

The Alpha Male Program For Dating & Relationships



**Confidence, Contact,
Conquest**

Part III: Study Guide

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APPENDIX A: Scoring For Alpha Self Evaluation Quiz

Part A: Background Planning

LESSON ONE: Understanding How You Stack Up

The goal of this course is to teach you how to become more of an **Alpha Male** than you are now.

We won't insult your intelligence by suggesting that you can:

- α Weigh 400 pounds
- α Be poorly groomed
- α Be unemployed
- α Have a face like a warthog
- α Have the "people skills" of a toad

... And **still** get laid by Jennifer Lopez tonight if only you wear the right after-shave and use the right pick-up line.

It would be nice if life were that simple. But it isn't.

In the same way, one month of golf lessons with a skilled golf pro won't enable you to beat Tiger Woods on the links. It doesn't matter how good a student you become within that month -- or even if your tutor is Mr. Woods himself.

What such lessons **can** do is help you take strokes off your game and considerably improve your enjoyment of golf.

And our goal is to do the same thing for your dating game: to improve your skills as dramatically as possible, and maximize your satisfaction at the same time.

You don't need to be the lead sled dog to have a great time out there because most of your competitors have little skill in the "dating and relationships" area in the first place. Simply mastering what's in this program will upgrade you into the minority who know how to play and get what they want from women.

And therefore it follows that much of what we teach will get you to think and act **differently** than you do now.

It has to be that way. If what you're doing **now** isn't working well for you, then you must change your approach if you hope to change your results. More of the same will simply get you more of the same. If you want to be above average (or dare we say, spectacular!) and then that requires above average (if not spectacular) thinking and acting.

But everyone needs to start somewhere, so let's see where you are right now.

Assignment For Lesson One

In any program, it's helpful to start out by establishing a baseline. If you signed up for a weight-loss system, here's what would happen on Day 1:

Your sponsors would have you climb on a scale and establish a beginning weight. That way, it becomes possible to measure your progress going forward against that original benchmark.

How alpha are you right now? Here's a quick quiz to find out.

In the **Alpha Baseline Quiz**, we've listed ten traits that you might desire in a woman with dating and relationship potential.

- α If a trait is "essential" or "very important" to you, mark it **A**
- α If a trait is "important" but you'd be willing to consider someone not having it (provided you couldn't find better), mark it **B**
- α If a trait is not a big deal for you either way, mark it **C**
- α And if a trait is one that you'd prefer someone **not** to have, mark it **D**

So for each trait, indicate how important it is for your ideal woman to have that particular quality:

| # | TRAIT | RATING | | | |
|-----|---|--------|---|---|---|
| | | A | B | C | D |
| 1. | A beautiful face with a winning smile | | | | |
| 2. | A nice figure with a "B cup" or larger (and/or great legs) | | | | |
| 3. | Slim (not more than ten pounds overweight) | | | | |
| 4. | Highly sexed (she wants it everyday) | | | | |
| 5. | Rather kinky (she enjoys getting wild and crazy in bed) | | | | |
| 6. | Outgoing and friendly (she's exceptionally easy to talk to) | | | | |
| 7. | Honest (the truth, the whole truth, and nothing but) | | | | |
| 8. | Has eyes only for you and would never cheat on you | | | | |
| 9. | Not jealous (doesn't get upset if you look at other women) | | | | |
| 10. | Not moody and remains upbeat just about all the time | | | | |

α Your score is:

Here's an explanation of the final number calculated by the script in this file.

- α Each **A** answer scored **four** points
- α Each **B** answer scored **three** points
- α Each **C** answer scored **two** points
- α Each **D** answer scored **one** point

The numbers for Questions **1 through 5** were totaled, as were the numbers for Questions **6 through 10**.

Then the second total (6 through 10) was **subtracted** from the first total (1 through 5).

Obviously, if you scored **higher** on the first five questions, this resulted in a positive number. And if you scored **lower** on the first five questions, this resulted in a negative number.

Assuming that you were brutally honest while taking this quiz, here's how to interpret the results:

The higher the net point total, the more alpha you are right now.

If your net point total is a large **positive** number, the chances are good that you're already skilled at getting women.

If your net point total is a large **negative** number, the chances are good that you're doing poorly with women.

Men who are good at getting women (i.e. **Alpha Males**) tend to focus more on the upside potential in a particular woman. That is:

- α The wildness/kinkiness of the sex, and
- α The attractiveness of the partner who's providing this sex

Because **Alpha Males** have many women to pick from, they can afford to be very particular and so they worry much less about getting dumped or "getting used" by a particular woman. Most of the time they aren't looking for a long-term arrangement anyway, as there are just too many other babes they want to try and bed.

Alpha Males do understand that women do crappy things when dating. But as long as the women in question keep putting out, that's their main concern. **Alpha Males** enjoy the chase and enjoy the wild sex and don't worry much about the last four quiz items in particular (honesty, fidelity, jealousy, and moodiness), because they can always trade in the old babe on a new babe when the old one gets tiresome.

You might do the same with cars: When it starts to rattle and smoke and need repairs, you trade it in on something newer with lower mileage.

The Contrast Between Alpha Men And Shy Men

Men who are unskilled with women tend to focus more on the potential **downside** of romance. Their primary goal is to keep themselves from getting hurt too badly, because they're used to getting poor (and even **no**) results most of the time. Because **Non-Alpha Males** seem to get hurt more often than not, they're very risk-averse.

This means that **Non-Alpha Males** tend to be rather shy and thus are much more likely to want women who are outgoing. After all, they don't have to work as hard to start up a conversation with girls who are chatty and personable and friendly. We call this "picking the low-hanging fruit."

Reaching for the **Low-Hanging Fruit** isn't always a bad strategy in life, but it can be counter-productive in dating. Why? Because **most** men are shy around women, there's a lot of competition for the easy-to-talk-to women who are relatively scarce.

Look at it from an economics standpoint, if you will: When the demand is high and the supply is low, **prices** are likely to be **high**. You'll be paying **more** to get **less**, simply because the numbers aren't in your favor when you take the path of least resistance.

And if you've ever worked in sales, you'll understand the difference between **Prospecting** and order-taking. We've already discussed this in the **Communication Manual**, but here's a recap:

- α **Prospecting** means going out, finding your own leads, and convincing them to buy your product or service. Life insurance salesman fit that mold. It's a difficult job and most people aren't cut out for it. But the ones who do it well can make a lot of money.
- α **"Order-taking"** means just what it says: You stand there and sell to anyone who comes up and says: "I'd like to buy this." Sales clerks in a department store fit this mold. It's not all that stressful (as there's no fear of rejection) and many people can do it. But the money is much less and it can be interminably boring as well.

If you're waiting for "Miss Right" to walk over to you and strike up a conversation despite your having done nothing first to make it happen, you have the "order-taker mentality."

Even on a good day, you'll end up with leftovers. On a bad day, you'll end up with nothing.

But despite these dismal prospects, most men are order-takers when dating. Their goal is to **minimize rejection**.

That's why it's important to an "order taker" man that his potential date be outgoing and friendly -- it's less intimidating for him under such circumstances. And it's even easier if an interesting woman meets him more than halfway when it comes to suggesting that they should "get together sometime."

In contrast, the dating goals of **Alpha Males** are to have a wild time with a succession of young lovelies. They have the "prospector mentality" and can "ask for the sale" without freezing up.

Therefore, it's less important that the woman be very outgoing and friendly since **Alpha Males** are not intimidated by women and can make a move **without** her doing most of the work. For these men, having an outgoing woman can be a "nice to have" but is not a "need to have."

Which one sounds more like you right now?

Being A Detective With Women

Here's another important point: Shy men are also likely to have been cheated on and dumped before. And because they **are** so shy, it takes them a long time after they've been dumped to find and woo another woman.

This means that they can look forward to "no more sex" for an indefinite (but probably lengthy) time until they eventually get lucky again.

Because it can be such a disaster for shy men to get dumped, they tend to adopt a "detective" frame of mind when in a relationship. They'll grill their woman about:

- α Where she went
- α Whom she saw
- α What she did
- α And so on

This is nothing more than an effort to account for all the time she was out of sight (and thus available for potential infidelities with other men). They study each word she said, they read between the lines for clues about what she left unsaid, and they analyze both for potential **inconsistencies**.

They're afraid to leave anything to chance because the downside is too great.

And, as with detectives during an interrogation (or lawyers during a courtroom trial), the entire process demands that the person "testifying" must tell "the truth, the whole truth and nothing but the truth."

So it is with shy men and their girlfriends: "Honesty" is an extremely important requirement. Enough so that they'll settle for less in the way of sex and looks in hopes of finding the trustworthiness that's so important to them.

Alpha Males generally don't worry about trustworthiness because they'll replace a woman as soon as she doesn't measure up. There's one exception this rule, however. **Alpha Males** looking for a future **wife** often prize honesty as highly as shy men in this situation.

And historically, that's the pattern that many **Alpha Males** have followed. They marry a woman who's plain but also reliable and unlikely to cheat. Her role is to be the mother of his children.

Then those same **Alpha Males** would fool around on the side with their secretary, stewardesses they met when flying (back when the airlines grounded stewardesses after age twenty-eight), hot babes they met at conventions, and so on. The role of **these** women was to provide the hot sex and sexual variety for him.

So you'd see **Alpha Males**:

- α Marrying women they would never have picked to date
- α Dating women they would never have picked to marry

And it worked until recently, as long as the men were discrete in their playing. These days (as certain politicians have found to their dismay), that "safe harbor" provision doesn't work so well.

What it all boils down to is that humans have a need for both certainty and uncertainty.

For example, you want certainty when you step into an elevator, as you'd want to be very certain that the cable is strong enough to hold during your trip.

But you also have a need for uncertainty (or variety, to put it another way), as you'd get very tired of meatloaf if you ate it ninety days in a row.

When it comes to romance, we need some of each to keep our own sanity and to keep the relationship fresh. How much of each is actually needed varies from one man to the next.

Alpha Males focus on running up the score while **Non-Alpha Males** focus on not getting hurt too badly (but hopefully still getting laid once in a while). Here's a "quick & dirty" way to see how alpha you are:

Do you focus more on **maximizing the adventure** or **minimizing the risk**?

LESSON TWO:

Defining What You Really Want From Women

Refer back to the **Alpha Baseline Quiz** from **Lesson One**.

When you first filled it out, we'll guess that you marked all ten traits as **A** or **B**. In other words, you're hoping to find women who score well on **all ten** traits.

We're sorry to say that you're living in a dream world, if that's the case.

There's no Easter Bunny, there's no Santa Claus, and some of the traits on that list will be mutually exclusive. For example, any woman who's incredibly good looking, loves sex, and is also outgoing and friendly will attract men like ants to a picnic.

The chance that she'll somehow only have eyes for you (or for **any** one man, never mind you!) is extremely unlikely.

To understand why, imagine the reverse situation. Suppose you got the lead role in a big Hollywood production, that it earned megabucks at the box office, and that you're now worth \$40 million and are world-famous. And so you're a babe magnet now.

- α Women line up to compete for the honor of offering you sexual favors.
- α Groupies come on to you every day.
- α Actresses are always putting the move on you.
- α Supermodels by the dozen are making indecent propositions to you.
- α All of them are competing to see who can give you the best sex you've ever had.

If you had that many options, would you limit yourself to one woman and never look at any other? If you answered, "Yes," then you're lying through your teeth!

More than likely, you'd be like a kid in a candy store. Most women wouldn't even get a second date from you -- your backlog would be just too long to allow for "repeat customers." So many women ... so little time.

And if you **did** pick out one to be your "official" mate, you'd cheat on the side quite often. It would just be too tempting.

And what are the chances that you'd pick an "official" mate who was only average in looks and figure and personality? Nada.

Q: So why would a hot woman who's an alpha female do it any differently?

A: She wouldn't!

And that, gentlemen, is one of life's harsh realities: The hottest women won't be the most faithful ones.

Why Sexy Girls Are Less Likely To Be Faithful

Women crave male attention. They're addicted to it. They go to astounding lengths to attract it.

That's just the way they're built, so get used to it. **Alpha Males** can and do get used to it, so there's no reason why you can't do the same.

A sexy woman might be focused on you for a while (until your novelty wears off), but you can safely assume that many men will be coming on to her and that she'll enjoy **all** that male attention immensely.

That's why you can't expect withdrawn, stay-at-home behavior from a five-star beauty. It simply won't happen no matter what she promises you in the beginning.

And it stands to reason that from time to time (and probably sooner rather than later), she'll give in to temptation.

"One-man" women are more likely to be those without any other good alternatives: the plain, the portly, the aging. And even **those** women often will be quick to upgrade if given a chance.

Is Honesty What You Really Want?

As for women being honest, be careful what you ask for. The men with whom women are mostly honest are men for whom those women feel no desire.

In fact, that's one of the most reliable indicators that a woman is **not** attracted to you: her willingness to be totally truthful with you.

If a woman has the hots for you, she'll present her best side and conveniently omit those aspects she thinks won't impress you.

It's just the same thing you'd do in a job interview if you really wanted that job. And in fact, we'll wager that you play the same game when you meet an interesting woman.

So if she's not shading the truth, she does **not** find you desirable. And that's a sure way to know that you've missed the cut.

People often lie when they're trying to get something that they really want. And there are lots of ways to do it:

α Telling "little white lies"

- α Simply “omitting” awkward but important details
- α Using creative wording to imply things that technically aren’t true
- α Lying about things that weren’t “nice” for the other person to have asked you about in the first place
- α Lying out of “kindness” (to avoid hurting another’s feelings)

You do it. So do women. The way to accept that reality is to assume that a woman is putting her best spin on whatever she tells you, and then judge her on her behavior.

If she tells you how much she cares for you but won’t even let you kiss her, she’s not interested in you. Her actions speak louder than her words.

Jealousy Is Universal

As for being jealous, all women are. Some hide it better than others, but don’t let that fool you. The best you can do is find women who are better at hiding it. And those tend to be the sexy ones with the most choices among other men.

If you’re easily replaceable, she’ll worry less about what you’re up to (when you’re apart) than if the alternatives for her are more grim. That’s one of life’s tradeoffs: The more she has eyes **only** for you, the more **jealous** she is likely to be.

That’s not to say that you should put up with tantrums and other misbehavior when she accuses you of playing around. Jealousy comes in **good** forms (a motivated woman who works hard to keep you happy and relatively uninterested in her female competitors) and in **bad** forms (screaming fights, wild accusations, and stalking behavior).

Milk the “good” kind of jealousy now and then but dump the women who go too far overboard.

We have a lot more to say about jealousy later in this volume.

Avoid Women Who Are Never Moody

Most women are occasionally moody. Not all, but most.

But if you do manage to find one who isn’t, she’ll probably bore you after a while. It’s just like eating meatloaf for ninety days in a row.

Also, here’s another little secret: Most of the women you’ll meet who don’t come across as moody are just keeping it bottled up. They fear that you might lose interest if you see the “real” them, and so they’re lying to you by omission.

The downside is that in time, they'll eventually explode and it won't be a pleasant experience. You're better off knowing women who vent more frequently.

You'll enjoy the variety and also minimize unpleasant surprises of the temper tantrum kind.

What it all boils down to is this: If you're good at it, romance has some aspects that are fun -- lots of wild sex with a succession of attractive partners, for example.

But it also carries risks: getting turned down when asking for dates, getting dumped, getting cheated on, getting "used," long dry spells, moodiness, the "cold shoulder," and so on.

You just don't get to order female traits *à la carte*, unfortunately. Each individual woman is a package deal. You get all or none of her "package."

You'll do much better just learning to live with that reality than with wishing that it were otherwise.

Assignment For Lesson Two

In order for you to get to your destination, you need to know where you want to go. Imagine driving your car down the freeway without a destination clearly in mind.

But that's how most men approach dating. They have a vague goal ("getting laid" or "getting married") and they'll meander all over the place getting mediocre results because they're so unfocused. There are many different kinds of women who hang out in different places and all of them require different approaches.

Without a clear idea of what your "ideal date" is like, you'll end up like "looking for love in all the wrong places."

Let's begin shaping your focus as to what sort of women you hope to find. Here's the **Alpha Baseline Quiz** again, but this time with a new twist:

In the **Alpha Ranking Quiz**, rank each of the ten traits in the order of their importance to you.

- α "1" would be the most important
- α "2" the second most important
- α And so on (the blue "total" box should show zero when you're done)

Now take your list of traits ranked from "1" to "10" and decide, for each trait, if it's a trait that a woman **must have** in order to be acceptable to you (we've abbreviated this as **MHT** for **Must Have Trait** -- the red box just keeps count).

The traits you leave unchecked are the traits that you might **like** your women to have but you could still be happy with a woman who **lacked** those traits.

| RANK | TRAIT | MHT? |
|------|---|------|
| | A beautiful face with a winning smile | |
| | A nice figure with a "B cup" or larger (and/or great legs) | |
| | Slim (not more than ten pounds overweight) | |
| | Highly sexed (she wants it everyday) | |
| | Rather kinky (she enjoys getting wild and crazy in bed) | |
| | Outgoing and friendly (she's exceptionally easy to talk to) | |
| | Honest (the truth, the whole truth, and nothing but) | |
| | Has eyes only for you and would never cheat on you | |
| | Not jealous (doesn't get upset if you look at other women) | |
| | Not moody and remains upbeat just about all the time | |

The fewer the traits in the **MHT** category, the better will be your odds of finding what you're looking for. That's one of life's secrets:

"You can often have **anything** you want, you just can't have **everything** you want."

When Your Beliefs Don't Measure Up To Reality

Here's one more twist to contemplate. What you **believe** that you want in a woman is often **not** what turns you on in a woman. Want proof?

1. Just think back to any women in your past with whom you were madly and passionately in love.
2. Now rate her against that list of ten traits.

How closely do **her** ratings compare with your own **MHT** ratings of how important each of those traits are to you?

If you're like most men, the women you fell for the hardest were usually very different from your "ideal woman" -- especially the last four traits of honesty,

cheating, jealousy, and moodiness. Chances are good that the women that you were the most in love with were often:

- α Selfish
- α Cruel
- α Conniving
- α Dishonest
- α Two-timing
- α Vindictive
- α Jealous
- α Hysterical
- α Moody
- α Withdrawn
- α Uncommunicative

Does that sound like anyone that you've known and loved?

And yet you **still** loved her despite it all. She's **still** the one you think about even years afterward, because she was just so tantalizing. Maybe you thought you could reform her, maybe you thought you could help her sort out her endless problems, maybe you thought you could make her happy forever.

One of your authors retains distinct memories of one particular South-East Asian lady who on a scale of 1 to 10 for honesty, fidelity, and moodiness scored about minus 11.

But she was beautiful, the sex was great, and the memories are **still** delicious despite all the hair-pulling, cussing, and other frustrations he endured while seeing her.

Is it beginning to make sense as to why women keep falling madly in love with men you consider complete jerks? That is, the men who treat their girlfriends and wives like crap and yet those girlfriends and wives are **still** madly in love with them? **Bad Boys** are simply more interesting to them, just as **Bad Girls** are more interesting to us.

Life works that way. From women in the real world you're going to get:

- α Dishonesty
- α A craving for male attention
- α Jealousy and
- α Occasional moodiness

... In just about **any** woman you end up with in a long-term relationship (or even a short-term one).

Such “faults” should therefore ultimately be a non-issue.

So don’t worry about finding a woman who lacks those faults. Rather, accept the fact that every woman is human and therefore will have those traits to one extent or another. Then you can just manage the outbreaks as they arise.

That’s the alpha way.

LESSON THREE:

Chasing Cars (And Women Too)

Most dogs are fond of chasing cars.

They see one go by and it stimulates an instinctive hunting reflex even though the tremendous advances of modern civilization -- such as dog chow and caring owners who provide it -- mean that most dogs no longer need to actually hunt for food.

But they **have** been designed by evolution to feel an urge to chase anything that runs (or in this case, drives) away from them.

