try to memorize canned topics or routines when in reality you don't so much need to know *what* to say the woman so much as *how* to talk to a woman.

When you understand how to talk to a woman instead of just having someone hand you a bunch of lines, you will always be able to talk and actually openly in pick-up will no longer feel like an effort. You will also be prepared to handle any situation because you will know the mechanics and vicariously know the process.

Another advantage to this is that once you get better as a conversationalist you will be able to relate to both guys and girls far better than you ever did in the past. You will also be able to move into broader territory socially to the point where you'll be able to relate to just about anybody.

What you want to do ideally when you are out on a date is to always talk about open ended issues or questions. (opinions, qualifiers and basically anything that does not require a simple yes or no answer). If you want to be successful with women this is key.

Here's another one of my many pro tips: If you talk about a "friend" of yours who did something a woman's unconscious mind (the same one that controls her emotions) will absorb the information as if you are talking about yourself. The great part about this technique is that it bypasses her conscious critical factors. She will not judge you for the story but will associate the emotions she experiences from the story with you.

Here's the interesting part though, if instead of calling them a friend you give the person a name then it doesn't work anymore and her mind

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processes it as if you are talking about someone else and she won't attach the emotions to you.

So, that little tip aside, what do you talk about? A good idea is to find commonalities the two of you share. Find things in music, movies, pop culture or even find ways to poke fun at Britney Spears being stretchered to the loony bin (there are a lot of stories, trust me).
A good idea is to find out what she is in to. If she's into TV talk about television. If she's into politics talk about that (make sure she is open-minded before broaching this topic).

If she's into music that's a great topic of discussion. Or do the one thing that never fails: find something interesting about her and get her to talk about that.

If you're really high and dry for things to talk about just look around you and whenever venue you're in. If your by the water, talk about how beautiful lake looks in the night sky or the sun. If you're in a restaurant make a joke about someone's clothing that the two of you can share. If you're out playing miniature golf, bust on her golfing abilities.
Finding things to talk about is frequently one of the heaviest subjects for guys and it's really not that hard once you learn how to do it's actually really simple and easy to do.

If all else fails talk about your past or your dreams for the future (stay away from anything dealing with other romantic relationships) and ask her about what she's going to do when she achieves her dreams.
Now that we covered what you want to do on a date, I'm going to talk to you about what not to do. The worst worst worst thing you can possibly do when you're out on a date with a woman is use bragging to try to impress her. She doesn't care what you accomplished all she cares about is how good she feels around you and if you're bragging

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interferes with facts and disrupts her flow of attraction she is not going to want to be around you very long.

Many woman I've met (and if you ask a woman they can probably verify this) will tell you that a majority of guys they go out with will take every possible opportunity to show off.

You have to realize that talking to a woman is not like talking to a guy. Men tend to go back and forth openly in a conversation without any real goal. Women on the other hand want to experience the emotional sensations associated with what a man is saying and they want to relate to it.

So what do you need to do? You need to know when to keep your big yapper shut. Do your bragging through your indirect actions not by bragging about everything you've ever done.

If you want to "brag" to a woman the *right* way, talk about places you of traveled or talk about your ambitious dreams for the future. Everyone travels and has dreams so it's not showing off if you talk about these things but they can make for engaging conversation.

"I Have A Boyfriend"

The situation is that the woman has just told Rico Suave, "I have a boyfriend."

Now remember that an attractive woman will typically have anywhere from a few male friends to mostly male friends.

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Chances are most if not all of them are physically attracted to her and most if not all of them are afraid to tell her so.

These guys are in the excusing frame of mind where they come up with excuses to justify why they do things they don't really want to.

You are simply more comfortable with your sexuality and not afraid to be yourself. Don't get the in to the mindset that it is somehow your fault that she tells you she has a boyfriend.

A man living in his pseudo-alpha mindsets will typically reply with:

- "*Great! He can make us breakfast in bed!*"
- "*What's your favorite dinosaur?*"
- "*That's OK. I have a boyfriend too!*"
- "*So what's your number again?*"
- "*Well since he isn't here I guess that makes me your boyfriend, right?"*
- *"Well, he can have you Monday through Wednesday and I get you the rest of the week. Sound fair?"*

A true alpha male will typically respond with:

- Handing her his phone.
- "*Write your number. I'm taking you out on Monday.*"
- Simply ignoring the comment and continuing the conversation

And if she says she's still not interested he will know that there's plenty of other women out there and if she is not interested it's not worth his time at which point he will move on. It is a simple matter of whether or not you are conveying confidence.