What makes the phenomenon interesting is that the dog has no idea what to do if he actually catches the car. It would perplex him mightily if he did catch it and then figures out that it isn't food and is too big to bite anyway.

But he continues to chase cars anyway. Why? Because the cars seem to be "running" from him. He doesn't stop to think it through -- he just behaves **by reflex**.

That description also fits human males. We don't chase cars, but we've evolved to chase women. Especially if it's been a while since we've "sunk a putt," so to speak.

As with dogs chasing cars, an awful lot of men have no idea what they'll do with a woman if they catch one.

What's that, you say? Oh, sure -- we hear you. You know **exactly** what you want. Sex. Wild sex. Wild kinky sex. With the lights on. Multiple positions. Multiple orifices. Your goal is very clear. You want to get laid, damn it!

But then what?

That's as far as most men have thought it through. As for what happens after they get sex (**if** they get it), most men assume that they'll just cross that bridge when they come to it.

Maybe you've been there yourself? You met an interesting woman at a party, you seemed to click pretty well, you put your best moves on her, she took the bait, you ended up back at her place, and then **One Thing Led To Another**.

An hour later (or perhaps two minutes later, depending on your age and stamina), you've finished and now you're both lying in bed as you try to catch your breath.

Or perhaps it's late at night, or you've both had lots to drink. You might end up conking out after sex. And then you'll awaken the next morning and there the two of you are, nuzzled up against one another.

At a time like that, here's what goes through many male minds:

"How can I beat a hasty retreat without causing a nasty scene?"

The chase might have been fun. Or perhaps not. The sex might have been good. Or not. Perhaps it was missing the kinky parts. Maybe she even made you turn out the lights first.

Regardless, you're done. You've been taken care of. You're ready to do something else and to be somewhere else.

"Waiter? Check please!"

What To Do After Sex

So now what do you do? That depends partly on how alpha you are.

Most **Non-Alpha Males** get nowhere near as much sex as they want. They often go through long dry spells, and so they can't afford to be too demanding. Nope, beggars can't be choosers.

And so when men like this wake up next to a woman, there's a very good chance that they won't feel all that claustrophobic. The woman lying next to them may not be even remotely similar to their "ideal woman" but in matters of sex, their motto is that **Some Is Better Than None**.

And so he'll stick around. If he lucks out, she'll put out for him again in the morning. And if he stays until she's ready for him to go and if he "makes nice" to her, then maybe she'll see him again the next day or the next week. And perhaps again after that?

And so instead of it being maybe another month or year before his next coupling, perhaps it could be as soon as a few days away?

When one gets very few opportunities in life, one learns to get as much mileage as possible from every opportunity that **does** come along.

Much like a pop star who has his first (and possibly also his last) hit record, a **Non-Alpha Male** in that situation can sense that his own "fifteen minutes of fame" could be just as fleeting. So he'll milk the opportunity while he still can.

He'll "settle" for whatever woman is willing to say "yes" to him and then he'll stay with her until **she** decides that it's time for him to go away.

If she's a real hottie, it usually won't take her long to get bored and move on.

But if she's decidedly "less than sensational" and she realizes that she hasn't been attracting top men and also that she isn't getting any younger, she may decide that "This'll do."

He might not be the man she dreamed about, but beggars can't be choosers.

If you need a job but you're light on job experience and education, you'll settle for the best job that you can get and then try to make the best of it. You'll try to maneuver your way up the ladder at that firm.

If a woman needs a man but is light on looks and heavy on girth, she'll often settle for the best man she can attract (or at least corner) ... and then she'll nag him endlessly in the hope that she can goad him into becoming the sort of successful man that she wasn't able to attract up front.

One reason that the American television show "*Married With Children*" had such a long TV run during its initial release (and even today in syndication) is that a very large number of viewers could identify with the sense of marital entrapment felt by the "Al Bundy" character. And viewers who might not have been **personally** entrapped knew friends and acquaintances who did fit those circumstances.

We men get ourselves into these entrapment situations partly because we're so horny (especially in our younger years) and because women (a.k.a. society) have become so adept at rationing sexual access. That combination of circumstances gets us thinking more with our "little heads" than with our "big heads," so to speak.

But there's another cause: **Inertia**.

We just "go with the flow" in many cases. Many of us start out so desperate and so intimidated by women that we can't bring ourselves to "make a scene" or to upset a woman in some way. And so we'll follow the path of least resistance. And sooner or later we're trapped in a relationship when perhaps all we wanted in the first place was sex.

And then we settle for the hand we were dealt rather than changing our situation. We didn't have an **exit strategy** going in and we were also **afraid** to make a scene by exiting a relationship before she's ready for it to be over.

What You Owe For Sex

Lots of men assume that, if a woman has sex with him, he's somehow obligated to stay with a woman as long as she wants, to call her the next day, and so on.

"Au contraire, mon ami!"

Slavery was abolished in most countries long ago. And so was indentured servitude (unless you marry and/or impregnate a woman). On what basis do you owe her anything beyond what she owes you?

Have you ever taken a woman out to a fancy restaurant and perhaps to a play or a concert afterwards? For which you paid a hefty sum of money?

And did she put out afterwards?

Perhaps she did. Or perhaps she didn't.

For the woman whom you took somewhere nice and who then refused to put out, did you ever imply that perhaps she **owed** it to you to give you a little nookie considering how much you'd spent?

If you've never done that, you could try it just once for "educational purposes." We guarantee that you'll hear more choice invective than had you insulted the mothers of a dozen drunken sailors.

The gist of her expletive-laden outburst will be that your buying dinner for her entitles you to nothing more than an hour of her company while dining. In other words, she owes you **nothing** in return for it. Not only that, she'll tell you in no uncertain terms that you're way out of line to even suggest such a linkage.

"How dare you?"

Alpha Males understand how that game works and so should you. Here's how to handle the situation:

Hold yourself to the exact same standards that women insist on for themselves. Women prattle on *ad nauseum* about wanting "equality" and so you should be only too happy to oblige them.

If a woman has sex with you, what does that entitle her to? Only to the hour (or two minutes) of your company while you're doing the horizontal mambo with her. She accepts no obligations in return for **you** giving **her** what she wants and so you should accept no obligations in return for **her** giving **you** what you want.

An hour of sex entitles her to just that: an hour of sex.

And if she tries to pin you down, such as by trying to get you to commit to calling her the next day or seeing her again, simply shrug and say "We'll see." In other words, maybe yes, maybe no. It's up to **you**.

And if she gets huffy about it, tell her in no uncertain terms that she's way out of line to even suggest such a linkage. How dare she?

There's a name for women who expect something in return for having sex: "whore." Point that nicety out if need be.

Surprised by that stance?

After all, it probably seems a little harsh at first reading. So let's explain the reasoning a little further:

We **do** understand that women expect to get something in return for sex (just as men expect to get something in return for their dating expenditures).

But since women will often "take the moral high road" as a loophole to enable them to **take** from us **without giving** us anything worthwhile in return, then we also see no reason not to do the same.

Unless there's a correlation between the money you're spending on dates and the sexual favors you're receiving, she can't hold you to a correlation between **her** sexual favors and **your Commitment** either.

There **is** no "moral high ground" in the dating world.

Of course, that sounds easy in theory, but many men have trouble pulling it off in the real world of dating and mating. Therefore, we'll give you a four-part strategy for avoiding entangling, one-sided alliances (unless you meet a woman you really **want** to become entangled with, that is!):

- α "Know thyself"
- α The rational basis
- α Not over-promising
- α An exit strategy

Know Thyself

The first step is to know what you're looking for.

Some men are eager to settle down and are looking for a future wife. Although we don't recommend that approach (we've seen too much carnage in the marital wars), it's **your** choice to make. If you're wife-hunting, you'll need a different strategy than if you're just looking for a one-night stand or (like many men) you're into serial monogamy.

It's up to **you**.

Regardless of your goals, you'll get unwillingly entrapped less frequently if you know your objective up front. And you'll also be more successful, since the best places to look for "wife material" are often not the best places to find one-night stands.

Define your goals, and then work toward them. It works in business, and it works in dating too. We'll expand on this process in the next few **Lessons**.

Turnabout Is Fair Play

The second step is to understand the rational basis for why the mere fact of "a woman having had sex with you" obligates you to do nothing more, unless you choose to take things further with her, and she agrees to it.

Of course, if you've impregnated and/or married a woman, then it's a very different story. You're on the hook for a lot of money and occasional grief for a lot of years yet to come.

But absent pregnancy and/or marriage, you owe nothing further (nor does she) unless she and you wish to take things further.

She may want a lot more from you ... women often will. But, in life, we don't always get what we want. Just refer to your past dating experience if you want a refresher on how that works.

So there's no need to feel guilty about insisting that the benefits flow both ways in any given liaison or relationship. After all, if **you** can't stand up for yourself, no one else will.

What's "sauce for the goose" (that's her) is "sauce for the gander" (that's you). Fairness demands nothing less, so settle for nothing less!

Don't Over-Promise

The third step is to avoid over-promising. This concept is a bit trickier, as women often over-promise. Intentionally. Knowing full well at the time that they have no intention of following through.

They know it. And you know it.

Complete the following sentence: "It's a woman's prerogative to ____." If you filled in the words "change her mind" you know the scam. But we advise against doing the same with women.

Q: If **they** get to over-promise, why shouldn't **you** get to over-promise?

A: It cuts down on the hassles if you **don't**.

Instead, do what women do when you try to pin them down: Be vague by using the **Bob & Weave** strategy.

It's the same technique that boxers use to avoid getting hit too hard.

Women are masters at evading **Commitments**. Just try to get a woman to firmly commit to do something specific -- she'll rarely give you a straight "Yes" or "No." She'll say something vague, such as one of these eight magic phrases:

- α "We'll see"
- α "I'll try"
- α "If I get a chance"
- α "I think so"
- α "Maybe"
- α "I'm not sure"
- α "I'll have to check my schedule"
- α "Check back with me tomorrow"

Those eight phrases sound almost like a “yes” (or at least not a “no”) but if you spend enough time around women, you’ll learn that each of the above usually **does** mean “no.” She’s committed to nothing and will point that out to you later if you take her to task for her non-performance.

And that’s exactly what **you** should do if she tries to pin you down by asking you:

- α “So, will you call me tomorrow?”
- α “Can I see you next weekend?”
- α Or similar questions with definite times and actions

Of course, you can take the direct approach and just say “no.” But that might lead to a scene. Make it easy on yourself and just tell her that, “I’ll try.”

If she takes you to task later, just say that “something came up” or that you didn’t get a chance, or some such comment. And if she gets indignant, point out that you’d made no **Commitment** and don’t let her twist your words into something they weren’t.

Women hate this, of course (unless it’s **them** doing it to **you**) but stand your ground. She’ll try to pin you down. Respond vaguely (and calmly). Here’s a sample interchange to demonstrate the technique:

- Her:** “Why didn’t you call me?”
You: “Something came up.”
- Her:** “What came up that kept you from calling me?”
You: “It’s a long story...”
- Her:** “I’m listening ...”
You: “I wouldn’t want to bore you.”
- Her:** “And why would that bore me?”
You: “That’s a long story also.”
- Her:** “I’ve got time ...”
You: “Unfortunately, I don’t ... I’m late for a meeting.”
- Her:** “With whom?”
You: “No one you know.”
- Her:** “Maybe I do know them!”
You: “I’m sure you don’t.”
- Her:** “Are you avoiding me?”
You: “Moi?”

Her: "Yes ... YOU!"

You: "You sure sound crabby ... is your period starting soon?"

Her: "#@\$%^&!"

You: "I don't think I like your tone ... see ya!"

See how easy it is?

Men aren't used to weaseling out of **Commitments** (the exceptions would be those individuals who take to politics for a living, and also some executives who practice an aggressive form of corporate politics).

We're problem-solvers and we're straight-talkers, by nature. We don't normally beat around the bush. Our word is our bond, and so on. It's this male tendency that gives women the opening they need to impose a double standard on us.

We committed. They didn't, technically speaking.

And that's where things can get nasty. Anything you say to a woman will be considered a binding "contract" in her mind. She then feels entitled to hold you to your "contracts" whenever she wishes. And if (and when) you can't (or won't) deliver on something that you supposedly promised, you'll inspire a lot more of her anger than if you said you'd merely try.

Play by her rules and be vague. How can she complain about **you** doing it if **she's** been doing exactly the same thing?

And if she should conveniently forget this point, you can always helpfully remind her at the appropriate moment.

Always Have An Exit Strategy

The fourth step for avoiding an entangling relationship you don't really want is to have an exit strategy.

Venture capitalists won't put any money into a promising company without having an exit strategy clearly planned in advance. If you invest in the stock market, you'll do much better if you have an exit strategy for determining when to sell your stock (and not just a strategy for buying it in the first place).

It makes just as much sense to have an exit strategy when dating.

If you've ever been on a blind date, you probably devised an escape hatch for several possible contingencies:

- α If she looked really hideous
- α If you and she had no "chemistry"
- α If the date was going badly for some other reason

- α If she mentioned the words "I'm saving myself for marriage"

If you were meeting in a restaurant and she said she'd be wearing a red T-shirt with the words "Born to Be Bad" printed on the front, chances are you got there a bit early and took a seat along one wall very near an exit. That way, if an unattractive, portly woman with what appeared to be "five-o'clock shadow" came in wearing that T-shirt, you could slip out (hopefully unseen) and escape unscathed.

If she looked okay, but:

- α The two of you just didn't seem to be hitting it off
- α She seemed more interested in helping you find your own personal Jesus
- α She seemed to be a prude, or
- α She mentioned the "M" word

... You also had a "Plan B" ready. Perhaps you'd arranged for one of your buddies to page you (if you carried a pager) or maybe to call you (if you carried a cell phone)?

- α If the date was going badly, you could tell her "That was the office ... the computer system crashed so the boss told me to get my butt back to work immediately."
- α If the date was going swimmingly, you could dismiss the call as being someone who dialed the wrong number.

In either case, you were covered. You had an exit strategy.

If the above discussion sounds cruel to you, be aware that women who go out on blind dates do **exactly** the same thing. They **always** have an exit strategy. Women understand even better than you do that very few blind dates turn out to be even remotely enjoyable. And so they'll always have an escape route arranged should it be needed.

That's why so few women will go on blind dates unless they simply can't attract a man any other way. Even then, they're usually profoundly disappointed with the man on the other side of the table. Perhaps you've seen this for yourself when **you** were "the man on the other side of the table?"

But having an exit strategy is a good idea any time you begin dating any new woman (even if it's not a blind date).

That's because women often behave quite differently once you're "dating" than when you were still just friends or acquaintances -- especially after they've put out for the first time.

You might be surprised (or perhaps not) at how insecure, desperate, and clingy many women can get after they begin considering you "boyfriend material."

The Boy Scouts had the right idea: "Be prepared." The solution is to have "somewhere to be" for at least two possible situations:

- α Later that night, in case you don't like how the date is going and you want to bail out
- α Very early the next morning, in case you **do** end up in bed but don't want to spend the night

Arranging for a page or a phone call are excellent fire escape strategies for regular dates as well as blind dates (and of course women are **also** fond of this extrication technique).

But where most men get caught is when his date asks him seemingly innocuous questions prior to allowing sex, such as:

- α "Do you have to be anywhere later?" or
- α "Do you have to be anywhere tomorrow?"

If you answer "no" to one of those questions, she'll hold you to it later. There won't be a graceful way for you to extricate yourself if you start to feel claustrophobic later.

Therefore, the better strategy is to have somewhere you're "supposed" to be.

Two Vital Questions About Exit Strategies

There's one more part of your exit strategy to consider: Your place or her place?

It's much better to consummate a relationship at **her** place. She'll usually feel more comfortable in familiar surroundings. And if things take a turn for the worse, it's a lot easier for you to walk out of **her** place than for you to coax her out of **your** place -- especially if she doesn't want to leave.

That of course assumes that she doesn't still live with her parents. And that she's not married and living with her husband. If she is, opt instead for "Plan C" (a "neutral" location). We'll talk more about that later.

Q: Should you spend the whole night together?

A: That depends.

If you're in the mood for just a one-night stand, we've found it makes for a cleaner break if you **don't** stay all night. Exit as early as possible if you don't want a particular liaison to go anywhere. You definitely don't want an awkward "morning after" if you can avoid it.

Otherwise, stick around and see what happens.

If she's more appealing to you than any woman you've seen in a long time and you want to keep her around, then feel free to answer "no" when she asks if there's anywhere you have to be.

And if you think she'll be a good catch but you want to hedge your bets, you can tell her you're supposed to help your buddy "Bob" move to his new apartment tomorrow morning. And then in the morning:

- α If you decide that you want to stay, you can tell her that "I'm sure Bob would understand if I'm not able to make it ... I'll just tell him that 'something' came up" (as you look down mischievously at your erect member).
- α And if instead you want to extricate yourself, you can get dressed and say with a sigh (as if you'd really rather stay with her) that, "Duty calls."
- α If she suggests that you stay anyway, just tell her that you wish you could, but that you made a promise and that it "just wouldn't be right" to not show up and leave him to do the whole job by himself.

No matter what, you're covered.

If it's a one-night stand you want and you need to get away without spending the night in the first place, just tell her:

- α Your mother is visiting from ____ (fill in the name of a city several hundred miles away) and is staying at your place.
- α That "Mom's kind of old fashioned."
- α And that since Mom will only be there for a couple of weeks, you figure that it wouldn't kill you to "humor her" by pretending to be a good boy.

Assignment For Lesson Three

On any journey, it's necessary to know where you wish to go. Otherwise, there'll be very little chance of actually getting there.

What **are** you seeking?

- α A future wife?
- α A long-term girlfriend?
- α A short-term girlfriend?
- α Miss "Right Now"?

Until you decide that, you'll be "looking for love in all the wrong places."

Once you're reasonably clear on what sort of relationship you seek, then practice being vague when pressed. If you give away your game plan to the women you're pursuing, they'll find you a lot less intriguing, you'll limit your flexibility, and you'll hurt your chances of success.

It's much, much better to give yourself some wiggle room and leave yourself an exit route in case things don't go according to plan.

We gave you eight "magic phrases" earlier in this **Lesson** to start you out. Here are those eight magic phrases again, plus five more you should memorize:

- α "We'll see"
- α "I'll try"
- α "If I get a chance"
- α "I think so"
- α "Maybe"
- α "I'm not sure"
- α "I'll have to check my schedule"
- α "Check back with me tomorrow"
- α "I'll decide later"
- α "You misunderstood me"
- α "I changed my mind"
- α "I can't predict the future"
- α "That depends on how you treat me"

That makes thirteen vague responses that will fit almost any question or situation you'll encounter.

By the way, we especially like that last phrase for those times when you've been seeing the same woman for a while and she tries to pin you down on where the relationship is going (e.g. "Do you think we'll get married some day?").

Telling her "That depends on how you treat me" puts the ball back in her court and it's also an honest response. If she wants it, she's going to have to earn it -- no coasting will be permitted. Then if you get bored later and feel a desire to move on, that will in and of itself be proof that she didn't treat you well enough to make you want to stay. (Women use exactly this logic, so feel free to use it yourself when it's useful for you to borrow the concept.)

Once you've memorized these phrases, practice using them in conversations. The easiest way is to practice them with one of your friends.

One of you can try to pin the other down on something (it doesn't matter what) and the other can practice weaseling out with an appropriate vague phrase. The goal is for the use of these phrases to become second nature to you. You want

them to become a reflex. Once you can spout them off on **Automatic Pilot**, you're ready to use them with women.

The "Art Of Waffling" is of course much broader than that. But memorizing and practicing the thirteen magic phrases will give you an excellent start and will put you in good stead when dating.

To continue honing your waffling skills, we suggest that you watch how politicians do it during news interviews. They're experts at it and you can learn a lot by watching them ply their craft.

Pay attention to the questions that the interviewer asks and then how the politician either:

- α Answers a different question that wasn't asked (but is easier to answer in terms of putting the politician in a good light)
- α Or else just dances around the topic without saying anything of substance

Now let's put it all together.