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I am not saying the lines I wrote above won't work but there are a few problems with them that breaks the door for failure wide open:

1) Many of them end in questions. Questions signify permission that you should not ask for.

2) The remainder leave her in a position to brutally shoot you down if she does not fall for them.

So what's a guy to do? Well I am glad you asked!

Back to what I was saying a moment ago, the real alpha males tend to handle this situation very differently. I noticed this a while ago when I was out with one of my good friends and how he handled things differently.

She already knows what you want her to do and the more directly and unapologetically you do it the better results you'll get.

Another thing these guys would do is simply ignore the boyfriend line as if she never used it.

Being A Challenge

This is the part where I'm supposed to talk about playing hard to get but after years of experimenting with various methods and techniques I've stumbled across a completely different realization which makes things easier, more natural and more enjoyable.

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I can remember the days when I used to play “hard to get” but at the same time I didn’t like the idea of having to consciously change my behavior to make a woman happy.

Do you really want to:

- Wait two days to call a woman.
- Have to plan your gifts and surprises.
- Plan how “late” you’re going to show up.
- Coordinate and plan how to fake unpredictability.

I do not mean little fun things like making her guess your name, what you do, ect because much of that comes naturally with flirting. You do want to leave things for her to wonder about but you do not want to go way out into left field and make getting her into you a challenge.

In fact, women love when guys are flirty and mess with them given the circumstances are right. Obviously you are not going to hit on her at her mother’s funeral and try to make her guess your name.

You should make it a point to leave a woman wondering about you. Don’t change your personality but don’t be afraid to crack some jokes and leave her guessing like crazy about you.

One great thing about making a woman wonder about you is that it drives her to take action to find things out and leaves plenty of gaps to keep things interesting.

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If she asks about you or your life or anything like that don't tell her anymore than you need to. Not only will it allow her to ask more questions and engage herself in the conversation but will also allow for you to draw something that could be talked about in five minutes out to fifty minutes and do it in a much more interesting way.

Being A Badass!

Back when I was playing hard to get I remember thinking I was being really badass showing up for a date with a woman 15 minutes late. I thought:

> *"I'm being unpredictable. She's going to wonder why I'm late and it's going to start making her feel attracted to me and make her realize I'm not like those other guys."*

Now this was a dead gorgeous girl and she was quite used to guys pining over her and giving her love and affection. I showed up thinking I was the man for showing her I wasn't going to go on her schedule.

It wasn't what she told me on that date that caused this revelation but something she told me much later.

When I mentioned that date to her down the road and how I showed up late she lightheartedly replied:

> *"Oh I was so busy getting ready I didn't even notice."*

This concept was reinforced to me even further down the road when I was talking to a natural friend of mine when he told me that he didn't even think about that stuff and said something which was very profound and understated:

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"If she doesn't like me then so be it. I'm not going to try to impress a woman by showing up late."

At this point a line was really drawn for me between real alpha males and fake alpha males.

I went on to talk to him about the ideas of exchanging values; negs, active disinterest, false time constraints, ect.

After laughing his ass off he replied with something I that clearly sits at the forefront of my philosophies to this day:

"*So you really go through all that work just to get a girl to like you?*"

At that point I still had some ego issues and found myself wanting to go, "well it's not *that* much work…I mean…"

It was one of those situations where you feel like you need to prove your point but not really having a good answer try to fabricate a reason on the spot.

I am not going to go into the philosophical issue of whether or not playing hard to get is manipulative because that is a story for another day. It's supposedly not manipulative if it's natural but if you try to do it then it becomes manipulative.

Ethics aside though, if you change your behavior around a woman you are working for her affections and having to continue to work to keep her affections.

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By planning out when you're going to call, what time you're going to arrive, ect. you are trying to please and impress her which is the exact opposite of true alpha philosophies.

The difference between you and the other losers she shoots down is that you know how to impress and prove yourself to her.

This goes back to what I talked about earlier about a man *trying* in any way to persuade a woman to give him his phone number. Instead of doing this he has got to walk in and sweep her off her feet.

Another interesting thing I found that separated real alphas from the ones who were "trying" in order to appear alpha was very simple yet understated and it took me a lot of time to realize this.