Develop a specific exit strategy each time you start dating a new woman.

If you can't say it naturally without stumbling, you need to rehearse it a few more times or perhaps even redesign it. It should go without saying, of course, that you should **not** leave any notes in a location where she might find them (such as in your pockets or in a desk drawer).

That exit strategy should include five parts:

1. Choosing a neutral dating venue where you can easily escape if things get off to a bad start. In other words, **not** your home (if you can avoid it) and **not** out in the middle of nowhere. You can go back to your place or to "Lover's Lane" later in the date if you like how things are progressing.
2. A procedure (e.g. a phone call or a page from a buddy) to give you the opportunity to bail out after the first hour or two if things are going badly.
3. A decision as to where you'll make your move (your place or hers?) if the opportunity arises.
4. A decision as to whether or not you'll stay the night, if that option becomes available to you.
5. How you'll answer the questions "Do you have to be anywhere later?" and "Do you have to be anywhere tomorrow?" if asked.

Once you have each part worked out, written down (if necessary), and rehearsed often enough that you can say it naturally in a casual tone of voice, then you're ready to use it on an actual date.

If all this seems like overkill, remember that confidence is everything and hesitation is deadly. She's much more likely to say "yes" to whatever you have in mind if you appear to know what you're doing. Stumble, stutter, or pause at the wrong moment, and she'll know immediately that you're not the self-assured leader she's looking for.

Even a single wrong word can undo hours of careful planning, so don't blow it by being unprepared.

LESSON FOUR: Taking Inventory

The buck starts here: **Who** are you and **what** are you selling?

Our goal in this program is to improve your game. Would it have been easier if you were born tall, handsome and wealthy? Undoubtedly. But that's the luck of the draw. We're here to help you make the best of the hand that you've been dealt by Nature.

Fortunately, that's easier than it sounds. Because most men do so badly with women, you can move well ahead in line with only a modest boost in your dating and mating skills. Life grades on the curve. And that means you're judged on a **relative** basis, not an absolute one. You can do a lot better with women simply because much of the competition is incompetent.

There's an old joke about two men walking through the savanna in Africa when a cheetah spots them. When one of the men stops to lace up his running shoes, his friend asks him whether he really expects to outrun a cheetah. To which the friend calmly replies, "I don't have to outrun the cheetah. I just have to outrun **you**."

We've got some good news for you: A large number of your dating competitors don't run very fast. And you need only to outrun **them**.

Assignment For Lesson Four

How good of a catch are you right now? Here's the **Alpha Self-Evaluation Quiz** to give you a ballpark estimate.

Remember that you're not here to pamper your fragile self-esteem because that won't produce the results you want. For best results, be brutally honest.

For each of the following questions in the **Alpha Self-Evaluation Quiz**, select the best answer:

- | | |
|------------------------------------|---|
| 1. Your height (without shoes) is: | 188 cm (6'2") or more |
| | Between 180 cm (5'11") and 187 cm (6'1¾") |
| | Between 173 cm (5'8") and 179 cm (5'10¾") |
| | Between 165 cm (5'5") and 182 cm (5'7¾") |
| | 164 cm (5'4¾") or less |

| | |
|---|---|
| 2. Your physique can best be described as: | Obese Husky Muscular Average Slender |
| 3. Your temperament can best be described as: | Hostile and angry much of the time Intense and "wound up" much of the time Energetic and enthusiastic much of the time Depressed and lonely much of the time You're a "get along, go along" kind of man |
| 4. Compared to other men your age, your looks could best be described as: | God's gift to women Above average About average Below average Far below average |
| 5. During high school, you dated (on average): | More than once a week Once a week Once or twice a month Rarely Never |
| 6. You lost your virginity at the age of: | 15 or younger 16 or 17 18 or 19 20 or 21 22 or older |
| (this space intentionally blank) | (this space intentionally blank) |

| | |
|---|--|
| <p>7. During your unmarried years after your eighteenth birthday, estimate the number of different women with whom you've had sex (excluding paid sex from professional providers and sex with women to whom you were married at the time) each year:</p> | <p>12 or more per year (on average)</p> <p>4 to 11 per year (on average)</p> <p>1 to 3 per year (on average)</p> <p>1 new one every few years (on average)</p> <p>Zero for most or all of those years</p> |
| <p>8. Compared to other men your age, you have traveled:</p> | <p>Extensively in your own country and overseas</p> <p>Extensively but mostly in your own country</p> <p>Moderately in your own country and overseas</p> <p>Moderately and mostly in your own country</p> <p>Very little</p> |
| <p>9. Your job level in your company could best be described as:</p> | <p>Professional (physician, attorney, CPA, etc.)</p> <p>Executive (vice president or higher)</p> <p>Manager or supervisor</p> <p>Clerk or equivalent white collar</p> <p>Blue collar position</p> |
| <p>10. Your income level could best be described as:</p> | <p>Well above average for your age and location</p> <p>Somewhat above average for your age and location</p> <p>About average for your age and location</p> <p>Somewhat below average for your age and location</p> <p>Well below average for your age and location</p> |

(Scoring On Next Page)

α Your Score is:

To find out how this score was derived, please refer to **Appendix A** for the **Alpha Self-Evaluation Quiz** scoring.

If you're doing this course on paper, you'll need the raw scores for each number to compute where you actually stand. If that's the case, go to the **Appendix** now if you haven't already.

But here's what your result means: the **Alpha Self-Evaluation Quiz** is approximate but it will give you a rough idea as to how you compare to other men on a scale of 1 to 10.

Now it's time for the other side of the coin: Let's come up with a corresponding number for the sort of woman you hope to attract. Based on the numbers you entered in the **Alpha Baseline Quiz** in **Lesson One**, the score on a scale of 1 to 10 is below.

α Her score is:

If the number above is zero, please go back to the **Alpha Baseline Quiz** right now and re-do Questions 1 through 5 (you may have closed and re-opened this PDF file after taking the **Alpha Baseline Quiz** previously). Once you've put your numbers in, then come back here and look at the number in the box.

The Results Are In

You've probably compared the two scores you see on this page and the previous one, and yes, they **are** worth comparing. If your ideal woman rated a lot higher on the 1 to 10 scale than you, you won't get from here to there without changing your game plan.

You've got three choices:

1. Settle for less
2. Maintain your standards but do without
3. Improve your game

Don't be too surprised if you've got a couple of points (and perhaps even more than a couple of points) to make up to reach your goals.

Both men and women have been designed to prefer the better specimens from the opposite gender. And that's true regardless of how good a specimen we might happen to be (or not be) ourselves.

A woman who's an 8 may want a man who's at least an 8 also. But so will a woman who's only a 2. We're the same way -- we may be old, bald, obese, personality-free geeks, but our sexual fantasies are more apt to feature young babes than old hags. We might settle for less, but we'll be closing our eyes and pretending that they're someone else who's a lot sexier whilst we take care of business.

As for where you personally rate on the 1 to 10 scale, we'll be honest with you: Looks matter. And that's true both for women **and** for men.

You can improve your looks to an extent, but some parts you just can't do very much about. Your height is whatever it is. Your age is whatever it is. Your bone structure is whatever it is.

Life's unfair that way, just as it was unfair that you weren't born wealthy (which also would have given you more dating appeal). Tough nuggets, buddy. It's up to you to make the best of the hand that Nature dealt to you.

And that's what you're going to improve with our help: We'll teach you how to make the most of the parts that you **can** change.

In a recent survey in "Men's Health" magazine (the January/February 2002 issue), nearly **half** of the men surveyed hadn't dated at all in the previous year and of the half who did, nearly half did not enjoy it. That leaves only about 30% of single men who both dated and actually enjoyed at least one of those dates in 2001.

That means that with even a **modest** improvement in your dating game, you should be able to do better than 70% of all single men. And with an even **greater** improvement in your dating skills (meaning more time and effort on your part), you might do better than 80% or even 90% of single men. That's not too shabby, is it?

So let's start making it happen.

LESSON FIVE

Get A Life, Pal!

One of the surest ways to “jump the queue” when it comes to getting women interested in you is for **you** to become more interesting.

Most men who do poorly with women don’t have much of a life when they **aren’t** looking for women either. Here’s a typical summary of how a lot of shy, **Non-Alpha Males** spend their time:

- α Work all day
- α Play computer games
- α Surf the Internet (with special attention to porn sites)
- α Masturbate frequently (to “take the edge off”)
- α Watch sports on television
- α Hang out with “the guys”
- α Drink beer with “the guys”
- α Stop off at the local strip club with “the guys”
- α Drink some more beer with “the guys”
- α Go home alone
- α Masturbate some more
- α Fix a midnight snack
- α Watch reruns on television
- α Conk out for the night
- α Wake up the next morning with a throbbing erection
- α Repeat the above steps

Let’s face it -- there’s not a whole lot of “quality time” in that list. Look through the above items and try to guess how appealing it might be for a woman to share that life with you. Here’s a clue: “Not very.”

Maybe this describes some of your buddies? If so, even **you** probably get bored when you’re hanging out with them. And if the above list describes you personally, then you’re not exactly living a full, exciting life. You’re just passing time.

How do you know whether or not you’re a boring person? That’s easy to test ... we’ll do it right now with the following simple quiz:

| | | |
|---------------------------|--|---|
| How bored are you? | | Extremely bored Frequently bored Sometimes bored Rarely bored Never bored |
|---------------------------|--|---|

α **Your ranking is:**

If you checked:

- (A) Then you're extremely boring
- (B) Then you're frequently boring
- (C) Then you're sometimes boring
- (D) Then you're rarely boring
- (E) Then you're never boring

It's not **quite** that simple, but it's close enough: If you're bored, then you're **also** boring. And when it comes to women, that constitutes the ultimate sin in dating: for the man to be boring.

Most men we've met who do poorly with women lead a pretty empty life. They work, they go home, they hang out, they kill time. Even **they** know they're bored.

They think that, "If only I can get a girlfriend, then everything would be great."

For what it's worth, most **women** we've met also fit the same description. They're also bored most of the time, waiting and hoping for "Mr. Right" (or at least an interesting "Mr. Right Now") to come along and bring some excitement into their otherwise dull and drab lives.

They think that if only they could get a boyfriend, then everything would be great.

That results in a stand-off:

- α Shy men sitting around waiting for women to come into their lives to make it exciting, and
- α Shy women sitting around waiting for men to come into their lives to make it exciting

The easiest way to attract women into your life is for **you** to live an exciting life. You must first make your life exciting – and then women will want to share it with you.

It doesn't work the other way around. **First**, you bait the hook, and **then** the fish will nibble on it. Doing it in the right order does matter!

Assignment For Lesson Five

Let's start redesigning your life so that it's more interesting.

The exact details are up to you, of course. It will depend on your personality, temperament, where you live, what your tastes are, and so on. But we'll get you started in the right direction.

Do the following exercise **in writing**, either:

- α With pencil and paper, or
- α On your computer, whichever you prefer

But just doing the exercise **mentally** is not enough. Here's what we want you to think carefully about:

- α If there was no such thing as "women" and you could spend your life doing anything you wanted (given your current income level), how would you spend your free time?
- α If you got a promotion and a hefty raise at work, how would you use the extra money?
- α If you won the lottery, how would you use that extra money?
- α Where did you go on your last vacation and what did you do that was really interesting? (The "interesting" part was the part that you couldn't wait to tell all your friends about when you got back from vacation)
- α If you could travel anywhere **inside** the country where you now reside, where would you go and what would you do there?
- α If you could travel anywhere **outside** of the country where you now reside, where would you go and what would you do there?
- α What are your three greatest talents or skills?

Done now? Great! Let's move on.

The purpose of that exercise is to get you thinking **outside the box**. On most days, you spend your time thinking about bills and about how long till quitting time and other underwhelming topics. In other words, boring things. They don't inspire **you** and therefore they won't inspire women either.

The answer is to redesign your life so that it **is** exciting, even before you add women to the mix. Because **that's** the bait that will help you to attract women.

If you're having so much fun enjoying your life that you don't think constantly about women, more women will show up wanting to get to know you better.

Getting women works much like getting a bank loan -- the less you need one, the easier it is to get one. The less you need women, the more of them that will show up and make themselves available to you.

This is not intended to be a course on overall personal growth, although such courses can be an excellent investment for you to make in yourself.

There are, however, some basic techniques that will make your life (and therefore **you** personally) more interesting and thus more exciting. Here are some of the basic principles:

- α It's up to **you** to change your life -- others won't do it for you.
- α To change your life, you must (by definition) **CHANGE** your life ... "more of the same" will just get you more of the same.
- α Changing your life means **deleting** some old behaviors that **aren't** adding to your quality of life and **replacing** them with new behaviors that **will** add to your quality of life.

The best way to decide what old behaviors to delete is to zero in on what you do now "to kill time."

To quantify how you spend a typical day, keep track of your time and write down how much time you spend on each activity that day. Then go down that list and check off those activities that were mostly just time fillers and time killers. That's where you should be looking to trim.

Making The Most Of Your Time

What would be a better way to use the time freed up? The answer to that question will depend on your age, personal tastes, location, and so on. But here are some suggested areas for you to consider spending some of your time:

- α Physical activities
- α Intellectual activities
- α Artistic activities
- α Philanthropic activities

Pick out one activity from each category and get started. Here are some ideas on how to go about that process:

Physical Activities would include:

| | | | |
|--------------|-----------------|-----------------|-------------|
| Hiking | Swimming | Boating | Trekking |
| Golf | River rafting | Mountain biking | Tennis |
| Martial arts | Weight training | Aerobics | Team sports |

... and many others. These activities:

- α Get you out of the house
- α Enable you to meet new people (including females)
- α Improve your looks and mood
- α Give you a healthier glow
- α Boost your energy level
- α Help you sleep better, and so on

Nike had the right idea when they told you to "Just Do It!" in their advertisements.

Intellectual Activities can be done formally (through courses/classes) or informally (by reading or doing). Learning should be a lifelong process. Make a point to learn more about the topics that interest you.

If you do this through classes, you'll also get an opportunity to meet new people (some of whom will be female). You'll grow intellectually, and that alone will make you more attractive to potential partners.

Flip through the offerings of any nearby university or community college to get an idea of what's available.

One possibility you should already know about is acting and/or public speaking classes, which we've already mentioned in the **Communication Manual** to help you when talking to and listening to women. You can kill two birds with one stone by improving your speech delivery and body language **and** meeting interesting women in the bargain.

Artistic Activities cover a wide spectrum. Aside from the personal growth you'll get from mastering an art, women seem especially attracted to men who have artistic ability. You've heard of "groupies" -- they're legendary in the music business and show business.

But even amateur artists, writers, poets, sculptors and musicians can attract more female attention than their own looks and "suaveness" would otherwise warrant. Therefore, a good way to become more interesting to women is to "become an *artiste*."

Pick out an art form that appeals to you (such as portrait-drawing, playing the guitar, or cartooning) and take a course or two. Then practice.

In time you'll start to attract more female interest.

But if you turn out to be talent-deficient in a big way, take up photography. The camera will do the heavy lifting for you, and with a few courses, you can learn how to do portraits with a suitably artistic flair.

Now here's a news bulletin for you: Women are tremendously vain. Just observe a woman passing a mirror and see whether she looks at herself as she passes by.

She will. Every time.

And women love to see **pictures** of themselves, especially if the picture can make them look better than in real life. With photo software, even a rank amateur can learn to produce something reasonably artistic. And with a good knowledge of filtering and lighting and retouching, that's even easier to create.

Philanthropic Activities also cover a broad spectrum. Women by nature are "takers." They have to be, given their role as mothers.

One way for women to assuage their consciences about all the "taking" that they end up doing is to at least go through the motions of making the world a better place.

If you've watched beauty pageants (in which women vie for fame and fortune as a result of their having been born with cute butts, big eyes, and perhaps a penchant for plastic surgery), you'll have noticed that no contestant states her goal in life as being "To marry a rich old coot who'll die shortly thereafter and leave me a bundle."

Nope, they'll prattle on about how they "hope to solve world hunger." That sounds so much nicer as an aspiration, even if it's completely untrue.

You can cater to that female need by getting involved in a "Save The World" cause or activity. Environmental causes are great in that regard, as are drives to raise money to end hunger, movements to save local landmarks, and so on. The specific causes vary depending on where you live, but virtually every city will have groups of people (a large percentage of whom will be female) working on some "good cause."

Join them. The women in the group will think more of you because they'll assume that you're "not like other men" (translation = you care about something besides your penis). And working on a common cause will let them develop an interest in you, as people tend to like other people whom they see as being similar to themselves (it's another opportunity for you to demonstrate **Mirroring**).

As a bonus, you'll even be doing some good for your community as you're improving your chances for getting laid. Wow!

Dream Big!

In addition to adding an activity to your routine from each of those four categories, there's one more piece needed to complete the picture. And that's for you to "dream big."

Here's why that's so critical. Women evolved to prefer successful men. But by the time a man is wildly successful, there will be a long line of women competing for his attentions. In modern society, he'll often have a wife already (who will be expensive to shed) and probably also several girlfriends on the side.

As a result, women have learned to pick off promising targets even **before** the man makes it big. If she snoozes, she loses. So if a man seems to have some potential and if he has a plan and if he seems to be making efforts to improve his lot in life, that's worth a lot in the eyes of women.

In effect, men get credit for laying the right ground work, even if actual results will be far in the future (and not even certain to take place). In other words, you get credit for just **having** a vision, even if you haven't yet achieved that vision.

Your mother may have told you when you were small that, "The road to Hell is paved with good intentions." In other words, good intentions by themselves will count for nothing without actual results.

But there's a loophole for dating: You **can** get credit for good intentions.

Here's how to do it: Create a dream.

It can be entrepreneurial. Or it can be philanthropic. Personally, we've always liked to combine both goals into a single dream. We plan to:

- α Start a _____ company (fill in the name of a field that you know something about).
- α Grow the company.
- α Make great products.
- α Treat our employees fairly.
- α When it's grown larger and more profitable, channel part of those profits into a foundation to build schools in rural _____ (fill in the name of a poor country or a poor region of your own country that you've read about).
- α And so on.

There are an almost **infinite** number of combinations and permutations that you can come up with here. The key ingredients are:

- α That your dream venture will someday become financially successful
- α That you're planning to use a sizeable chunk of the profits to make the world a better place

By the way, **both** those ingredients (financial success **and** bettering the world) are absolutely necessary. That way, you'll appeal to women's greed (through the "financial success" part) while allowing them to delude themselves and others into believing that they've chosen you for altruistic reasons instead (because you'll be making the world a better place for the downtrodden).

That way, they can follow their biological imperative (to seek men who will be very successful in life) and still feel good about themselves (by pretending to others and to themselves that they love you for the goodness of your heart rather than mostly for the future thickness of your wallet).

And that will make it easier for them to decide that you're just the sort of man they should be bedding.

So create and write down your ideas for your dream (ensuring that it's something that will fit your own background, style, and abilities) and rehearse it enough times so that you can articulate it without hesitation and so that you can also answer probing questions about it.

Then when a woman asks you about your goals in life (a common question when a new woman is sizing you up as "dating and mating" material), you'll be ready to sketch out your "dream" for her. And the more **passionate** you are about that dream, the more attractive you'll be to women.

Just focus mostly on the good deeds you plan to do with your massive profits rather than seeming to get excited by the profits themselves (which are merely "a means to an end"). She'll take it from there.

By the way, there's nothing that says you can't have that dream **and** actually work toward making it a reality. You'll enjoy life more if you have large dreams to inspire you.

But just having the dream, even if it's just "on paper" so far, will still let you enjoy some of the female adulation ahead of time "on spec."

LESSON SIX

Adjust Your Focus

One of the better pieces of advice we've heard over the years is to:

- α Look to the past only to learn
- α Look to the future only to plan, and
- α Live in the present

Most men we've met over the years (and almost all the women) have it backwards. They dwell on the past, fantasize about the future, and mostly just kill time in the present.