My revelation was this:

WE ARE NATURALLY UNPERDICTABLE

Once again society has used its hold over our minds to minds to make us believe something that wasn't true.

Many of us are used to running on a schedule that includes:

- School
- Work
- Appointments
- Meetings
- Planning
- Events

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We have gotten so used to running on a schedule that it becomes second nature in our lives.

Because of this many guys out there will try to tell you that you need to imply value and be rare, scarce or any of that good stuff.

Think back to when I spoke about addictions earlier. One of the addictions I listed as an example was women.

How do you get addicted to women? By going out of your way to try to be what they will find attractive and conditioning and training your brain to NEED to be what she wants instead of what you are.

Scarcity

How many times have you found yourself starting a relationship and ultimately lost a girl because you:

- Called too much.
- Didn't give her any "space."
- Chased after her.
- Obsessed over her.
- Needed her.
- Always made yourself available.
- Said the wrong thing because you were trying too hard.

Although on the surface level it would seem that these things are what cause guys to fail with women there is one deep central root which drives guys to fail with women:

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NEED.

Need is the root cause of every man's reason for not being scarce enough with a woman. A man seems overly available and fails to make a woman truly comfortable and happy because he:

- Needs her love.
- Needs her affection.
- Needs her attention.
- Needs to be with her.
- Needs to know that she is attracted to him.

Let me give you an example to illustrate this, let's say Nick and Tanya are out at Wal-Mart. If Nick truly is comfortable with himself he won't need to walk through Wal-Mart holding Tanya's hand the whole time to hold his self-esteem together but will be able to simply be able to wander off and enjoy himself.

He wasn't *trying* to make himself unavailable or give Tanya the "gift" of missing him but was simply being himself and enjoying himself.

If you have any issues with need I recommend working with some of my programs and figuring out why you need something outside of yourself to make you happy or feel good.

If you want to be your best possible self and to do that you need to make sure you do not need or depend on anything outside of yourself to be happy.

Social Value

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This is a point you do not want to underestimate the power of. It is no secret that we like things that our **perceived** as valuable. Think back to the diamond story I told you earlier and keep in mind the word perceived.

What is valuable in life is all a matter of perception.

Somewhere along the line you have seen that man who is out of reach of every woman around him. He does not waste time around them and doesn't play games. Think James Bond.

How far does this man get with women? Very.

This guy is the man that every woman desires but none of them can quite get their hands on. This guy presents himself as a man who does what he wants and if he happens to be looking for a particular woman he'll shoot down all the others who are used to getting chased around.

This creates a very powerful effect.

Our perceptions of value are set by a number of things such as:

- Social/society programming
- Personal principles
- How others act toward us
- What we're used to getting

Have you ever heard one of those stories about a teen star who blew something way out of proportion that everyone around you called "stupid" or simply asked themselves "why?"

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A little while ago I was talking to someone about what they thought of Paris Hilton and her arrogant, childish, selfish and controlling behavior and the fact that she whines or expects to be able to "abuse the system."

Recall earlier when I talked about the attractive woman having a warped view of the world. Under slightly different pretences this is pretty much the same thing.

He also said something that really made me consider situation in a profoundly new perspective when he said:

> "*She should know better.*"

After my friend spoke he went on to ask me what I thought about Paris and how she should "learn some respect" and "be responsible" all I said was:

> "*Why should she know better? She hasn't had the life experience that would cause her to."*

It was at that point that I realized my friend was hearing and conceiving things from HIS perspective and not hers.

Now this was a real eye-opener because it made me realize that as humans we tend to like to do two things:

> 1) Tell "ignorant" people off
> 2) See what people "should have known" because we know it.
>
> **WE WANT TO KNOW WE'RE RIGHT.**

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He was seeing things from his view of the world. He believed that just because he (someone 2,000 miles away who will never meet Paris Hilton) knew a more independent and self-responsible mindset and knew that Paris not thinking from this mindset made her “stupid” and “wrong”.

As humans we love to think we know best. We also love to think from our own perspective; we need to be right.

If Paris has never known any different than getting her way then suddenly she suddenly has to take responsibility for her actions can you blame her for complaining and not knowing how to act just because she didn’t live your life and have the life experience to know any better?

Everyone has a different and personal view of what they are worth. Your typical hot girl who gets hit on day in and day out has the view that she deserves exactly what she wants whereas the uglier woman who doesn’t get hit on may hold the belief that she needs to make concessions and “settle”.

In an ideal world we wouldn’t need social value because the woman wouldn’t care what anyone else thought of her either.

Unfortunately we’re still living in the real world where we can only work ourselves to our idea of perfection but there is only so much we can control in our lives. People want things that they know are desired and excepted by the mainstream.

The extreme power of this idea can be seen in fads:

- Pokémon Cards

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- Beanie Babies
- Musical Trends
- Fashion Trends
- Social “norms”

My point is that general popularity and acceptedness means a lot. Society trends have a phenomenal influence on what is “valuable” at any given time.

This is the reason value is one of the areas where good looking guys have it much easier. A good looking guy is for the most part physically attractive to a wide variety of women. An attractive woman knows that if she dates a man who looks good she will be accepted as having snagged a hot guy; if you’re good looking make sure you use this to your advantage ☺.

If the “popular” group of 10 hot girls all find a guy good looking then it will be a point of value for the girl who can get the best looking guy.

If you weren’t so lucky to have a well-chiseled bone structure however Some ways to demonstrate value are:

Telling stories in which you:

- Dominated a situation.
- Acted as a leader.
- Stood up for or protected someone else.

NOTE: DON’T MAKE THIS STUFF UP!

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Make sure you do not talk down to others either. The quickest and easiest way to gain social value is to be the man who always supports, encourages and respects others and is selfless.

I don't mean that you should become a pushover but don't allow your ego (your need to be right or your need to have total control all the time) to get the better of you.

Whenever you talk about others always be realistic and don't put too much emphasis on positives or negatives.

So how do we ball all of this up into attraction? By cultivating ourselves as the ultimate alpha male by showing:

- Confidence
- Dominance
- Indifference
- Positivity
- Respect

Voice Tone

Do not underestimate the power of your voice.

Personally voice happens to be one my areas of strong expertise. Several years ago I taught myself Speech Level Singing.

Why do you think singers get paid millions of dollars just for their voice while the professionally trained musicians who compose their music, which is a much more complex and challenging art, get paid far less?

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Two reasons:

1) They can sing in key. (most have absolute pitch)

2) They can resonate their voice.

Think of a singer whose voice just blew you away. For me that one guy was Bob Dylan… no just kidding. It was Freddie Mercury from Queen (the guy who sang Bohemian Rhapsody).

Think of when you were watching the American Idol auditions. There are some voices you just want to hear over and over again while others you just want to laugh at and want them to stop.

That is the effect an alluring voice can have.

Your goal should ultimately be to develop a deep bass voice with a lot of resonance ideally.

When you talk you want to resonate with what's called your chest voice. A good way to tell if you're speaking from your chest is to simply put your hand against it and see if you feel yourself resonating down there.

If you want a real all-out crash course on vocal training check out Brett Manning's Singing Success. If you need reviews go on Amazon.com and check out this program because it will really help you understand and master your voice. Now that we've got that little plug out of the way let's continue.

Another important aspect of using your voice is making sure you speak slowly. Men who are needy, unconfident and impatient sometimes feel

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like they need to get everything out of their mouth as fast as possible because unconsciously they are so nervous that the woman will leave and that they will have to face that foul stench of failure. Speaking slowly conveys that you are completely confident in yourself and you are not afraid of losing her.

Speaking slowly also has the power of creating a powerful emotional effect and will make you appear cool and calm around her. Also make a point to say more with less. That means say more things in less words.

The less you say the more powerful you will appear because you will be communicating to a woman:

> *"I have said what I need to say and I don't need to justify it to make it clear."*

An added benefit of saying more with less is that other people will also look at what you have to say with more importance and always give you attention when you have something new to toss in to the conversation.

Having Direction

Working toward a life goal is not a prerequisite for getting a woman or being an alpha male but it definitely gives a distinctive edge. These men enjoy life and are willing to push themselves to the limit to achieve the results necessary to make sure they can live their life to the fullest.

A man who peruses his dreams and goals is seen as:

- Confident

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- Creative
- Independent
- Self-motivated
- Goal-oriented
- Passionate
- Focused and driven
- Loving life.

Women love men who have dreams, ambition and most importantly confidence. These are the men will make no excuses and really go after what they want.