You can do **nothing** to change the past. It was what it was.

That doesn't stop vast numbers of women (and quite a few men) from stewing about how someone had treated her (or him) years ago.

People continue to fume about such things as:

- α How their parents treated them
- α How their classmates treated them
- α Not making the team in school
- α Getting passed over for a promotion
- α Getting "downsized"
- α Getting mugged or burglarized
- α Members of the opposite sex who humiliated them
- α Members of the opposite sex who cheated on them
- α Members of the opposite sex who dumped them
- α Getting ripped off in divorce court
- α And numerous other past "injustices"

We'll wager that you can think of a dozen times in your own past where you were treated unfairly by others. Hey, that's just part of life.

We've seen people (women in particular) go round and round and round about some real or imagined slight from years or even **decades** earlier, almost as if they were wearing a rut into a carpet. Rather than being cathartic, it just made them all the more bitter as the negative memories became etched ever more deeply in their minds.

We're sure that you've seen people like this too. How happy are they? And how much do you enjoy being around them?

We'll guess that you find them tedious, boring, and draining to be around, even if they're women and therefore might go to bed with you some day (which of course is why you sit and listen to them whining about their tales of woe).

What a huge waste of time and tears! Just because someone caused you pain long ago, why let them also ruin your life today, tomorrow, and well into the future? They're not worth it. Let it go.

It's been said that, "The best revenge is living well." So go ahead, get even with those who have wronged you.

Start living well.

Is It Necessary To Forgive And Forget?

Those in the "helping professions" will usually tell you that you have to:

- α **Forgive** those who have wronged you (as a necessary step toward putting the incident behind you and moving forward with your life), and
- α **Forget** about the incident where you were wronged (to put final closure on the entire affair)

We see it a bit differently. We don't believe that you have to forgive (in the sense that what they'd done to you is now "okay"). And forgetting is pretty much impossible.

So personally, we don't forgive and we don't forget. Instead, we just let go. We learn from the past so that we don't make that same mistake again.

That's not to say that we strive to make **no** mistakes in the future, just that we don't want to **keep making** the same one over and over.

The only dumb mistakes are the ones you repeat.

Onward And Upward In the Future

As for the future, it's an excellent exercise to decide what you want to do with your life, and then design a future that inspires you.

There are a number of good "personal growth" courses available that can help you to do this however, so we won't replicate that process here.

Rather, we'd like to introduce you to four realities about the future:

- α The future is unknowable
- α Change is inevitable
- α Attention spans are decreasing
- α There are no guarantees

An Unknowable Future. Just think back to when you were younger: five years ago, ten years ago, fifteen years ago, or twenty years ago. Reflect for a moment on how much you thought you knew back then.

Now compare that with your perspective today. If you're like most people, the older you get, the more you know, and the more you realize what you **didn't** know before. That's the usual progression: Our "personal universe" expands dramatically with the passage of time.

Also reflect on the extent to which "chance" has played a role in getting you where you are today. Much of what you've experienced over the years could **not** have been predicted. Rather, you just "happened to be in the right place at the right time."

Our point is that there's only limited value in trying to plan your future in complete detail -- too many things will change.

We believe it's a far better strategy to decide on **where** you wish to end up, success-wise, and then:

- α Come up with a plan to take you in that direction
- α Take action on that plan
- α Evaluate what's working and what isn't
- α Modify your plan as required
- α And continue until you reach where you want to end up

Those are the key elements: **direction** and **movement**.

Contrast that with couples who are "in love" and have their entire futures mapped out. They're in for some major disappointments down the road.

You'll do far better in life if you leave some options open and adjust your focus if and when needed along the way.

Inevitable Change. Every day, you'll know everything you knew the day before, plus everything new that you learned today. Over time and with repetition, the things that were at one time engrossing become mundane and even boring.

And because your **expectations** are based on your own past experiences and by comparison with the experiences of others around you, they'll also change over time.

So it's virtually impossible to stay exactly the same over a long period of time. And if by some fluke you manage this feat, you'll be bored silly.

Humans need change. We thrive on change. Our lives would become uninteresting without it. If you grew up in a small town where nothing new ever seemed to happen, you'll know how stultifying that can get.

Too much change can of course become unsettling. But too little change also takes the fun out of life. So why fight it? Life presents both unexpected disappointments and unexpected opportunities.

And the former often pave the way for the latter. If you've ever been fired from a job (and then you got a much better one) or were dumped by a woman who broke your heart (and then you met a much better one), then you'll know exactly what we mean.

So rather than trying to force your sweetheart to stay the same, accept the fact that she **will** change with time. Maybe for the better, maybe for the worse, but that's what makes life interesting. Don't focus on keeping things the way they are now, because you won't be able to and you'll end up disappointed if you do try to make time stand still.

It's a much better strategy to focus on keeping things **interesting**.

Decreasing Attention Spans. As you may have noticed, we're now living in "the MTV generation."

There's been an explosion of new and exciting entertainment, product, and service choices made available that's never before existed in history.

In addition, the technology has gotten better -- just compare the sound quality of your CD collection to that of your parents' scratchy 45 rpm records.

Or compare the special effects in "Jurassic Park" to those from movies of several decades ago (such as "The Creature From The Black Lagoon"). They're as different as night and day.

And think about how many goods and services that twenty years ago did not even **exist** are now in the "must have" category (the Internet, cell phones, portable personal computers, MP3 files, and so on). Consider all the medical advances that have occurred just since you were born. And look at how the world around you has changed since you were a youngster.

We live in an era of rapid and profound change. As a result of this, our attention spans are much **shorter** than they were for our parents or our grandparents. Today, we all want instant gratification and we bore quickly.

Paralleling that explosion of options and that shrinking of attention spans is the **lessening of loyalty**. A couple of generations ago, it was the norm to work for one employer for your entire career.

Today, your employer would dump you at a moment's notice if he thought he could benefit from doing so. And you, in return, would feel no guilt about quitting your job in favor of a better paying job with one of your old employer's competitors.

Nothing personal ... that's just business.

But you knew all that. What most men don't know is that women **also** have much shorter attention spans in matters of the heart than ever before. And so do **you**, despite your protestations to the contrary.

As with corporate employment, the concept of two romantic parties being loyal to one another for life is fast disappearing.

- α If you hope to have the same sort of **career path** as your father or your grandfather, you'll be in for a rude awakening: The rules of the game have changed radically since then.
- α The same goes if you're hoping to have the same sort of **marriage** as your father or grandfather. You'll get blindsided there too, since customs and mores have changed radically in the last few decades.

Would it be nicer if companies were more loyal? Sure. But they're not. You'd best get used to it and just make the best of that reality. Otherwise, you'll only end up hurting your own chances for **economic** success.

And would it be nicer if men and women were more loyal to each other? Perhaps. But that's not reality, either. So you'd best get used to it and make the best of that reality also.

Otherwise, you'll only end up hurting your own chances for **romantic** success -- and since women will collectively be the biggest single investment you'll make during your lifetime -- your economic success as well.

Government And Gender Politics

Guarantees. There are no guarantees. In the old days before most governments closely regulated commerce, consumers had to look out for themselves.

The rule was **Caveat Emptor**: "Let the buyer beware."

Nowadays there are a great many consumer protections enshrined in law in most developed countries and **Caveat Emptor** applies much less often than it did several decades ago.

You can let your guard down a bit these days since the government is keeping an eye on your consumer interests (at least superficially). It's still a good idea to keep **both** eyes wide open of course, but nowadays you're "working with a net" and so there's much less downside risk.

But why does your government look out for you, the little guy? Because there are lots more of **you** than there are large, well-financed businesses -- and **you** get to vote.

Rather than being an act of kindness on the part of your elected officials, it's a matter of enlightened self-interest. They look out for the interests of voters for no other reason than to ensure their own job security.

Sure, they'll talk about "fairness" and all that sort of thing if it suits their purpose when they're out campaigning. But they actually do only what will get them re-elected.

- α If that involves doing something nice, that's great.
- α If it involves sticking it to someone with less political clout (translation = "fewer votes") in order to pander to the wishes of a larger voting block, so be it. Nothing personal ... that's just business.

That's why it can be such a shock to men who work hard, climb up the corporate ladder, and in time begin making some serious money ... only to find that their taxes have skyrocketed far faster than their income.

And yet they're getting nothing more in return for all those extra tax dollars!

In fact, they'll get back **less** because their current lofty income level will now disqualify them from consideration for most government benefits.

Why would their own government soak them? Because it can. Folks who earn above average incomes get charged disproportionately more than their fellow citizens because:

- α They have more income to take, and
- α They represent a voting minority and therefore cannot retaliate in the next election

The United States of America provides a good example of that practice. The more prosperous 49% of the public collectively pay about 95% of all personal income taxes while the less prosperous 51% of the public collectively pays only about 5% of all personal income taxes.

That's the magic political formula: Give the benefits to the 51% and send the bill to the other 49%. That's all it takes for politicians to get re-elected.

Now of course, this is **not** a program about politics or economics, but rather about teaching you to be more successful in your dating, mating, and relationship endeavors.

Here's the connection:

Women comprise about 52% of the eligible voters in modern democracies and men comprise only about 48% of the eligible voters. As such, we get governments run for the benefit of women. Granted, most actual politicians are male ... but they're just employees.

Those who have the power to hire and fire these "employees" are the ones who have the real power. And because the power to hire and fire resides in the majority and because **women** make up that majority, politicians regularly fall over themselves to favor women.

Politicians don't put it in those terms, of course ... the rhetoric is whatever will put their behavior in the best possible light. But if you've ever been sued for "sexual harassment" at your workplace or you've been to Divorce Court or Family Court, you (as a male) will have seen firsthand just how far the scales of justice have been tilted in the favor of the voting block that controls 52% of the votes and therefore calls the shots.

And that will be a punitively expensive lesson if you **do** have to learn it on your own through trial and error.

It greatly saddens us to see how many of our friends had to learn about this the hard way over the years. And **that's** one of the reasons why we urge you to exercise great caution vis-à-vis matrimony in particular and women in general.

The Guaranteed Danger of Marriage

We mentioned that "life has no guarantees," but that technically isn't true when it comes to matrimony. That lack of guarantee only applies to **you**, the male partner.

Your government has seen to it that the gender that has 52% of the vote does in fact have a guarantee. And it's an iron-clad, "no fault" guarantee.

By marrying, in effect you're guaranteeing that:

- α You'll never tire of your mate
- α Your mate will never tire of you

That guarantee is absolute. It matters not one whit:

- α How she treats you in the future
- α How she changes in the future
- α If you treat her grandly but she dumps you

- α If she entered the marriage fraudulently, never having loved you and having done it solely to get a windfall later

That's not much of a deal for you, since government rules allow her to get paid no matter what. That kind of incentive will work very much **against** you no matter how good your initial intentions. After all, in life you "get what you pay for" ... and the rules are rigged to pay women rather handsomely (and on a tax-free basis) to leave you.

But if you're like many men, the idea of marriage may hold some appeal to you anyway because you assume it means that you'll get regular sex (which, to a horny guy who doesn't get laid often, can sound pretty good).

However, we've got bad news for you if that's the case: Your wife has no obligation to have sex after marriage. And you can be charged with rape if you persist -- not quite what you had in mind, we'll wager.

So what do you get in return for marrying?

- α If you're a female, you get all rights but no obligations
- α If you're a male, you get all obligations and no rights

That could hardly be considered fair, but that's how the math works. That's what keeps politicians getting elected: 52% is a bigger number than 48%. Politicians may have many faults, but being unable to count is not one of them.

Since your government will **not** protect you and will in fact conspire against you in matters of the heart, you'd best be very careful. You're working without a net.

You're on your own and it's a jungle out there. So keep your guard up and be very wary of making a one-way guarantee where it's **you** who'll have all obligations but no rights.

Where marriage is concerned, our favorite motto is: "Just say no."

That doesn't mean **you** have to do the same, but walk into any potentially matrimonial situation with your eyes wide open as to the legal and financial risks.

And keep your options open too. Realize that all things change over time. Know that there are no guarantees unless it's you who's making them. And head in a direction that inspires you while living each day to the fullest.

Assignment For Lesson Six

Your first task in this **Lesson** is to exorcise old demons.

If you're like most men, there will have been one or two (or ten or fifty) women in your past who have treated you shabbily.

- α They used you
- α They cost you a bundle, both in time spent and money spent
- α They whined and complained
- α They got “headaches at bedtime”
- α They belittled you
- α They cheated on you
- α And they dumped you, even though they had previously pledged their undying love

Sound familiar? Join the club. Romance often turns out that way, especially if you don’t know what you’re doing.

Here’s what we’d like you to do:

1. First, take out a sheet of paper (or use your word processing program).
2. Write down the names of up to three women who treated you in an especially shabby manner, romantically speaking. If there were many, pick the ones who treated you the worst.

If you’re having trouble deciding which ones belong the most on this list, just choose the women whom you’re having the most difficulty getting over.

3. After each name, write down all the bad things that particular woman did to you. Don’t make it encyclopedia-length, just do it in bullet-point outline style.

If you saw her today and “gave her a piece of your mind” exactly what would you be complaining about?

If you’re like most other men, her “litany of sins” will encompass issues such as:

- α Her dishonesty
- α Her betrayal of your trust
- α Her lack of trust in you
- α Her lack of appreciation
- α Her infidelity with other men
- α Her having not given you nearly as much sex as you needed
- α Her smothering you
- α Her insane jealousy
- α And perhaps some spending issues (as in “You spent a lot on her but got little value in return”)

Did we describe your ex-girlfriends pretty well?

That's the natural progression of most relationships, which is how we were able to describe **your** past problems quite accurately. You can try to fight reality, but you'll just keep feeling miserable.

Fighting reality will also make it harder for you to find new women. After all, are **you** attracted to women who are miserable? We thought not. It's no different for women ... they prefer upbeat emotionally strong men who have it all together.

Sure, women have dumped on you in the past. Join the club.

4. Now, go back over each of those bullet points for each of the women on your list. Next to each "sin" write down what **you** did that allowed it to happen.

Why? Because that's the **only** thing you can change going forward: What you do to prevent or respond to that type of behavior in the women you date.

For example, each woman on your list will almost certainly have a bullet point describing her inability to be truthful with you.

Unfortunately, that's normal **dating** behavior and normal **female** behavior.

What caused you trouble was your **expectations** regarding women. In effect, women are whatever way women are, but you expected them to be something more noble.

Rather than rehash your present difficulties regarding female honesty, suppose instead that you **did** understand that all women are prone to lie in dating situations.

You would then judge women based on **how they treat you** when they're with you. That's all you can really know anyway.

- α If they treat you well, keep them.
- α If they treat you badly, dump them.

That's how you decide whether you have a well-made car, for example. If it keeps breaking down on you, it flunks the test. If it runs well all the time, it passes the test.

You know better than to take the car manufacturer's advertising at face value because you know they'll advertise that it's a great car that's well made. They have an ulterior motive to get your cash and so you'll discount all their advertising **Puffing** accordingly.

To do otherwise would be unwise, but while men are usually very good at applying this basic common sense to cars, they're often hopeless when applying it to women.

But the men who are most successful with women do understand this concept.

They discount the “advertising” women do and make their decisions based on actual performance. **Alpha Males** expect women to be women and thus they’re not disappointed when women **do** behave like women.

The same sorts of observations will apply to pretty much every bullet point in your litany. Either:

- α You **allowed** the woman to mistreat you (rather than dumping her on the spot), or
- α You **expected** her to be something that women are not

Both of those are tendencies that you can change going forward. In so doing, you’ll have learned from the past and you’ll improve your results in the present and future.

But what about the bitterness you might still feel at women who mistreated you? It might be nice to contemplate getting revenge somehow, but that could possibly land you in prison.

No woman is worth going to prison for.

How To Let Go Of Bad Experiences With Women

Instead of giving in to your understandable urge to exact revenge, we have a more practical technique that we’ve found useful. We call it our **Ghost of Christmas Future** technique.

It can not only help to soften your bitterness over past mistreatment, it also gives you the perspective to **not** mortgage your future foolishly just because someone currently or formerly special is rocking your world at this moment in time.

When someone has dumped you when you’re at the height of your passion for her, you remember her at her best. She’s youthful and in her physical prime. And -- like a good fishing tale where “the one that got away” grows with each re-telling -- so do our romantic memories about “the ones who got away.”

When we have someone in our arms who’s at her zenith and for whom we feel maximum passion, we dearly want those peak sensations to last forever.

- α We want that badly enough that we’ll convince ourselves that “this one is different.”
- α We’ll convince ourselves that we’ve finally found “the one.”
- α And we may sign up for the whole package deal because we’ve convinced ourselves that everything will stay the same in the future.

But of course things **won't** stay the same. They never do. The reality is that what you saw **then** (if a woman has since dumped you) or what you're seeing **now** (if a woman currently has you in the palm of her hand) is the **best** that that particular woman will ever be.

The years will be unkind to her. And that's why it's helpful for you to glimpse the future.

You can't do it directly, of course ... but you can do it indirectly.

As American baseball legend Yogi Berra once noted, "You can observe quite a lot just by watching."

All you need to do to see how past or present lovers will be in ten, twenty, or thirty years is to look at other women who are ten, twenty or thirty years older than the lover under review. They'll be your **Ghosts of Christmas Future**.

Since shopping is women's favorite pastime, the best place for you to sample the future is by spending some time at your neighborhood mall. The bigger the mall, the greater the number and variety of women it will attract.

Pull up a seat somewhere near the escalators or a similar high-traffic area. Nurse a soda and watch every woman who walks by, paying special attention to women who are ten or twenty or thirty years older than the one you're trying to forget (or who are ten or twenty or thirty years older than the woman you're dating now).

If those women are with a man, take a good look at **him** too because someday, that would have been **you** had you stayed together.

Here's what to focus on:

- α Does she seem happy?
- α How sexually appealing is she now?
- α Would you give half (or more) of your future income to be with her?
- α If she's with a man, do they seem as if they've been together a while?
- α Does the man seem happy?

With a little practice, you'll find that it's remarkably easy to guess:

- α Whether the couple is married or just dating
- α How long the couple has been together
- α How often the couple has sex (lots, some, or very little)
- α Who wears the pants in the family
- α How bored the woman feels
- α How "trapped" the man feels

The usual result of an exercise like this is relief:

- α Relief that you're not tied down to the woman you're watching, and
- α Relief that the man with her isn't **you**

Why will it be a relief? Certainly her looks will go downhill as she ages. By itself, that's not necessarily a problem since yours will go downhill too (although not nearly as quickly).

Vanishing Looks

So assuming that she keeps a good attitude (if she had one to start with, that is), a deterioration in looks will rarely be a deal-breaker.

But talk to any man ten or twenty or thirty years older than you are and ask him what age of woman he fantasizes about. It won't be women who are his own age.

For that matter, if you hear about some man who's rich, famous, and successful taking a "trophy wife," how old would you assume her to be, relative to his own age?

The typical woman we've seen described as a trophy wife is usually not more than half his age. Did you ever hear of a new wife being described as a trophy wife who was older than the man marrying her?

Neither have we. Coincidence? We think not.

Men have been programmed by nature to prefer women who are just reaching their peak fertility years and that means younger women rather than women approaching (or past) menopause.

But enough about looks.

Worsening Attitude

The real deal-breaker about women ten or twenty or thirty years older is the phrase "assuming that she keeps a good attitude." That's what we want you to pay particular attention to as you observe women at the mall. You'll see many with **toxic** attitudes.

They aren't happy and -- if they have a man with them -- you'll instantly recognize that he sure isn't happy either.

He'll have a weary gait and a vacuous look in his eyes. He'll drag his feet along as if he had a literal "ball and chain" attached to one leg. He'll also have a figurative "ball and chain" attached to him at the wallet.

In his heart, he'll know he made a huge mistake. And if you pass a couple like this someday while you have a pretty young lady walking hand-in-hand with you, check out the look that both the woman and the man give you. From the woman, you'll get a look of disgust, of course.

But the look from the man will be far more telling. His facial expression will be saying, "If only I could do it all over again ..."

Just think -- that could have been you. And someday it **might** be you, if you let it happen.

Be careful what you wish for because you might just get it.

Part B: Initial Preparation

LESSON SEVEN: Reading Women Skillfully

One of the quirks of women is that they're rarely direct. They seldom come right out and say what they mean. And that confuses many men.

But we often have trouble reading women even when they are being more obvious.

You've all had a friend at some point who tries to hit on a woman only to have her turn him down icily. Then he strolls back to you and confidently tells you that, "I think she likes me."

You and the rest of the guys will exchange some puzzled looks, as if to say, "He can't be that naïve."

But guess what? Men can be -- and often are -- "that naïve."

The reason for that naiveté is that we assume that other people think and act the same as we do. Most of the time, that's a reasonable assumption.

But not where gender is concerned. Women do many things differently than men, especially when communicating with the opposite sex.

- α Men are direct
- α Women are indirect
- α And women are far better at acting than most men are

There are four reasons why men have difficulty reading the signals that women send us.

1. We've already touched on the first reason: They're different from us.
2. A second reason is our own wishful thinking. In the example of your buddy who inanely announced, "I think she likes me," nothing in the woman's facial expression supported such an interpretation. But your friend really **wanted** it to be true, so much so that he convinced himself that perhaps it **was** true ("I hope, I hope, I hope!").
3. A third reason we don't read women well is our fear of offending a woman and thus jeopardizing our chances for possibly sleeping with her. So even when she says one thing while her expression says another, we sense that disconnect but we intentionally avoid "noticing" that she's not speaking honestly.

4. And a fourth reason is that most men just haven't had very much experience reading women at all. We're too distracted figuring out how we can get into their pants to devote much time or attention to learning how to decipher their expressions.

But it's easier to do than you might think. You already started practicing the art of reading women in the assignment from **Lesson Six**.

For example, how did you determine whether a woman looked happy? It was quite simple: You looked at her facial expression and her body language.

- α Was she smiling?
- α Was her brow furled?
- α Were her teeth clenched?
- α Was she gliding along or stomping along?
- α Was her posture slumped or upright?
- α You figured out instantly whether or not she was happy.

See how easy that was? As long as you make a conscious effort to read a woman and you're not totally distracted by the possibility of the two of you perhaps ending up in bed some time, it's often not hard at all.

To hone your reading skills, therefore, the trick is to practice on women about whom you're not distracted by sexual strategizing. One place to do this is at the mall, as you've already tried.

But at the mall, you're working from some distance away (and therefore you can miss many subtleties that you would see up close in a real girlfriend). Also, you can only stare so intently at the women in a mall before they start reporting you to Security.

Fortunately, there's a very simple solution. One of the best ways to learn how to read women's expressions and body language is by watching television.

A high percentage of newscasters are women, a high percentage of news stories are about women, music videos feature lots of women, and most TV dramas, **Soap Operas**, sit-coms, and movies are replete with women.

You can spend hours studying how to read women and not one will even know you're doing it.

Assignment For Lesson Seven

The next time you turn on your television, spend some time looking at a variety of different shows: drama, **Soap Operas**, sit-coms, TV movies, the news, music videos, infomercials, fashion programs, and any other show that looks interesting.

The trick is to turn the sound all the way down so that you hear nothing. Then you can focus on presentation, facial expressions, body language, and gestures.

In particular, notice the difference between how males come across and how females come across.

Pay special attention to the following:

- α Wardrobe
- α Makeup
- α Hairstyle
- α Smiling
- α Seduction
- α Emotion
- α Overacting

With a little practice, you should be able to infer a great deal about what's going on in the program despite the sound being off. Let's consider some of the things we've found when doing this exercise.

Whom Do Women Really Dress For?

In the real world, one's choice of clothing can give important clues as to one's temperament and current mood. In addition, most of us choose our wardrobe to make a statement about ourselves.

What sort of statement do we attempt to make? Many men that you'll see on TV programs "dress for success." They often wear a suit and tie or are otherwise expensively attired -- especially if in a white-collar position.

Women, on the other hand, dress with considerably more variety from one woman to the next. More than half the world's population has a female body, so women must try to differentiate their look in an effort to be perceived by men as being "unique." In that way, she hopes to command **Brand Name** pricing rather than **Commodity** pricing.

But women's wardrobes go beyond just being different from that of the other women on the set.

On many shows, women's wardrobes are a **lot** more revealing than the men's wardrobes. Women are:

- α More apt to wear their collars open to display some cleavage
- α More apt to show some leg, in contrast to men who usually wear long pants that completely cover their legs

- α More apt to wear tight clothing that will accentuate the shape of their bodies

In other words, many women dress specifically to appeal to your **Prurient Interest**. They're trading on their sex appeal. You'll see it on TV and you'll see it in the malls.

Of course, women will deny it **vehemently** if you were to call them on it. Women wearing clothes that are blatantly sexual will insist that they "dress for other women and not for men" and that they aren't trying to look "sexy" ... merely "stylish."

Another flimsy excuse we've heard is that those skin-tight, neon-colored spandex outfits that appear to be painted onto their bodies are "more comfortable" and "not as hot" when they're working out.

Yeah, right!

So the next time that a woman takes you to task for ogling her, take **her** to task for dressing to elicit it (unless you work together, in which case you'll have to bite your tongue so that you can keep your paycheck).

Ask her which is the greater sin: to be the addict or to be the pusher?

You may also have noted that some women wear unusually short skirts -- but then need twenty or thirty seconds and about twelve hand movements just to sit down, so that there's zero chance of anything showing.

We always get a kick out of watching women like this, and here's the lesson we've learned: Such women tend to be major prick teasers. They're good for the occasional chuckle (in an anthropological way) but give them a pass, dating-wise. Your wallet and self-esteem will thank you for it.

The Mysteries Of Make-Up

On television, almost everyone wears makeup except for the occasional "man on the street" interview during news programs.

But if you look at men on TV, you'll be unable to detect the makeup 99% of the time. It's subtle and it's done only to make the men look more natural under the bright lights and harsh glare of the TV camera.

Women on TV, however, wear considerably **more** makeup. Look for it as you study women's faces on TV.

It will range from barely noticeable (on a few women) to noticeable (on many women) to looking like it had been applied with a spatula (on some women). In other words, it's considerably **less** subtle than the makeup used on men.

Of course, you'll see the same thing when you study women at the mall. Many women slather on the makeup without even a hint of subtlety. Why?

They can't really believe that no one notices, certainly not when it looks like it was applied with a paint gun. So clearly they must assume that it makes such a huge improvement to their looks that it's okay even if it's easy to spot. In those female minds, "obvious" is apparently not as bad as "haggard."

Make-up effects also seem to be done to permit women to exaggerate their facial expressions for dramatic effect in the same way that circus clowns wear oversized smiles that are painted on.

When trying to accurately read women's expressions, the lesson here for you is that women make it **easy** for you to see the expression and the image that they **want** to convey.

Hairstyle Differences Between the Sexes

Men's hairstyles on TV tend to be fairly pedestrian.

They may be bald or perhaps they've shaved their heads. Their hair may be closely cut or it may be a bit longer and blow-dried. They might have a moustache or a beard. Whatever the arrangement, it will be fairly bland and similar to how many of the other men on the set also wear their hair.

The two main exceptions are when a man wears an obvious toupee or is mostly bald on top but combs several very long strands of hair from one side of his head all the way over the top to the other ear (in the apparent hope that this will fool people into thinking he's not bald on top).

Either of these two variants will generally get a negative comment from both men and women for "looking ridiculous."

The result for most men is that their hair doesn't make much of a statement about them. More likely, their choice of hairstyle is dictated by what's possible (men with very stiff hair normally wear it very short to keep their heads from looking like a porcupine, for example).

And once they settle on a particular hairstyle, men seldom change it in the decades that follow (until baldness sets in).

With women, it's a very different story. There are numerous ways for a woman to wear her hair, from extremely short all the way to extremely long. And there are many ways for her to sculpt that hairdo into exotic shapes thanks to the holding power of modern hairspray. She can also augment that hairstyle with pieces of jewelry such as earrings and perhaps a necklace or a locket.

Together, all these things comprise a big part of her look.

And unlike men, a woman's choice of hairstyle **does** make a statement about her. It's the part of her body that's the most susceptible to fiddling and to customizing.

Let's start with the obvious: women who have very long hair. From the standpoint of hair care, long hair is a hassle for women. It takes a lot of work (and shampoo) to wash it and it takes a long time to dry. It's also prone to going airborne on windy days, to getting caught in zippers, and to developing split ends.

As a result, a woman would not go through all the hassle of growing and keeping her hair very long unless she had a very good reason to do so.

And what **is** that "very good reason" you ask? To attract men, that's what!

Many men (including your authors) are very much attracted to very long hair on women. It catches our eye immediately and stimulates our libido quite effectively.

Therefore, you can safely conclude that a woman with very long hair is interested in getting plenty of male attention. (Maybe not from **you** specifically, but you'll have to research that aspect on a case-by-case basis).

She may coyly deny it, but there's no other reason for any woman to put up with the hassle of having very long hair.

We personally consider such women to be hot prospects. But for the same reason, they attract a lot of competing suitors. If you're just starting out, they can be tougher to land.

However, once you get better at picking up women, they can make very enjoyable catches.

Now consider the other extreme: women with very short hair. By "very short," we don't mean shoulder length -- we mean short like a boy's haircut. With hair that short, care and upkeep is a breeze. A quick wash and it's ready. No fussing is needed.

But you already know that from personal experience, right?

However, many men (again including your authors) are not attracted to very short hair on women. We've never been sexually attracted to young boys and therefore girls who look like young boys do nothing for us down below. It catches our eye immediately in the same way that an especially grisly traffic accident might, but it can be a real turn-off.

That's not to say that such women can't find men. Many men are desperate enough for sex that they'll overlook **any** hairstyle if they think they might have a chance to get into her pants.

But we'll bypass such women, because in our experience women with extremely short hair tend to be **much** less eager to please their man than women with longer hair (on average). No thanks.

We've also observed that some women who wear extremely short hair will attempt to demonstrate that they're not little boys by also wearing huge earrings -- we've seen some that could pass for hubcaps on a car.

We've found from our experience that this is **also** a look that offers a very low rate of return, romantically.

Perhaps not so coincidentally, this happens to be a look that's very common on older women who have been married for quite some time (or perhaps divorced) and who have lost any interest they might once have had in sexually pleasing their (or any) man. We'll pass such women by.

Interestingly (unless it happens to you), we've had a number of buddies over the years who dated women with very long hair and eventually got married to those women. But within the first year of marriage, most of those wives cut their hair short (telling him that long hair was too much hassle).

The husbands were not at all amused, but it was too late as they'd already signed on the dotted line and would have to buy their freedom if they wished to leave. They were victims of the old **Bait And Switch. Caveat Emptor.**

It's All In The Smile

One striking difference between men and women that you'll discover during this assignment is that women smile much more often than men do.

Does this mean that women are happier than men? Not at all -- on average, far more women than men are depressed.

So why all the smiles? They're acting.

Women have learned that men like seeing women smile (and rightly so, because it's a lot more fun than watching a woman fume).

And so they smile whenever they're **Prospecting** (and that means almost anytime they're in public view). It doesn't always come from the heart, of course ... it will be the sort of "toothpaste commercial" smiles that you'll see on the faces of beauty contestant losers as they congratulate the winner (whom they likely hate with a passion).

In other words, smiles are just another form of **Puffing**. As with the happy-looking "consumers" in TV and print ads, female smiles represent their attempt to manipulate you into choosing their "product" rather than one from their competitors.

The lesson for you is to not place great importance on how much a woman smiles. Those frequently flashed and oversized "plastic smiles" are the female version of a **Game Face**.

However, any frowns that you see on a woman are usually genuine. So while smiles from women can mean either "I want you" or "I'm using you," an angry, icy stare usually **does** mean what you think it means.

Seduction & Emotions On TV

Although many TV programs are romance-free, certain types of TV shows (especially **Soap Operas**) can be an excellent education as to what sorts of behavior attract and hold a woman's interest.

Soap Operas (as well as so-called **Romance Novels** and **Chick Flicks**) can be considered "porn for women" as they're all designed to stimulate women's libidos. Watch a few and you'll see what we mean.

One thing to observe here is how the women act around a new man in whom they're interested. They may act nervous, even geeky. And watch how the men who get the women interested act. They're often "lovable rogues" ... a bit cocky, a bit naughty, a bit edgy.

Another difference you'll see between males and females on TV (especially in **Soap Operas**) is that the women tend to behave much more emotionally.

They often seem to flit from one crisis to the next in rapid succession, with even the most minor of situations being blown up into a major problem. At the same time, the men will usually be the stabilizing influences for a while ... but then the women will pick and pick and pick until the men finally lose their tempers and storm out. (Much like in real life, we might add.)

In many ways, watching women this way is similar to watching young children who haven't yet learned to control their emotions. Occasional tantrums are part of the mix.

The lesson for you here is to understand that women need and thrive on frequent histrionics and, once "the honeymoon" has passed, that's what you can expect from time to time. And in this case, we use "honeymoon" to mean the first thirty calendar days after you get together (horizontally) with a new woman. During that time, she may be on her best behavior and all "love-dovey" toward you. But generally by the end of your first month or so as a couple, you'll have had your first major fight.

If you're upset by this prospect, then you'll not enjoy being in long-term relationships. It comes with the territory.

B-Movie Acting

In the movie business, there's a category of film that's usually referred to as "**B**" **Movies** (as in "really Bad").

They're usually (but not always) low-budget and are often devoid of big-name stars. They may also be light on plot and very thin on quality dialogue. Some are very hard to sit through -- they're so lame that you can't endure more than a few minutes of the film.

The part we find most notable about **"B" Movies** is the level of overacting. We won't mention any names (lest we offend) but we suspect you've seen a few that qualify.

One of the things you'll notice if you watch TV dramas, sit-coms, movies, or **Soap Operas** with the sound off is the amount of over-acting there also, especially by the actresses.

Their facial expressions, gestures and posture will be exaggerated by a factor of about three. Subtle, they aren't.

Women do the same in real life. Just as they "over-smile", they also "over-act." It's another part of their **Game Face**. The lesson for you there is to **not** take women's expressions and emotional outbursts at full face value.

Make a mental downward adjustment as to the seriousness of the moment when you're confronted with histrionics, because a good part of what you'll see will be bluster.

Conclusion

The bottom line from watching the women on TV (and at the mall, for that matter) is that you'll soon learn there's a high correlation between a woman's appearance and her personality.

Often she gives away a lot more than she intends, so learn to read a woman's "look" this way and you'll get many valuable clues and therefore fewer "false positives" that result in rejections.

We'll expand on this concept in the next **Lesson**.

LESSON EIGHT: Walking The Walk

If you're like most men, you follow some team sports.

- α Rugby?
- α Baseball?
- α Football?
- α Basketball?

But whatever your favorite team sport, we'll wager that if you turned off the sound on your TV and didn't know the final score, you'd **still** know which team finished on top just by watching each side walk off the field.

Try it the next time you happen to walk in just after a game has ended: Your guess will be correct 100% of the time. It's incredibly easy to differentiate between a winner and a loser with a single two-second glance.

So how do you know which team had won and which team had lost?

- α The players on the winning side will be sporting big smiles
- α They'll be talking in an animated manner
- α They'll be joking
- α They'll be confident to the point of having a bit of swagger in their step
- α They'll give each other "high fives" and perhaps hold up an index finger toward the TV camera to signify that "We're #1!"
- α They'll exude energy
- α Their testosterone levels will in fact have risen due to their having won that victory

They're winners. They **know** they're winners. And they'll walk off the field the way that winners walk.

Contrast that to the players on the losing side.

- α There'll be no spring in their step. On the contrary, they'll drag their feet along as if they were wearing concrete shoes
- α They'll be silent, somber, and looking down at the ground to avoid eye contact
- α They'll be wearing a hang-dog expression
- α Their posture will be slumped and they'll show no energy or enthusiasm

They were defeated. They **know** they were defeated. And they'll walk off the field the way that the losers walk.

You can recognize a losing player instantly. And where else have you seen that same set of "loss markers"?

During your mall assignment in **Lesson Six** with the **Ghost of Christmas Future** technique. The losing players on your favorite team sport carried themselves off the playing field very similarly to the way the men at the mall who had demanding wives in tow carried themselves across the mall.

You've already seen how losers walk, both at the mall and on the playing field. And you've seen how winners carry themselves after a big game.

In this chapter, we'll focus on "how successful men carry themselves" as that's the type of posture and walk that you'll want to emulate.

Assignment For Lesson Eight

In **Lesson Six**, you spent time at the mall observing how women age (i.e. rather badly) and how unhappy their long-term mates seemed to be in many of those relationships.

And you probably offered a silent prayer of thanks that it wasn't **you** wearing that ball and chain.

We'd like you to return to the mall for some further "people watching" research. And this time, we want you to focus mostly on the **men** you see walking by. Therefore, do this exercise on a weekend when there will be quite a few men present.

For each man that walks by, categorize him as a "winner" or "loser" based solely on his posture and the way he walks. What we mean here by "winner" is:

"Does he do well with the ladies or poorly with the ladies?"

Your results here will fall a bit short of 100% accuracy, because some men have perfected a "shy act" that fools women (and so you'd be amazed if you saw how much action they get, since they really aren't shy at all). But it is a very useful exercise ... we think you'll find it very educational.

You'll do best when rating individual men walking by with their sweethearts or wives in tow. You'll enjoy 100% accuracy in predicting how they do with women because you'll see them with the level of woman that they were able to attract.

You can learn the most from men like this. Just mentally divide the men who wander by with accompanying women into one of three categories:

- α I wouldn't sleep with his lady even you paid me a lot of money
- α His lady is okay, but she's not one I'd fantasize about
- α I'd give my best friend's left nut to sleep with her!

Now, make a mental note about how the men in each of the three groups carry themselves and how (on average) each group of men differs on that score.

Some Traits To Watch For

There are any number of ways that they might differ, so be creative and notice even very subtle differences. For example, consider their respective placement:

- α Does the man walk a step or two ahead?
- α Does the man walk a step or two behind?
- α Do the man and his female partner walk side-by-side?

The traditional "gentleman" (translation = "nice man" = **Wuss**) of yore was supposed to follow the philosophy of "Ladies first." So if you see a man walk behind the woman he's with, that's a pretty good indication that he's been ... shall we say ... neutered.

In **Lesson Six** when you were observing men wearing a figurative ball and chain, where were most of them walking? That's right: **behind** the woman. As they say in the agribusiness world, "They've been domesticated."

Suppose the man walks ahead of his mate? We've found that this is **also** a marker for a less-than-fulfilling relationship. The man still has his testicles, or he'd be walking behind like a puppy dog following her everywhere she goes.

But he's not that happy anymore about being with her. Notice how little they interact. They're held together more by **Inertia** than by passion.

In the healthiest relationships, you'll see the couple walking side-by-side or with the man slightly ahead (but holding hands with his lady). Not all such relationships are happy, of course, but the odds are a lot better for couples who do walk together this way.

If they're walking together, how much distance separates them?

- α The farther they're apart, the less enthused they are with each other
- α If they're touching, that usually means things are going better than had there been no physical contact between them

Here's another clue about the state of their relationship: What is each of them carrying?

- α Maybe nothing, if they just got there
- α Maybe numerous bags and packages if they've been there for quite a while and had a lot of shopping to do

But if the man is carrying **all** the packages while the woman is carrying **none** of the packages, that tells you that she sees him as a servant (or a slave). He's being used as her "beast of burden."

And if he's carrying her purse, that's a **major** red flag. He's been totally broken. That tells you:

- α That he's surrendered his gonads
- α That she has zero respect for him as a man

As bad relationships go, that one's a serious contender.