Setting goals is another one of those areas where society will have a tendency of not being in favor of you unless you had parents who were free thinkers themselves but that is the exception rather than the norm.

Most people will encourage you to take the “safe” route and go to school for thirteen years, go to college for four to eight years and get a forty hour a week job none of which would ever be particularly attractive to a woman other than putting you in the provider frame to give her money and father her children.

Our natural instinct at birth is to want the best for ourselves. The problem sets in when everyone else teaches us which dreams of ours are deemed realistic and within someone else’s conceived limits until it is too late and our dreams have died.

Meeting Her Family

This one applies to relationship-goers only in most cases.

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People in general tend to be social gratification junkies.

She needs to know that other people approve of what she is doing and that includes her family.

This can be a hard one to work your way around but if you can make a good impression on her family she will love you for it like there is no tomorrow.

Having a woman invite you to spend time with her family, especially her extended family, is a huge compliment on your part. A woman is always nervous about what everyone will think of her boyfriend and as an extension of her you represent her reputation.

This is an amazing chance for you and one you can have a lot of fun with.

Keep in mind however that every woman has a different image that she is trying to keep up. Some women want a husband they can easily dominate and two kids so that they will be looked upon by society as “good” and “normal”.

This is where the staggering infidelity numbers come in however; her sex drive doesn’t want or allow for all this to occur effectively. Remember that the she doesn’t have any more control over her sex drive than you do. In fact she has much less.

Unfortunately, in society, women are expected to keep up appearances far more than men are. If a man gets labeled a player the only negative effect it really has on his reputation is his stance with the women he

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will probably eventually sleep with; if a man has promiscuous mid-night stands he is regarded as “the man.”

A woman on the other hand has to contend with social pressure of her friends, family and boyfriends or lovers regarding her as easy or a slut. She has to contend with all her friends and stories which for her gender are socially unacceptable.

I’ve seen countless boyfriends go to houses and act cordial and pleasant but your goal should be to wow her family – I guarantee if you can pull this off your value in the girl’s eyes will multiply 10 fold.
A girl will be so happy if she can show her family – parents, sisters, brothers, ect.

What a wonderful boyfriend she has and how cared for she is. She will also be happy that she can show off her prowess as woman and what a great man she was able to land.

This will also allow a woman to prove to the world around her that she has a better guy than all of them – something woman subconsciously want; to show that they were able to get the best guy.

You need to remember to show your best side with a woman’s family. On a deeper level, it will show her that you are the kind of guy who can satisfy her emotional needs and become her dream guy – a confident, sexy guy who isn’t an asshole.

Trust me, there is nothing that can melt a woman like the approval of everyone around her.

Co-Dependency

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Think back to an experience where you got something you didn't have before; you were perfectly happy without out it but once you lost it you "couldn't live without it".

How long did that last once you finally did get over it?

What real aftereffects were there of doing it?

Co-dependency is a term often used with alcoholics or drug addicts but for the purposes of our discussion we're going to use it with women.

We can become addicted to anything:

- MySpace or Facebook
- Hotmail or Gmail
- Television
- Exercise
- Stealing
- Internet
- Video Games
- Anger
- Sleep
- Casino gaming
- Sex
- Porn
- Masturbation
- Cell phone
- Mp3 Player
- Women
- Eating
- Baking
- Sugar
- Harry Potter
- Sex

Well you get the idea. I could write a whole book on things humans can become addicted to and still have an endless amount more things to add.

You know where I am going with all this. Women can become addicted to YOU just as easily and vice versa.

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Have you ever been addicted to something and a year later you would think about it and find it did not even faze you or you didn't have the least temptation to do it? Addictions can go out the window the same way they came in.

So how do you get a woman addicted to you? The formula is simpler than you might think. Getting her addicted to you boils down to one simple think:

UNPREDICTABILITY

How many times have you heard or read women saying things like:

"All the guys around here are the same. They treat me like I'm made of glass."

"*I always seem to meet the same loser guys who only want one thing."*

While I don't find wanting sex wrong. My point here is that the typical guy is unconfident and moves in to her world instead of being confident enough to go in, take what he wants and move her in to his.

When a confident man enters a woman's world everything changes. I have seen many girls stay with guys despite being neglected, hit, abused whether it be physically or emotionally. Understand that this is not what women are attracted to in these guys though.

Often times, jerks are the only truly confident guys a beautiful woman can find and she will perceive them as the best thing she can get for herself as a result. The tricky part is finding a line at which jerk and nice

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guy intersect and make you the perfect man but it is a very fine line – again think James Bond.

I remember a while back when I decided I was going to try being a jerk to attract women. The problem I failed to realize was that those jerks were naturals so in trying to copy them I lacked confidence and simply came off as an arrogant asshole with no attraction value whatsoever.

Whether they attracted women by being total jerks or any other means my attempts to copy and emulate their behavior would end up failing miserably; I was missing a critical key.

After finishing high school I began to get involved with a number of different books and techniques to try to meet women but always seemed to come up short. In fact, to say I came up short was an understatement; I came up with next to nothing.

Have you guessed what the missing key to my success was?

CONFIDENCE

That one word sums it all up. Confidence was the reason none of these expert "techniques" or observations were able to teach me how to attract women.

Alpha males don't try to impress a woman…

THEY ARE IMPRESSIVE IN THEMSELVES.

I can remember all the times I have tried to impress a woman. I'm not going to go in to any particular story here because there are so very

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many stupid things with which I have tried to impress the women in my life.

How many times have you gone out of your way to try to impress a woman? If you have said anything less than many you're lying.

Here's another one:

Do you try to show off to a woman in order to make a good impression?

Does it help?

Yes, if it's done the right way.

The key is to NOT TRY to impress her.

Wait… what? Did I say the secret to showing off is to not try to impress a woman?

Let me explain, my passion is music and if I happen to have a guitar around I will pick it up and just start playing.

Do I know this is going to melt her? You bet.

Do I do it to impress her? Not one bit. I would still have pulled out that same guitar and started playing and singing whether she was there or not.

In fact when I have free time alone you'd be hard pressed to find me without a guitar, piano or drum set close by.

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If you are truly confident in yourself and know that you have what it takes you will know when it is appropriate to impress a girl and I'd by all means think you stupid not to take advantage of such an opportunity.

The kicker here is whether or not you genuinely feel like doing what you're doing. This comes down to two things:

> 1) Are you behaving a certain way or doing something because you are TRYING to impress a woman?
>
> 2) Are you behaving a certain way because you enjoy it with the knowing that it will impress a woman?

You want to do things because **you** enjoy them and not because you are worrying about what she will think of you or if you can "wow" her.

Flirting

> *"Flirt: playful behavior intended to arouse sexual interest. It can consist of conversation, body language, or brief physical contact. It may be one-sided or reciprocated."*

Of course in your case it is always going to be reciprocated because you know your stuff!

To put it simply:

> **FLIRTING IS POWERFUL.**

So why is flirting important? Because most guys out there are afraid to flirt. That's right I said they are afraid to flirt. They will be so nervous;

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afraid of offending or upsetting a woman losing her that the will make a point to keep a safe distance.

SUCCESSFUL MEN DON'T DO THIS… THEY TAKE RISKS AND GET RESULTS

Have you ever noticed that flirty guys are the ones who are always surrounded by women and have women laughing at their feet?

These are the guys who just seem to throw out witty remarks at women left and right and have a group of women (and guys) in stitches.

Flirting is pretty simple really. A guy who's good at flirting is not afraid to show he is interested in someone. Women are naturally good with flirting so when they meet a guy who really understands what's going on and can…simply talk to her on her level of perception you will create an extremely powerful connection with her.

Flirting is extremely powerful because it tells a woman:

> "*I'm not like the other losers you meet. I am special, I know how to keep you feeling wonderful and I know how to make you want to be around me.*"

You need to never be afraid to be honest with people.

Don't be cruel but be playful. For example, one time a woman asked me if a dress made her hips look fat I'll give her a sly smile and tell her "No, your hips do a pretty good job of that on their own."

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I wasn't being mean or cruel but honest… and I didn't care what she thought of my beliefs or views.

I've had many attractive women tell me they respect that I'm the only guy who would actually speak my mind to her.

If you're someone who is used to keeping a safe distance and playing it safe with women I realize it may take some work for you to get out of this shell. I can remember being there myself… and yes you will NEED to take risks.

When I was in 8th grade and finally started becoming slightly more talkative I can remember many of the other kids I went to school with remarking on how they couldn't recall having ever heard me talk before other than answering questions in class… yeah I was THAT shy and quiet.

The reason for this was because I was picked on so much that I was so used to everything I said yielding negative results that I simply conditioned myself not to speak at all.