For purposes of this assignment, notice how the men who seem to have the sort of relationships you would **not** want are walking. Then contrast that with how the men who have the sort of relationships you **might** want are walking.

Of the two, which walks more like the way **you** walk? If it's the men who have the best babes, congratulations. If it's the men with the figurative ball and chain, you now have better role models to emulate.

The same exercise can be done when unattached men wander by. Try to guess how well each such man does with women. And notice exactly what it is about their look, expression, and way of walking that causes you to draw that conclusion.

This is how you identify the **Winner's Walk** in real life situations, and it will be easier than you might think to make high-probability guesses using this marker.

Just imagine if you would like to spend time with that guy. Not sexually, of course ... but to hang out with at a sports bar or the like.

If even **you** wouldn't want to spend time with a particular guy who walks by (because he looks boring or totally un-cool or like yesterday's news), then that's a pretty good indication that a **woman** wouldn't want to either.

Focus on what turns you off about the way apparent losers walk. We'll guess that:

- α They drag rather than lift their feet while walking
- α They look mostly downward and avoid eye contact
- α They walk more slowly, as if they have nowhere to go
- α They're a bit slumped over, as if they're carrying a heavy burden
- α Their forehead muscles are tightened with worry
- α Their mouths wear a sad frown

- α They swing their arms little or not at all (they have no energy)
- α Their breathing is shallow (as if they're tense)
- α They look like they feel miserable

In other words, they looked a lot like the members of the **losing** side the last time you watched a team sport.

At the same time, the apparent winners who walked probably exhibited most of the following characteristics:

- α They had a bit of "spring" to their step while walking
- α They looked forward and side-to-side while walking
- α They made eye contact occasionally, especially when passing a cute girl
- α They walked with purpose (as if they have a destination)
- α They walked with an erect posture
- α Their forehead muscles were relaxed and unworried
- α They wore a calm facial expression
- α They had a bit more swing to their arms while walking
- α Their breathing was relaxed and normal
- α They looked like they felt confident and satisfied with life

Changing Your Own Walk

The hardest part to this exercise is not so much reading the other people you observe. Rather, the real challenge is to know how you personally compare to the different groupings we discussed.

Most of us don't know what we look like when we walk around. Not only can we not see ourselves, but also we tend to cruise around on **Automatic Pilot**. We move without thinking about all the little nuances you've just been studying in others.

The best way to remedy that problem is to have a friend film you while you walk around. That's the way that professional athletes critique and improve on their own performance: by studying game films.

That's not foolproof, of course, since you'll know you're being observed and therefore you'll likely give a better-than-typical performance. But even then, you'll be surprised how many little nuances you notice of which you'd previously been unaware.

After video, the next best remedy is to perform these exercises with a friend and then take turns critiquing each other in the same way that you critiqued other men passing by.

If a particular passer-by is very similar in his walking style to one of you, the other can point out that similarity. This way, you can't see yourself walking but you can see someone similar walking.

Absent either of those two remedies, the next best approach is for you to consciously emulate the walks of "successful" men and to consciously try to avoid mannerisms of the "unsuccessful" men you've been observing.

If done diligently, having a **Winner's Walk** can in time become second nature to you. It just takes focus plus practice.

There's one more lesson to learn about your posture and walking style. The "loser" walking styles that you've observed resulted from the fact that those men felt unhappy, trapped, undesirable, worthless, and impotent ... and those feelings showed through in the way they walked.

In other words, what one is feeling is reflected in the way one stands and walks. The good news is that this concept works in **both** directions.

The way you feel in turn affects the way you stand and walk, but the way you stand and walk in turn also affects your feelings.

Emulating a winner's stance and walk will in turn make you feel more like a winner. Don't believe us? Just try it and you'll see what we mean.

Keep practicing and the two effects will reinforce each other.

- α The more you **walk** like a winner, the more you'll **feel** like a winner
- α The more you **feel** like a winner, the more it will become second-nature for you to walk like a winner

Or as one popular cliché suggests: "Fake it till you make it."

LESSON NINE:

Packaging And Presentation

Have you ever heard plain, portly or homely women complaining about the fact that so few men seem to appreciate women for their “inner beauty”?

You’ve probably had the same beef if you’re a typical shy guy: You’re kind, gentle, giving, don’t ask for much in return, don’t drink, work hard, and so on.

But women always seem to pass you by in favor of “lesser specimens” such as:

- α “Pretty boys” with a double-digit IQ
- α Smooth-talking liars who take full advantage of women’s gullibility
- α Shady guys who are long on money but short on personal ethics

“Why can’t women appreciate us for our inner character?” you might ask.

That one’s easy: because they weren’t **designed** that way.

Perhaps it would be nice if women had been designed to ignore our outer packaging and focus on our inner character instead. It might be nice for women if men had been designed to ignore **their** outer packaging and to instead focus on **their** inner beauty (whatever that means).

But wishing won’t make it so. It’s a far better strategy in life to play the hand you’ve been dealt than to curse the dealer. The former tactic is a lot more likely to make you happy and successful.

Packaging Is Almost Everything

The next time you’re at the mall people-watching or shopping, wander through some of the stores and examine how the merchandise is packaged.

The goods you’ll see won’t have been chucked into any old box that happened to be lying around. Instead, the packaging will have been designed by teams of highly-paid experts who make their living by studying how various packaging alternatives affect consumer buying behavior.

The lesson you can learn from all the time and money that marketers have spent studying consumer buying behavior is that:

- α Packaging matters when marketing to consumers
- α Packaging matters even **more** to female consumers

Or to put it differently: **Style Sells**.

When you buy a car, do you care what it looks like, or just that it's inexpensive to buy and that it's fairly reliable? If you're like most men, you care a **great deal** about what cars look like. **Style Sells.**

And the next time you're walking through a department store, wander through the cosmetics section. For many of the products that you see on sale there, the actual **contents** of the package will have cost the manufacturer **less** to make than did the package containing those contents. Once again, **Style Sells.**

The hard truth is that humans have been designed to place great importance on style, sometimes even more so than on substance. Get used to it and make the best of that reality.

Q: So does that mean you need to become a "fashion plate" by dressing up like a male model in a fashion show?

A: No, you're fortunate that nothing so drastic is needed.

For most things in life, there are happy mediums. The effectiveness of many strategies can be graphed as a bell curve:

- α None is bad
- α Some is better than none
- α There's an optimal level beyond which you'll get less successful results
- α Too much can be as bad as not enough

Therefore a good strategy is to avoid the extremes. That way, you're more likely to end up in the "sweet spot." We like to think of this as the **Goldilocks Strategy**. Not too much. Not too little. But *just* right.

When it comes to attracting women, your packaging and your presentation will be important with respect to:

- α Your person
- α Your home
- α And to a lesser extent, your car

Let's start with your car, since that's the least critical of the items on that short list.

How To Package Your Car For Women

Is it necessary to have a car? In most cases yes -- it does seem to matter to most women.

The chances are good that you first stumbled across this particular quirk when you were in high school. As in: You weren't quite old enough to drive and the girl you had a crush on decided to date a guy who was a couple of years older who **did** have a set of wheels. Ouch!

If you happen to live someplace where public transportation is unusually good and where lots of people don't own cars (such as Manhattan or Tokyo), then it's less of a handicap to not have one. Especially if you're prosperous and thus can offer "other inducements," so to speak.

But if you live somewhere more spread out (such as Los Angeles or Sydney or any relatively rural area), you'll have a lot of trouble scoring without your own wheels.

That's the primary requirement for a car: that you **have** one. Beyond that, some cars are better than others for courting and sporting because different cars make different statements.

For example, who'd be more likely to drive a station wagon: a man or a woman? We've seen more women drive them. Also, most men whom we've seen driving one are married with children.

So a station wagon doesn't make the sort of statement you'd like to make when dating. It just doesn't scream "stud" (or "eligible bachelor") when you pull up in a station wagon.

How about a pickup truck? That depends. In many parts of America (and especially the South and West), they're fine for dating and that's a key point to remember: when it comes to cars, contemporary community standards apply.

But is it necessary to have an expensive German car (a Mercedes or a BMW or a Porsche)? Not really. They may give you some extra appeal with women who are gold-diggers, but is that the sort of woman you really want?

A vehicle anywhere within a broad middle range (a happy medium) is fine. If an attractive woman insists on something more expensive, then you haven't "moved" her emotionally. Move on to the next (female) opportunity right away.

Rather than obsessing over brand names and apparent cost, it's more important that your car be **presentable**.

Women aren't into men who are slobs and that includes men who have cars which are falling apart or which look like a dump inside. Keeping your car washed, waxed, and clean inside is the best way to make your car into an effective dating accessory. **Style Sells.**

It doesn't matter much if your car is a few years or even several years old.

What matters more is the apparent **shape** it's in. If it's covered with rust, belches smoke when it idles, smells like the bottom of a birdcage, and has cracked windows that go only part way up (or down), a dented body, and a smashed rear-view mirror, then it's time for you to get something nicer.

The rule of thumb here is whether or not she'll feel embarrassed to be seen in your car by her friends or family. If the answer to that question is quite possibly a "yes," then you might wish to start thinking about upgrading your wheels.

Your Home Is Your Castle

Next, let's consider your home. Women have a nesting instinct and most of them will customize their living accommodations no matter how modest those accommodations might be.

They'll have lots of plants, perhaps a cat or two, some art or sculpture, lots of pictures of them and family and friends, and lots of frilly "girl" things.

That's what they like for their **own** home, but they don't expect you to follow suit – at least, not all the way. They'd find you rather odd if your place **did** look too much like a woman's home, especially if you did have lots of frilly "girl" things everywhere.

In other words, they'd think you were possibly gay, already married, or just plain odd. (Not that there's anything wrong with that, of course).

Men's homes tend to be more Spartan. They're functional, which is okay provided that everything's clean and reasonably neat. It's best that it not be **so** perfect that you seem anal-retentive, but it's definitely a good idea that your place not look like a dump.

If you're a slob and if it shows the moment you walk in your front door, you'll turn off most of the women you bring home.

Don't Forget Yourself

The same general principle of tidiness and cleanliness holds for you personally.

Reasonably good grooming is a must. You need not wear fancy clothing but you **will** strike out consistently if you aren't clean and you smell bad. That doesn't mean that you have to lather on vast quantities of cologne (too much will make your date faint).

You need not smell "artificial," but you'd best not smell too "natural," as it were.

On your wardrobe, you're looking for "the middle way" (the **Goldilocks Strategy**). You don't want to look like you just stepped off a Paris runway or like you just rolled out from underneath your car.

Always make sure your clothes are **clean**.

Assignment For Lesson Nine

Part One – Your Car

Assuming that you own a car, give it a thorough inspection to determine what needs sprucing up. If it's fairly new, perhaps nothing will be needed. If it's older, it might benefit from some remedial work.

At a minimum, make sure that your car is clean both outside **and** inside.

- α If it smokes like a chimney, consider having a valve and ring job done
- α If it's starting to rust in spots or the paint looks ratty, get those attended to
- α If the upholstery is falling apart, repair or replace that also

But for 90% of the men we know, just emptying out all the litter from the floor and getting the car cleaned inside and out would be enough.

Assignment For Lesson Nine

Part Two – Your Home

For your home, there are two things to consider:

- α How to make it more woman-friendly
- α How to **Babe-Proof** it

To be woman-friendly, your place needs to be somewhat neat and clean. But not **too** clean! If it's spotless, that will have her wondering, as that wouldn't be normal for a guy's place.

But if it looks like a dump, she'll want to escape sooner rather than later. And the sooner she leaves, the less time there is for her to get around to what you're hoping she'll do with you.

For most of the house, it's sufficient for the stuff to be picked up off the floor and the place to be vacuumed. The rooms needing more attention are the bathrooms (most important), the kitchens (next in line), and the bedroom. It's important that those three areas be clean (i.e. no dirty dishes in the sink nor "skid marks" in the toilet bowl, and sheets that are clean and smell "fresh").

Most men can figure out the above rules of thumb. Where most of them **do** mess up is in not **Babe-Proofing** their place.

What's **Babe-Proofing**? It's analogous to "baby-proofing" your house if a toddler is coming over.

If you will have a small child visiting, how would you prepare for it? Easy: You'd put "out of harm's way" anything that could be dangerous in the hands of a small child. That includes:

- α All sharp implements (such as knives)
- α Small items (that might be easy to swallow)
- α Poisons (such as insecticides)
- α Materials that could deface the place (such as crayons or paints)

The same concept applies when you'll be having women at your house. And that goes doubly so if there's a woman in your house when you're away. For example, she could be living with you while you go down to the store, or the office, or on a business trip.

Even if a woman is merely spending the night at your place, you're at risk while you sleep.

Here's why: Women are nosy. Make that **extremely** nosy. They simply **must** know everything that might be going on.

Once a woman begins to get interested in you, she'll be dying to know if she has competition and, if so, who that competition might be and just how much you're smitten with that other woman (or women).

- α Maybe you're already married and you're just pretending to be single so that you can get some "strange" (i.e. her) on the side?
- α Maybe you're playing several women at once?

That's why many women will want to see your place: to see whether it looks like you've got another woman in your life. If your place is too neat or has lots of frilly "girl" stuff, you're busted. Women recognize a "woman's touch."

They'll check your bathroom closely:

- α Are there tampons in the cabinet?
- α Or women's deodorant?
- α Or yeast medication?
- α Or birth control pills?
- α Or prescription medicine with a woman's name on it?

Any of these mean you're busted.

Women will also be searching for information about **you**. Therefore, you can safely assume that they'll scrutinize any of your medication that you've got in the medicine cabinet. Any prescription medicine with your name on it will give her important clues about you.

Do you have herpes medication? Are you on tranquilizers? Anti-depressants? Women will examine all of it closely.

Another area of extreme interest to women visiting your place will be any photo albums. They'll be drawn to them like moths are drawn to a flame and they'll be looking to see if there are pictures of other women in there.

Lastly, if you're out while she's still there, she'll give the place a **far** more thorough going over. She'll look through every drawer and every closet and every bookshelf in the entire place. She'll be looking for **anything** that relates to other women.

Especially sought after are old love letters you may have saved and old photographs that you removed from your photo albums in the naïve assumption that women wouldn't snoop that much.

She'll also be looking for your porn collection. The more you have, the more she'll know that you don't get out much with women and that will brand you a poor catch. And, of course, the kinkier the porn, the greater will be the taint it leaves.

Suppose she **does** find something during her forensics work? She'll confront you with it. But she'll make a lame excuse for how she "just stumbled onto it" when she was looking for a postage stamp or a pencil or some such item. That way, you can't (she hopes) accuse her of doing what she was really doing: snooping.

To avoid all this trouble in the first place, the smart thing to do when you expect to bring a woman over to your home is to **Babe-Proof** it first.

If you have anything in your place that you'd prefer she not see, put it somewhere she can't get to it. Since she'll look everywhere, that means hiding it in one or more of the following ways:

- α A locked safe at home (combination, not key)
- α Your office, if you have a locked desk drawer
- α A friend's place
- α A safety-deposit box

No matter where you hide something, you can safely assume that she'll snoop, just as you can safely assume that a toddler will snoop. Plan for it!

So much for what you **shouldn't** have in your place.

Useful Household Accessories For Alpha Males

But what things **should** you have in your place? Here are some suggestions:

- α Some greenery
- α An aquarium
- α A few framed pictures
- α Some photo albums
- α Some art or sculpture
- α Books and magazines (suitable for men)
- α Music collection (a good variety but also "targeted")
- α Goodies in the refrigerator

Think of these items as being "props." They give her something to talk about and make conversation easier. They also give her an insight into your persona and stimulate her to think more about you, which is the start of the "fantasizing" process.

How Green Does Your Garden Grow?

Greenery includes houseplants and potted trees. Plants are optional, but if you have some greenery, it does add to the ambiance of your home.

If you don't have any plants, it's not a big deal, but the main advantage to having plants is that -- to a woman -- they give your place a less sterile look. Your place will seem warmer.

If you decide to have plants, pick something that you find interesting. One of your authors is partial to very small palm trees because they give his place a "tropical ambiance."

However, we generally avoid anything with lots of flowers as these have a couple of potential drawbacks:

- α Flowers are suggestive of the frilly "girl" things effect you want to avoid
- α Flowers also need more upkeep (as in trimming away the dead flowers, more frequent watering, etc.) in order to keep them looking nice

Try to go for a low maintenance plant that will readily survive too much (or too little) sunshine as well as infrequent watering. If you have a "brown thumb," good choices are:

- α Succulents (including rubber trees, mother-in-laws tongue, and certain cacti)
- α Various varieties of ivy and spider plants (including Philodendrons)
- α Chinese evergreens, and
- α Parlor palms

Of course, if you're an accomplished horticulturist, then feel free to decorate your place with more exotic plants such as orchids, birds of paradise, and so forth. Truly exotic flowers negate the frilly "girl" things effect and can add a very distinctive touch to your home.

We'd not go overboard and turn your place into an arboretum, however. Just a few plants are plenty to liven up your abode.

Fishy Business

The guidelines for having an aquarium follow those for greenery. It's optional, but it does make your place warmer and friendlier.

Fish, plants, and rocks in a tank (the brighter and more exotic the better) make an excellent conversation starter and they definitely add life and color to a room.

Fish are cheap and aren't difficult to care for (unless you're partial to delicate species such as discus) but they do need daily feeding. Also, tropical species – which include pretty much anything other than goldfish – need a water heater and a filtration system to survive.

- α Siamese fighting fish (no more than one per bowl) and a couple plants and snails should do fine in a **bowl**.
- α Plain and fancy goldfish survive well in a **room-temperature tank** (but not a bowl).
- α Danios, guppies, tetras, mollies, platies, swordtails, and gouramis are all good low-maintenance "starter" fish in a **tropical tank**. Also, a plecostamus and algae eaters will help keep one of these tanks clean.

Exotic fish that men find cool (such as piranhas which require live food in the form of "feeder goldfish") will probably **not** go over well with women. If she gets the idea that you enjoy feeding helpless little goldfish to ferocious piranhas, your image will definitely take a beating.

If you don't like fish, you could always substitute a terrarium for an aquarium. However, because most terrarium-type creatures tend to be creepy, crawly, or wriggly (translation = tarantulas, scorpions, lizards, frogs, and snakes) these kinds of creatures don't have the appeal (to women) of an aquarium filled with colorful fish.

One Picture Is Worth A Thousand Words

What makes a "good picture?" There are five categories that we've found to work especially **well** and one category that will work especially **badly**.

The best types are pictures that show you:

- α With your family
- α With your friends
- α Doing something exotic
- α Being somewhere exotic
- α With children

And of course, you can include more than one category in a particular picture. It's even better that way because it's a very efficient means of creating a subconscious impression.

Let's explore why these pictures work so well. When you tell a woman about yourself, she'll discount much of what you say (just as you'll discount most of what you hear TV pitchmen say in commercials).

You have an ulterior motive when dating her and she knows it. She'll put far more credence in information about you that she gathers on her own while nosing around in her "investigative reporter" mode.

Therefore, to put this female quirk to work for you, be sure to leave some "clues" around your place for her to discover.

Photos make for great evidence. As the cliché states: "A picture is worth a thousand words" so take full advantage of that efficiency.

Be A Family Man

From pictures of you with your family, many women will extrapolate just how well you get along with your own family.

If you seem to have a good relationship with your blood relatives (especially your Mom), then you'll be deemed to be well-adjusted and to be more open to the idea of having a family of your own in the future.

Whether or not you're actually interested in starting a family is another matter entirely – remember that you're just planting seeds at this point. Women overanalyze and you're giving her some potent raw material to work with.

So try to include at least one picture of you and your mom that was taken somewhere scenic. If the smile on her face seems to say that you're the best son any mom could possibly have, you're right on target.

Have Lots Of Friends

Pictures of you with some of your friends show that you have lots of friends and that therefore, you're a popular person.