Being a good flirt is an invaluable skill and if you have this skill already you should be very proud. I'm right there cheering you on! If you are a flirt it is guaranteed that women love you and you are very powerful at attracting them.

As I have grown up and worked on myself I came to realize that men who are successful flirts have a number of traits in common.

Successful flirts:

- Have high self-esteem

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- Confidence is the key to successful flirting and will be the cornerstone of your success that will draw others to you.

- Smile
- Are playful, engaging and fun
  - A natural flirt loves to mess around with others.
- Are universally friendly
  - Talk to anyone and everyone. Be comfortable talking to new people about whatever; clothes, eyes, personality.
- Initiate conversation
  - Love to talk to people. Talking to everyone makes a guy comfortable talking to whoever about whatever. Talk about your legs being tired from playing Wii Fit if you feel like it.
- Build and escalate
  - Once the connection is established build upon it.

Flirting really is a lot simpler than It is made out to be in many cases; just be playful!

It is also one of the most vital keys to a successful and enjoyable relationship. Tease women and let them know that you are a guy who likes to enjoy life and doesn't take things too seriously.

I promise that if you learn to do this it will be like a breath of fresh air to an attractive woman who is surrounded by a cloud of smog and CO^2 because she will realize that she's finally met a man who doesn't take her looks too seriously or prize her too much because of her beauty.

Flirting is essentially a blend of humor, verbal and non-verbal communication and sexual chemistry. Even though you can fully well

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learn canned lines and scripts flirting is one of those things which will never become fully effective until it becomes a part of you.

Flirting is extremely spontaneous and unpredictable and you don't want to run out of lines or limit your individuality, uniqueness and power of expression by not truly mastering natural flirting.

This brings up another point:

WOMEN AREN'T ATTRACTED TO SCHEDULES. WOMEN ARE ATTRACTED TO SPONTENEITY

Don't make the same mistake I did and simply do things for the sake of being off the wall or you'll just look flat out strange to a woman and possibly mentally ill.

Don't try to look like a goofball either. Don't just be cracking random jokes left and right to draw attention to yourself because that screams insecurity.

If you become too standardized and the "safe guy" you are going to appear boring to any attractive woman you meet.

Again – be natural.

The only time people slip in to behavioral patterns is when they allow themselves to. This means acting a certain way on cue because you are afraid, nervous, worried or any of that other negative stuff.

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By being natural you are going to stand out because it's something so few people really do without letting the society mold get in their way and tell them:

- How to behave
- Worry about what others think
- Worry about being "normal"
- Worry about making her happy

Even if you make a point to learn witty lines and flirty behaviors make sure you take the time to ultimately master and make this a natural part of yourself.

Flirting allows you to connect with a woman's personality in a way that nothing else on this earth will. It creates instant rapport and shows a woman that you are not afraid of yourself around her. It communicates the ultimate alpha state; someone who is funny, charming and confident.

A key component of flirting is teasing but with a certain emotional intelligence so that you do not overdo it and looking like an arrogant jerk who walks around teasing people as a self-esteem booster.

Again you want to make sure that you have established a solid confidence within yourself so that you do not *need* to impress or show off to her and are able to naturally show her that you are the kind of guy who balances emotional sensitivity with cockiness and is her "perfect guy."

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Moving Forward: On Being Real

While many men seek sex with many different partners, these same men also quite often seek an emotional relationship. Even if this doesn't occur for years it ultimately does for many men sooner or later.

Now that you understand the ins and outs of what women are looking for in a man and how to attract women while maintaining your own control, balance and sanity you are going to find that it is a much more enjoyable ride.

Things become much simpler when you no longer need or addict yourself to any woman but can simply enjoy her.

If you continue on this journey you will find yourself on a path where you not only know how to walk up and attract any woman you desire but even more importantly know how to enjoy her on the inside where all the true pleasure is created.

That is not the whole picture however.

What you have been taught here about selflessness, inner peace and being free of need will play out whether you go for a date, marriage, one night stand or anything and everything else you do in your life.

Remember your first priority:

HAVE FUN

This is the ultimate goal with women and with life.

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Remember to just be your naturally interesting, unpredictable and spontaneous self; your *real* best self.

Do not do things because someone else told you to or because someone else will think something of you.

Do things because <u>you</u> enjoy them and because <u>you</u> want to.

This brings me to another point I want to talk about.

Most men only think in terms of getting from a woman…

- I want to get laid
- I want her to like me
- I want a girlfriend

If you truly want to be successful, think in terms of what you can offer a woman to make her want to be with you whether it's for a relationship, casual sex, a one night stand or anything. Think of how you can give her what she wants so that you get what you want in return.

Now I know, I know you need to "maintain your values" and be Mr. Interesting or Mr. Cool but when you can drop the mask and look at things as giving to her and making her in turn appreciate you, you will go much farther than you could have ever imagined. I promise.

Don't be afraid to be vulnerable and let a woman see the real you.

And I do mean the *real* you not the you that tries to get validation from everyone else.

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Back when I was younger and people would tell me to think in terms of giving over receiving.

Not wanting to believe this was true I would constantly tell myself…

- "*I'm too good to do that*"
- "*It's my time to get what I deserve. I've been giving long enough!*"

Eventually however, I realized that even though I had the things I wanted I was still miserable.

The only way to find true happiness was to drop my ego (my need to be right or win) and really humble myself and drop the "I'm too good for this" or "I've struggled now it's my time" attitudes. Even if I did deserve better my inability to swallow my pride and bust my ass to get achieve my goals was really holding me back.

Now, I know a lot of people will tell you go out at least "x" hours a night and "practice" to keep your "game" up to par.

If you are a true "natural" you don't need to worry about these things.

I have yet to meet a man who is truly good with women who sets aside practice time because his "skills" go away if he does not constantly keep up his "game". What these guys are doing is working to practice keep up a and appearance or a "show" that is not the <u>real</u>. They're like actors who, if they don't practice their role and their lines and get "in character", forget everything because they were just putting on a show.

A true natural is attractive at a core level and doesn't need to practice being attractive.

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He can be in a devoted relationship for six years go back out and be just as good at attracting women as he was six years earlier because it is the essence of his being and not an alternate persona he has to practice to keep up.

Trying to maintain an alternate persona (a fake personality) shows two things:

1) Need and dependence on others for approval.

2) You're not confident that the real you can attract women.

Humans don't need to practice to keep their real personality together.

If any method is telling you that a man needs to keep "gaming" or risk losing his ability to effectively charm and attract women this means one of two things:

1) He is probably a perfectionist who is so afraid failure that he needs to make success in *every* encounter as close to certain as possible.

2) He is not really being natural with women and chances are because of this he has to turn attracting women in to work and does not have the liberty to enjoy his relationships properly.

Natural is a part of you and it does not go away once you learn it. If your "skills" with women go away if you don't constantly "practice" then you are not a true natural with women.

The problem with this mindset is that instead of finding happiness it always leaves you looking for more and trying to see how much you can

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accumulate no matter what you are doing… you're always left trying to fill a hole inside of you with external pleasures. Not that external pleasures are ever bad but you should at least make sure you're happy on the inside first. Then you will be able to enjoy things just for the sake of enjoying them without the dependence or need of these things to make you happy.

This kind of outward thinking turns attracting women in to a video game where you lose focus of finding a wonderful woman to have a sexual or romantic relationship with and become focused on getting the most phone numbers, getting the most dates, approaching so many sets or any of that stuff just to prove something to yourself.

You become interested in getting to the next level more than you do enjoying your relationships.

I've been down that road and I promise that when you start thinking in terms of giving instead of receiving you will be much happier and get much more back in return.

A lot of the stuff I put down in this book has taken me a long time to figure out and I am glad I have been able to share in this experience with you!

Now that we've taken this journey together I hope you have gained some valuable insights that are going to make you successful but even more importantly make you a happier, more successful person.

I have really enjoyed helping you on your path to success and I really hope you find whatever it is you are looking for. Make sure to look back if you ever need a refresher. Hopefully you will need very few.

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Please don't hesitative to stop by the site and email me if you have any questions, comments, stories or are just in need of advice as I love reading anything that pops in to my mailbox and talking to you guys!

Remember that no matter what you experience everything begins in one place:

YOUR BRAIN

Whatever you chose to do in life, please, please, please take the time to really master yourself and really finding what you are truly capable of in whatever way that means for you. If it means practicing piano five hours a day to become a concert pianist then go for it!

Don't settle for anything less than the best for yourself because the best is all you deserve in life.

Best of luck!

Your friend,



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