That means you're easy to get along with, loyal, not a "loner," and so forth. In other words, you're just the sort of person she'd like to get better acquainted with.

You're judged by the company you keep, however, so if most of your friends are of the "loser" variety (and definitely look the part in your photos) you might want to either skip this type of photo or else re-shoot some photos with a more inspiring group of buddies.

Put yourself in the best possible light, but don't make it obvious. The more you make any "buddy photos" look like a modeling shoot or a blatant advertisement, the lower their credibility. The goal is for them to look like spontaneous moments of a bunch of fun guys who are out somewhere interesting and enjoying life. They should look as if you were "caught in the act of being yourself" (as "Candid Camera" puts it).

If it looks like an adventure in which she'd want to have participated, that's perfect.

Be A Man Of Adventure

Pictures of you **doing** something exotic and of you **being** somewhere exotic are very useful for further subliminal advertising purposes. These can subtly establish your credentials as being an "exciting" person.

Women tend to be very bored much of the time as they sit around and wait for *someone* interesting to whisk them away to *somewhere* interesting in order to do *something* interesting.

Exotic pictures get her started on the process of imagining that the next new and "interesting" aspect to her life might be **you** -- if she plays her cards right.

When she notices and comments upon your "exotic" pictures, by the way, underplay your hand. If you start bragging about what a great guy you are, it will nullify the effect. Let her be the investigative journalist by making her dig the information out for herself. Busy hands are happy hands, so let her do the investigating while you shrug it off as "just a few pictures" folks have taken of you.

For example, one of your authors has a picture of himself sitting on top of Ayer's Rock in the Australian Outback. He's looking a bit sweaty, and his hair's poking out in all different directions. It's apparent that he's just climbed the monolith (which rises more than 1,000 feet above the plain).

But he says nothing about this picture when a new woman comes over. He lets her find it and ask about it first, then makes her pull teeth to get the whole story (and all the while he seems blasé about it, as if it was “nothing special”).

It works like magic.

If you have any pictures of you taken on overseas vacations, these are candidates for leaving on your desk or on top of your dresser in a photo album, where she’ll “discover” them while walking past).

And if you’ve gone somewhere “exotic” back in your home country (such as a great new roller coaster), that will also work. If you’re out there having fun and seeing the world, then she will instinctively imagine herself there in the picture with you.

There’s an important *caveat* on these “exotic” pictures. They should be pictures of **you** in an exotic location, and not merely pictures of the exotic location itself. Most men we’ve met take pictures mainly of the exotic scenery when they travel, but they’re not actually **in** the photos because they’re **taking** them.

It’s much better to get someone to take a picture with you in it (and with you taking up a major part of the photo). The goal is for it to be a picture of **you**, with enough exotic scenery in the background so that the viewer can see that you’re somewhere exciting and special.

It shouldn’t be a photo of exotic scenery with a speck the size of a mosquito in the corner that’s allegedly you. The scenery is secondary: The star of the show is **you**.

Why is this? If you look at vacation photos that women take, you’ll notice that this is how **they** do them: Each photo will be a picture of them (with a bit of scenery in the background to frame the picture) and not the other way around.

You should do the same.

Use Kid-Power To Full Advantage

Photos with children are also magical, provided that it appears (in the photo) that you enjoy being with the kids and they enjoy being with you.

If your facial expression seems to say “Hurry up and take the frigging picture already so I can get this %*#@# brat off my lap!” that’s not the sort of photo to display. You’ll come across as a heartless brute.

But we’ve noticed that most of the shy men we’ve met tend to be pretty good with kids. If that’s you, then this is the **perfect** technique.

We’ve found several sources of kids for “photo op” purposes. The best ones are the children of other family members: cousins, brothers, sisters, nephews, and nieces. The younger the better and the more the better. The absolute best ones are where you have three or four toddlers (or infants) climbing all over you.

If a few of the toddlers or infants are grabbing your ear, or hanging on by your hair or sticking an exploratory finger into one of your nostrils, that's even better.

Pictures like that convey the message that you're a good person inside (kids can tell that right away, or so women assume). They convey that you're patient.

She'll also subconsciously notice the size difference between you and the little ones. A toddler might have all five fingers wrapped around just one of your fingers. She'll see that and conclude that you are strong, gentle, protective ... just the sort of man that many women (or, more precisely, the "little girl" in them) are drawn to.

If she wants to have kids some day (and most women do), she'll assume that you like kids and that will also give you some extra credit in the "good catch" department.

Another way you might have interacted with kids is if you've coached kids' sports such as baseball. From that experience, you'll almost certainly have a team photo of you posing with your kids in the team uniforms -- those photos are perfect for this purpose.

That also applies to being a scoutmaster for the Cub Scouts or Boy Scouts, or if you mentor a child (such as by being a "Big Brother").

All these images paint a more favorable picture of your character than she otherwise might have assumed. You're not a trouser snake like all those other men -- you're a kind, giving person who's making the world a better place!

Yet another possibility (depending on where you live) is posing with some of the kids in the neighborhood. That last one has gotten trickier in the last couple of decades, since the kids' moms will be a lot more worried about whether or not you might be a **Perv** out to molest their little ones.

But if you **do** live in a neighborhood where the adults and kids shoot hoops or play Frisbee in the park together, that's also a good photo possibility.

By the way, if you date much, you'll occasionally have girlfriends who have kids from an earlier liaison. If so, they're perfect for this sort of thing since they'll become quite comfortable with you after a while and you'll get many photo ops. She'll want a break from them now and then (moms often do), so you'll get lots of opportunities to get great pictures of you and the kids without "mom" being there also.

Of the examples one of your authors had done, the most successful one involved a Korean girlfriend who had two toddlers (ages 2 and 4 at the time). They were the cutest little girls you could imagine and full of mischief.

The photo itself had the author seated at a table in the neighborhood Baskin-Robbins ice cream store with the four-year old seated next to him and the two-year old on his lap. The author, understanding the power of imagery, had the foresight to bring his camera along and had asked one of the counter girls to take a few pictures of him with the kids.

Each youngster had ice cream running down her face and our kindly author had several tiny “chocolate ice cream handprints” on his white dress shirt where the little one had rested her hands. The kids were both having a total blast and were mugging for the camera (as kids do). And of course the author also had a facial expression that made it clear that he was having a great time playing with the kids.

It was an absolutely terrific picture. Every woman who saw it had the same reaction ... they practically swooned, and then nuzzled in closer. If pictures really are worth a thousand words, that one’s worth at least **three** thousand words.

As a PR tool, it was pure magic.

Keep Photo Albums

The most efficient and effective way to have a bunch of pictures where women will “discover” them is to have a photo album sitting on top of a desk or coffee table where your date will spot it.

When she does, you can be certain she’ll go over and look through it. If you have enough great pictures for several albums, then just use the “greatest hits” approach. Pick the best of the lot, as that’s all you need to make your impressions. More than that and they’ll start to seem repetitive.

As the old show business maxim states: “Leave the audience wanting more.”

The sorts of photos described above work well in photo albums.

But the best photos of all will be pictures of you **as a child**, so include them liberally. In an exceptional photo album, the pictures will be in chronological order, starting with you as a tiny baby and progressing through the years up to the most recent photo. Ideally, you’ll have some pictures from every year or two so that women can see your full progression over the years.

What makes baby pictures so effective with women is that women were designed by Nature to want to hold and nurture babies. Even the **smell** of a baby elicits that reaction.

Nature also made babies cute, to ensure that adults will want to care for them.

Translation? **You** were cute when you were a baby and when you were a little kid, even if you look hideous as an adult now. And even homely babies are cute!

So by starting your photo album with pictures of you as a cute little baby, you’ll effectively get credited for “cuteness,” even though you haven’t been cute in a very long time.

That cute cuddly thing in the picture that she’d love to hold? That’s you!

Baby pictures also make you seem less threatening. Most women are a bit nervous when they start dating a new man because he might turn out to be very violent and perhaps a potential stalker as well.

But after she's seen that photo of you stark naked on a bearskin rug at the age of two weeks (with drool coming out of your mouth), she won't feel nearly so intimidated by you. And if you've got pictures around of you being gentle with little kids (who seem totally relaxed with you), that will ease her mind further.

Another type of photo that we've found does well in a photo album is pictures of you wearing a suit and tie and looking dignified. Such pictures say "status" and "power" to a woman and she'll respond subconsciously to those cues. One or two or three should be plenty ... most of your pictures should show you much less formally attired. Otherwise, you might inadvertently send the message that you're "stuffy". You'll do a lot better if you convey the image of being a guy who's fun (as well as being successful).

Be especially sure to use one of these if you don't normally wear a suit and tie for your job, as it presents her with a totally different image than she might have considered earlier.

Photos Not To Use

There's one type of picture **not** to have around when you have a woman over on a date.

Pictures of ex-wives and/or ex-girlfriends are the kiss of death. Trust us on this one -- it will change the mood of your just-ten-seconds-earlier-she-was-all-smiles date instantly.

- α She'll pout.
- α She'll give you the cold shoulder.
- α And if you've been married before, you'll know that equals "no sex."

Although you shouldn't have any pictures of an old girlfriend around, it's perfectly okay to have pictures of you with her kids, as we've discussed above.

If your date asks you (and she will) whose kids those are, just tell her nonchalantly that they were one of your old girlfriend's kids.

She'll then want to grill you about your old girlfriend, but don't let her.

Just say something dismissive like "I've pretty much forgotten her already." She'll probe a bit more by commenting that you must have been really close to your old girlfriend because you seem really close to her kids in those pictures.

Just smile and say, "Those were great kids ... too bad it was a package deal."

If she asks, "Do you still miss them?" just respond with: "The kids? Yes. The mom? No."

Art And The Renaissance Man

Many women are attracted by art in all its various forms.

Stop by any good museum or art gallery and you'll see women viewing their works. Women are also attracted to men who can create artistic work (refer to **Lesson Five** about the wisdom of "becoming an *artiste*").

For that reason, it's a nice touch to have a bit of art around your home. It's not mandatory (the photo albums we've already described are far more powerful tools) but it adds a sophisticated dimension to your appeal: You'll appear to be a real life, modern-day "Renaissance man" as it were.

We generally recommend a focused approach to artwork. Have a few pieces of whatever type of art most appeals to you and don't use the shotgun approach by displaying "one of everything."

If you travel overseas now and then, this offers you an opportunity to bring back something artistic: You then get "Renaissance man" credit plus "being somewhere exotic" credit. A double-dip!

One of your authors once picked up a carved wooden elephant about twelve inches (thirty centimeters) tall on his first trip to Southeast Asia, and that worked great as a "prop." Women would see it on his desk at home and ask where he got it.

Other art that's worked well for us includes framed wildlife prints by such artists as Robert Bateman and Carl Brenders. They're beautiful paintings, and they add an exotic look to a room even if you've never been anywhere near a moose or an eagle or a lion in your life.

If you're an artist or sculptor yourself, by all means have some of your **own** work spread around your place. Your date will ask about the artwork and then you can modestly say that they're "just some works you put together."

If you're even halfway talented, she'll be impressed. You'll be able to milk it for the full "artiste" benefit.

By the way, there's one type of artistry that we do recommend strongly **against**: artwork with a sexual theme (including nudity). Those displays will give initial pause to most women and so they're not a good percentage shot.

The Well-Read Alpha Male

Women are attracted to intelligent men, no doubt because intelligence correlates quite well with success in life.

So unless a man is extremely good looking or has a lot of money, women generally hope to find men who are as smart as (and preferably smarter than) they are.

That's one reason to have a personal library at home: to establish your credentials as an intelligent, literate man. Therefore your choice of reading material should not give the opposite impression.

So if all you have is comic books and girlie magazines, you'll **not** make that great impression. The same goes for sports magazines. There's nothing wrong with them (most successful men are also sports buffs) but ideally you'll have more than that in your personal library.

Among the better magazines for creating a positive impression are:

- α Business magazines (such as *Forbes*, *Fortune* or *Business Week*)
- α Science magazines (such as *Discover* or *Scientific American*)
- α News magazines (such as *The Economist*).
- α Health and fitness magazines if geared to men or at least gender-neutral (such as *Men's Health* or *Men's Fitness*)
- α Travel magazines (such as *National Geographic* or *Travel and Holiday*)
- α Art magazines also are also good choices if you have a particular favorite

Similar guidelines apply to books.

- α Novels are fine (unless they're of the **Romance Novel** genre, which will be considered frilly "girl" stuff).
- α Technical, scientific, or business themes are all fine.
- α Books with a literary or artistic theme (e.g. the collected works of Shakespeare) can help build your "Renaissance Man" image.
- α "Self-Help" books can be more problematic, as your ownership of such a title will be deemed evidence that you're seriously deficient in that particular skill. Additionally, most self-help books are bought by women and so your date may infer that there's another woman in your life (and that it's **her** book, not yours).
- α Another potential problem area is science fiction. Many women conclude (rightly or wrongly) that men who read sci-fi novels are geeks. Whether or not that's a fair picture is irrelevant, because perception becomes reality if a woman is put off by your sci-fi collection.

Don't feel that you have to throw out your favorite books just to make a good impression on women. If you happen to have a large science fiction collection (as does one of your authors), just move it to an inconspicuous place and shrug it off as something you read when you were a kid (or that you're keeping the books for a buddy) if she asks about it.

Making Musical Grooves

Most women are very much into music (and musicians).

In fact, women buy more recorded music than do men. Music can be very sensual to women. It's important to them.

It's for that reason that men have been using "mood music" to set the stage for seduction for as long as there's been recorded music. That's also part of the reason why musicians have a much easier time getting girls into bed than does the "average Joe."

What that means for making your home "babe-ready" is that it will help if you have a decent sound system and a selection of appropriate music for it.

That doesn't mean that an ultra-expensive system is needed. An average one will do nicely, since the performance difference between a mid-range system and a top of the line system is not all that big compared to their price difference.

However, a bottom of the line system (such as a battery-powered transistor radio or your clock-radio) will be apparent and most women will take points off for it.

The far more critical aspect is the choice of music in your collection. We can tell you a few things to avoid, but there's no one correct answer for what to include since there's no accounting for taste.

That applies to women's tastes in music and, for that matter, your own tastes in women. Just wander into a music store and survey the variety of music genres and titles available -- it covers an extremely wide spectrum.

Because the music store is in business to make money, it will only carry the music that numerous people want to buy. That means that no matter how ghastly some of the music on sale might seem, somebody out there likes it enough to buy it.

Women's (and men's) tastes in music are highly fickle, as well. Hence the prevalence of the "one-hit wonders" and the "What ever happened to?" formerly big stars.

And that means that your CD collection will need to be updated from time to time. You don't need to get rid of old titles, however. You just need to add a new title now and then so as to keep up with changing female tastes as well as your own changing tastes.

The best way to figure out what music appeals to the sort of women you're most interested in is to visit music stores and watch where those women are browsing.

If you don't like the looks of the women browsing in the New Age section (perhaps they're your mother's age and you were hoping for someone younger and less feminist), then you'll know not to seed your CD collection with New Age music.

If you do like the women browsing in (say) the Jazz section, you might want to pick up a Jazz CD or two. And so on.

That will give you some idea of what categories of music work well with the sorts of women you'll be pursuing. As for which specific CDs from that department, look at which ones your "types" of women are holding as they wait in the checkout line. You can also gather useful intelligence by browsing in the same section and overhearing which artists they're discussing.

But that's only half the job. Male and female tastes in music overlap, but not totally. And certain music appeals mainly to women while other music appeals mostly to men.

If your collection consists totally of "chick music," your date will notice that anomaly during her forensics work. And she may conclude that either you have a woman living with you already or that you're less than "manly." Either way, that will put a damper on your evening's fun.

Avoid that problem by having CDs you like as well -- after all, don't build your entire life around pleasing women. That's ultimately an unsatisfying strategy.

If you've been out of circulation for a long time and you're just getting back into the fray (if you're just coming off a recent divorce, for instance), there's another way to see "what's in style" musically.

And that's to head back the mall and spend more research time in the music store. If you see a man in the store buying music and he has a babe on his arm who seems a lot like the sort you plan to target, glimpse at what he's buying.

There's also a third way to tell what's hot: looking at what CDs are best sellers at the moment. You can log on to www.billboard.com and view the best sellers for the week in a variety of different music categories.

There's one last forensics tool you can use: When you visit the homes of girls you date, take a look at their music collection. If you date much, you'll see many of the same artists and titles in different women's homes.

By the way, you can apply that same logic to video entertainment. If you have a VCR or DVD player, have several movies in your collection and be sure that some of those are movies that women would enjoy.

That way, your new best friend may want to stay and watch a movie with you. And if you have a comfortable sofa (suitable for heavy necking and more) in

front of the VCR or DVD player, so much the better. Because of that advance planning, you can nudge things closer to the “hot and heavy” direction without having to break your momentum to ask, “Would you like to move over to the bedroom?” (and possibly getting back a “No” answer from her).

What movies would your type of woman enjoy? Head for the local video rental store and do the same sort of field research that you did over at the music store.

Cater To The Munchies

Women generally don’t visit your home for the purpose of fine dining. Still, it’s a good idea to have snacks and beverages on the premises.

- α We’d recommend that you have a couple of types of white wine and a couple of types of red wine (and a corkscrew) on hand.
- α It’s also a good idea to have some soft drinks split between the diet and regular varieties. Also split the inventory between cola and lemon-lime and perhaps also include some fruit juices to cover all the bases.
- α For snacks, fruit is usually good as are certain vegetables (celery sticks and carrot sticks).
- α Potato chips (and their variants) come in handy also, as does a dip or two.
- α And don’t forget ice cream.

Not all dates will be interested in all the items on this list, but this selection has served us well over the years.

Assignment For Lesson Nine Part Three – Yourself

As far as your own look goes, “well groomed” and “clean” are the most important rules to follow.

Most men are not “fashion plates” and so if you’re **too** fashionable, that will get women suspicious. After all, it’s not normal for men to dress that way.

Here again, the best way to learn what wardrobe works best for men your age in your area (who date the sorts of women whom you’d like to date) is to spend time at malls, dating venues (such as movies), and elsewhere around town and see what those men wear.

If they dress a certain way and have the sort of woman on **their** arm that you’d like to have on **your** arm, you can safely assume that they’re dressed the right way.

As with music, clothing styles do change over time (although not as quickly). And therefore, you may need to update your wardrobe with a few new pieces every now and then. Even absent changes in style, women are much more observant than men are and they'll notice if you've worn the same shirt that you've worn twenty-seven other times.

You can demonstrate that to yourself by wearing a new shirt. The women who already know you (co-workers, for example) will almost always comment, "Oh, is that a new shirt?" because they hadn't seen that one on you before.

Women's tastes in clothes follow the same dynamic as men's tastes in cars: They tire of their current one long before they've worn out. The lure of something "new" calls even though the old one still has many years of potential use left. So mix it up a bit, and update your own wardrobe from time to time. Women **do** notice.

Another part of your personal look is:

- α How to wear your hair (short, long, shaved, blow-dried, etc.)
- α Whether or not to get a tattoo
- α Whether or not to get body parts pierced
- α And so on

On all those scores, it makes sense to research what other men (who are already getting the sort of results you want) are doing.

However, keep in mind that the more extreme your look, the smaller will be your pool of potential mates. Here again, follow the **Goldilocks Strategy**. Not too nerdy and not too bizarre.

Also keep in mind that defacing yourself (by tattooing or piercing) will make you look desperate. And that's not a strong selling point for attracting most women.

For that reason, we suggest that you not get carried away in the above areas. Also keep in mind that many potential employers look askance at extreme hairstyles, tattoos, and body piercing and that you'll limit your career prospects if you get carried away.

Need we point out that limited career prospects (and therefore limited earning power) can make you less attractive to many women as well? We urge restraint.

LESSON TEN: Overcoming Shyness

Many men who do poorly with women are shy and it shows. They exude a clear lack of confidence around women. That in turn feeds on itself:

- α The less confident the man, the harder it is for him to succeed with women.
- α The harder it is for him to succeed with women, the less confident he'll be.

It's a vicious downward cycle, and you'll have to interrupt and reverse that pattern.

What is "shyness" anyway?

Shyness is "the fear of approaching and interacting with other people" until you know them fairly well or at least until you've been "properly introduced."

In other words, **Shyness = Fear**. So let's begin by exploring the concept of "fear."

Fear is Nature's way of protecting us. Fear compels us to stay back or run away when danger is present. When we feel fear, what we sense is a set of physiological changes that are collectively referred to as the **Fight Or Flight** reflex.

If we're in the presence of actual danger, the **Fight Or Flight** reflex increases the odds that we'll be able to either:

- α Outrun the threat (Plan A)
- α Or outfight the threat (Plan B)

That's all well and good if we were still back on the savanna during the hunter-gatherer era of human evolution. The threats then were largely **physical** (e.g. a pack of hungry hyenas, an angry bear, headhunters from the neighboring tribe, etc.).

In modern society, most physical threats have been largely neutralized:

- α You live in a home rather than out in the wilderness.
- α Wild animals don't roam the streets ready to devour you if you aren't paying attention (the occasional stray Doberman excepted).
- α The "headhunters from the neighboring tribe" these days are more likely to be life insurance salesmen, litigation-minded attorneys or tax collectors.

Sure, there's a certain amount of street crime in some parts of town at certain times of the day or night. But those of us living in a developed country are living in a much less physically dangerous world than the one that existed when humans first evolved.

Modern life should therefore be largely devoid of fear, stress ... and shyness. But it's not. The reason is that we've been socialized to feel fear in some situations that aren't **physically** dangerous.

A perfect example is public speaking. Most people fear standing up in front of a crowd and giving a speech. And yet there's no physical danger involved (unless it's a highly inflammatory speech in front of a very thin-skinned crowd that's brandishing overly-ripe fruit and farming implements).

We fear the unknown, and we fear the laughter and the ridicule of the crowd if we blunder badly. That won't physically hurt us, but our body reacts as if it **will** because we have been conditioned through socialization to respond that way.

That fear can be **unlearned**. If you get up and speak enough times and no physical harm comes to you, you'll feel a bit less fear of public speaking each time.

Eventually, you'll be able to step in front of any crowd and speak without fear or hesitation. Politicians and corporate executives learn to speak spontaneously on a moment's notice and don't give it a second thought. They've given speeches enough times (and walked away physically unscathed afterwards) that their nervous systems unlearned that connection it originally made between speaking before a large crowd and physical danger.

Psychologists refer to this process as **Systematic Desensitization**. If we confront irrational fears by doing what we fear doing, in time our fear will fade and eventually disappear completely.

Overcoming That Initial Fear

That's simple enough, but there's one immediate problem: getting yourself to actually **do** those behaviors that you fear in the first place, so that your fear does eventually fade away. It's a classic "chicken and egg" problem.

If you've ever taken a public speaking class, then you'll know some of the mental tricks they suggest you use for getting you over that initial hurdle.

The most commonly used mental trick is to imagine that your audience is sitting there in its underwear. And that **does** seem to help some people a bit by making the audience seem comical and therefore less threatening.

A second way is to play a role. One of your authors learned this technique early in his career when he spent a few years as a university professor. Up until that point, he'd always been very nervous speaking in front of even small groups.

On his first day as a professor, he got up in front of 225 students, all of whose eyes were on him. His knees were pretty shaky but he gritted his teeth, looked around the room and barked out, "Let's get started ... take out a piece of paper!"

Each of those 225 students reached down, took out a piece of paper, and awaited his next command. And from that point on, he had no more fear in front of groups.

Why not? Because he was playing a role now. He was "the professor" and the class responded immediately to that role.

In that role, he was "in control" of the class. And that made all the difference.

That's not uncommon in show business, either. Many successful actors (especially comedians) are actually very shy by nature. But in front of a camera or microphone, they're playing the role of someone who's competent and entertaining, rather than playing themselves.

Shyness with women is in many ways very similar to being shy about speaking in public. In both instances, you're worried about how you'll be received. And despite there (usually) being no physical danger, we've been conditioned to feel fear and therefore shyness.

You can overcome shyness with women almost as easily as you can overcome fear of public speaking. By de-sensitizing yourself to your fear of women, you can have much greater control in dating situations than you now enjoy.

Assignment For Lesson Ten

Part of overcoming shyness is to understand on an intellectual level that fears can arise solely because our nervous systems have been **trained** to react as if social situations represent a physical danger.

And so the first part of your assignment is to understand that the risk of danger is negligible. Start by writing down all the possible **physical** injuries that you are likely to have inflicted on you if you were to strike up a conversation with, say, a woman seated one seat over from you on an airplane.

You'll not be able to think of any.

- α She can't shoot or stab you, because she was frisked for weapons before they allowed her to board the plane.
- α She could try to jab you with that plastic fork they include with the meal, but assuming you have your gonads covered by the meal tray and avert your eyes, it's hard to imagine a plastic fork causing grievous bodily injury.

- α Perhaps she could take off her bra and strangle you with it, but you'd definitely see that coming ("Hey, nice breasts!") and so there'd be no element of surprise.
- α Short of giving you a paper cut with the in-flight magazine if you dozed off, there's really not a whole lot of physical risk to you from just striking up a conversation with a woman one seat over on your next flight.

Granted, the conversation might not result in anything further (or perhaps it might). But either way, your body would be none the worse for wear.

So what **is** the worst that could happen to you? Unless her weightlifter (or professional boxer) husband was sitting on the other side of her, there's not much downside. At worst, she may look at you disapprovingly and maybe even cap off that look with a gratuitous wise-ass remark.

You'd walk away without so much as a bruise. Except to your pride, of course, but there are ways of countering that.

The point is that you were totally **safe** during the entire interchange.

Obviously, we selected the safest possible example so we could make our point. But if you were at a party or at an event or in a class, the risk level would be almost as small. Here you might get a drink poured over your head if you approached a woman in an obnoxious way and then kept pestering her after she made it clear she wasn't interested. But you'd get no wetter than were you to get caught outside in the rain. You'd survive it.

Think logically for a moment. You weigh half again as much as the woman you fear. Maybe even double what she weighs. And you're taller than she is, and stronger. In terms of physical danger, a woman has a lot more to fear from **you** than you have to fear from her.

And in fact, women **are** more fearful than we are. That's why women want the man to make the first move: Most women are too afraid to take that chance. Their egos are much too fragile to risk even a slight chance of getting rejected. That hardly sounds like someone intimidating, does it?

Suppose a woman has a regular boyfriend or husband close by and he sees you strike up a conversation with his partner? In all our years of socializing, we've only once seen a man get punched just for attempting to start a conversation.

At worst, her significant other will tell you to back off from his woman. If so, a simple "Sorry, I didn't realize that she was taken" (said with a smile) will defuse the situation 19 times out of 20.

You'd have to go **way** overboard in order to put yourself in danger of even a very minor physical injury. So you're quite safe.

You know this, of course, and yet the possibility of getting a disapproving look, laughter, or a smart-ass remark leaves many men weak in the knees.

Fortunately, it's quite possible to desensitize yourself to such fears. Here are four strategies for doing so:

- α Mental tricks
- α Perspective
- α Playing a role
- α **Inoculation**

The use of mental tricks serves to make women seem less intimidating to you. Changing your perspective changes your focus in a more effective direction. Playing a role allows you to play the part of someone confident. And the **Inoculation** technique allows you to become gradually desensitized, making the process as easy as possible for you.

If Halloween's Not Scary, Neither Are Women

We've already mentioned the mental trick for getting over stage fright when public speaking: pretending that the audience is in its underwear.

That way they'll hardly seem intimidating (just a bit ridiculous) and so it's a handy shortcut for mentally cutting them down to size.

That concept can easily be adapted to reduce your fear of women.

Turn on your television with the sound all the way down and spend some time looking at shows that prominently feature women. Fashion shows are exceptionally good, but professional dance contests and music videos are also very useful for this exercise.

Every now and then, some of the outfits shown in fashion shows look reasonably normal, but many are meant to push the creative envelope to the limit.

In other words, a lot of what you'll see in many fashion shows will look absolutely ridiculous. Those haughty, bone-thin models look even more preposterous than your hypothetical public speaking audiences would if they were in their underwear.

The reason that fashion designers push the envelope is because the demand is there. Women are so desperate to gain a "male attention" advantage over other women that they'll buy and wear almost anything (no matter how ridiculous it might look) if a famous fashion designer presents it as being the latest, the greatest, or the hottest.

So what does this tell you?

Even on regular TV shows you'll see a quixotic range of clothing choices on women. You'll see low-cut outfits, short skirts, push-up bras, high-heel shoes

that must be torture to walk around in, tightly cinched waists that must make breathing difficult, and so on.

And you'll see way too much make-up on many women, occasionally to the point of being grotesque.

In a way, what you're watching is the grown-up version of little kids dressing up for Halloween. For kids, that's their day to become someone they're not. They can wear costumes and make-up and be someone and something other than "just another kid."

You've long since grown out of that, but most women haven't.

When you're working up your nerve to approach a woman, focus on her makeup, her spike heels, her choice of outfit, her practiced stance, and so on. Imagine her as a little girl who's all grown up on the outside but who's still a little girl reliving Halloween on the inside.

Youngsters playing "dress up" for Halloween in their little costumes and colored make-up aren't frightening, are they? Not at all -- they're rather entertaining.

They're charming.

They're cute.

And they're acting ... consider it to be the female equivalent of "bluster."

Just look at women through that same Halloween filter and they'll also seem a lot less intimidating to you.

Don't Be Ashamed To Be A Man

Aside from the generalized fear of women that many shy men have, they also have a more specialized fear of "looking like a **Pervert**."

Translation: "What if this woman thinks I'm interested in sex?"

In its role as women's "agent," society has done the ultimate con job on us. Men have become convinced that there's something horribly wrong about the way that we (and **only** we) were designed.

Women are noble beings and men are simple, disgusting pigs, we're led to believe.

The more that society and women themselves can convince us that our natural design is somehow disgusting, the more hoops they can trick us into jumping through in return for women then "degrading themselves" by being with us.

Is this right? Nope. Is it fair? Most definitely not, but women milk us shamelessly on this issue because we allow them to.

The truth of the matter is that we had no more say in how we evolved than women had in how they evolved. And we had no choice about which gender we wanted to be: Life presented us with a *fait accompli*.

And so there's zero reason for you to ever apologize for your gender or the way that Nature designed you to be. That's the most fundamental rule for becoming an alpha man:

Stop apologizing for being male!

The reality is that women **enjoy** sex, sometimes even more than men do. Enough so that very few women die virgins.

Women were designed to desire sex: They had to be designed that way or the human race would have died out long ago.

You can prove this to yourself by returning to the television. Watch a few shows that prominently feature women. Here's what we want you to focus on: how those women are dressed and how they act around any halfway interesting man in that program.

Q: As for how the women dress, does their clothing **hide** their shape or does it **accentuate** their shape?

A: Almost always, it will be the latter.

Q: Does their clothing hide the **same** amount of skin as does the male clothing on that show or do they show **more** skin?

A: Women almost always show considerably more skin than men on the same program. And it can't be because the studio is too hot to cover up, since the men seem to be able to cover up without ill effect.

Q: Does their clothing **emphasize** or **de-emphasize** their breasts?

A: Almost every woman will be wearing a bra that "lifts and separates" to ensure that her breasts stick out and defy gravity. Men are expected to notice them and hopefully even mistake her for a younger and therefore much more desirable woman than she actually is.

And to ensure that your eyes focus on her bosom where they're supposed to, most women wear a blouse with a "V" neckline. The "V" points the way.

Q: Are they wearing **high heels** (to cause their butts to stick farther out so that men will notice them) or are they wearing "**flats**" so that they'll not appeal to men's **Prurient Interest**?

A: We'll predict "high heels."

And that's on TV. Try the same exercise at a party, in a disco or other club where singles mingle, or at the beach.

Q: Do the women seem to be dressing to **stimulate** male **Prurient Interest** or do they dress to **dampen** male **Prurient Interest**?

A: That one's a no-brainer. They couldn't be more obvious even if they had the words "Do me!" tattooed on their foreheads.

If women really do find male sexual interest to be disgusting, then they'd not be dressing to maximize such male reactions. The truth is that women understand exactly what they're doing and we're naïve enough to fall for their demurrals.

Their actions speak far more loudly than their words.

Would someone who did **not** want male attention wear a padded bra (or have plastic surgery to make her breasts even bigger)? We think not. So unless you frequently wear a pair of rolled up sweat socks inside your shorts to enhance your personal "three-dimensional look," it seems to us that you have the "moral high ground" here -- not the women you chat up.

So if they dress to attract male attention and then act shocked when you give them some, it's **they** who are out of line, not you.

We've been known to point that out now and then if a woman reacts in mock shock that we approached her (despite the fact that she's dressed scantily in a clear effort to attract male attention):

"If you don't want male attention, then why do you dress like a whore?"

They're sandbagging you. They're scamming you. You don't have to just accept it silently and skulk away with your tail between your legs. Feel free to get the last word in if you wish.

Sometimes poetic justice demands it.

"And For My Next Impression ... "

It's not mandatory to play a role when approaching women, but it can be a helpful tool if you're having difficulty working up your nerve.

What role should you play? Whatever works for you.

What worked best for us early in our dating careers was to emulate one buddy who was absolutely fearless with women. We'd pay close attention whenever he was chatting up a woman in our presence and we'd take notes. And if he needed a place for trysting (he couldn't take women home as his wife wouldn't approve), we'd lend him one of our spare bedrooms.

Of course, we'd be in the next room with a notepad jotting down any good lines or comebacks he used. He was a veritable treasure trove and we still use some of his material even today.

Then later on when we were on our own dates, we'd pretend to be him and we'd deliver his lines with confidence.

Our results were excellent.

If you don't have a fearless friend to emulate, another possibility would be to emulate someone on TV or in the movies who's smooth with women.

And a third possibility is to just invent an alter ego. Someone who looks just like you but is confident. When you meet a woman, act as if you're that person. That's what many women do ... because it works. And if they can do it, you can do it.

If you don't think your acting ability's up to snuff, then take a few lessons at your local community college. And then practice, practice, practice.

Inoculating Yourself Against Shyness

We've already mentioned the use of **Systematic Desensitization** as a tool to overcome fear. And we also noted its chief drawback: that it presents a classic "chicken and egg" problem.

If you're frightened enough of something, it can be very hard to get the process started.

But we've found that you can bypass that "chicken and egg" problem through a process we'll call **Inoculation**.

In a medical sense, **Inoculation** involves the introduction of a pathogen or antigen into a living organism in order to stimulate the production of antibodies. But to avoid causing you to come down with a full-blown case of the disease, **Inoculation** is done with only a portion of the pathogen or with pathogens which have first been killed. That way, the pathogen is similar enough to the genuine article to stimulate the production of antibodies, but not so similar as to make you sick.

Think of it as getting a dose of "Pathogen Lite" for your body to safely "practice" with.

It's possible to mimic that process to develop your confidence with women.

Let's assume that you're shy around women. We'll wager that you're not equally shy around **all** women. More than likely, you're not at all intimidated by women below the age of (say) ten or over the age of (say) fifty.

Q: If you're standing in line at a bakery and a seventy-year-old woman is standing next to you and looks in your direction, do you freeze up?

A: Nope! Instead you'll nod and wish her a good morning.

Q: If you're at a mall and a two-year old girl waddles by and looks up at you, do you freeze up?

A: Nope! You'll probably smile right back at her and say hello.

Why don't you feel fear in these situations? Because the females in these examples are not within an age range where there'd be any sexual interest.

Let's expand that concept a step further.

Q: Are there any women who **are** between ten and fifty years old but with whom you're not shy around?

A: Quite possibly.

How about your friends' wives? We'll wager that you're quite comfortable chatting with them. Why no fear? Because they're off-limits, sexually. You know it and they know it.

How about female members in your extended family (such as cousins)? You can talk to them without a trace of nervousness too. Again, they're off-limits. You know it and they know it.

How about female acquaintances who are extremely heavy and/or extremely unattractive? You may have a few of those with whom you're quite comfortable chatting. They're not "officially" off-limits, but they just don't float your boat viscerally. You have no sexual interest in them.

From all this, we're left with one inescapable conclusion: That you lack confidence **only** when you're around a woman whom you wouldn't mind bedding. Without the possibility of sex, you're considerably less shy.

Is that an insurmountable problem? Not at all.

Since you're not intimidated by women who are not available or desirable as a potential sex partner, those are the women with whom you can **begin** the desensitization process. Those are the women with whom you can easily get the **Inoculation** process started.

Building On What You Have Now

Let's build on what you can **already** do:

You can chat easily with women in the "no sex available" categories but that's partly because you already know them, so the initial "ice" has already been broken.

Chances are good that in each of the above situations, either someone else had first introduced you to her (thus breaking the ice for you) or else she broke the ice herself by lobbing the first pleasantry. So the next skill to learn is how to break that ice for **yourself**.

That requires that you practice on women:

α With whom you're **not** already conversational and

α Who are also unavailable (or undesirable) for sex with you

That way, you'll feel much more comfortable about striking up a conversation with them than with "Miss Playmate Of The Year."

Also, it's easier to talk to women in a structured setting where you have some other "legitimate" reason to talk to each other.

Why is that? Because then you have **Plausible Deniability**. You can approach her without necessarily implying that you're trying to get into her pants ... even if you really **are** trying to get into her pants.

The simplest place to start increasing your confidence with women, in bite-size increments, is with women in the service industry. And the easiest of those would be sales clerks and cashiers.

If you're in line at your local grocery store and the checkout clerk is female, you have a structured setting to exchange a few pleasantries without it being in any way threatening to you.

Keep it light in the beginning. You must learn to crawl before you can learn to walk, to walk before you learn to run, and to run before you can learn how to dance the samba while balancing a plate of bananas on your head.

That's your goal here.

Now, you **already** make small talk whenever you go through the checkout line in a store. But most times, it's the cashier who initiates it.

She'll say "How's it going?" or "How are you today?"

You'll respond with "Fine" or "Okay, thanks."

Then what? Silence.

We'll call that interchange a **Single Couplet**. It consists of:

- α A single opening comment (her asking you how you are)
- α A single response (you answering that you're fine)

Single Couplets are duck soup. You do them all the time with cashiers and sales clerks and have no trouble doing it.

The next step is to expand that to a **Double Couplet**. And here's the secret for moving the conversation beyond a **Single Couplet**:

You start it.

Let's examine why it's best for you to initiate the small talk when you can. Normal conversations consist of two people speaking in turn. If the other person

fires the opening salvo and you respond (the first couplet), then it's the other person's turn to make the next statement and initiate that second couplet.

And so on through the third and fourth and however many more couplets there will be in that conversation. The person who **initiates** the first couplet will be the one to initiate each subsequent couplet (if there are to be any).

Most women won't do this. They'll sometimes throw out some small talk to get the ball rolling but they expect **you** to keep the conversation going. That can be difficult for you because **they** went first, and therefore they're in the "power position."

The person who goes first controls the conversation.

Be that person. And for now, just practice doing **Double Couplets** when you go through a checkout line. Rather than waiting for the cashier to say the first pleasantry, take the initiative yourself.

Keep it simple. Come up with a phrase that fits your style and comfort level, but in general you don't need to say anything more than:

- α "How's it going?" or
- α "How're you doing?"

She'll answer in one of two ways:

- α With a **Closed-End Response**
- α With an **Open-End Response**

An example of a **Closed-End Response** would be "Fine."

Such a response completes the first couplet but doesn't flow naturally into a second couplet. You can of course start a second couplet anyway (since you went first), but you want to keep the process as easy as possible at this stage.

Just say "Great!" and let it go at that.

But more often than not, she'll answer with an **Open-End Response** instead of a **Closed-End Response**, because that's the more polite way to answer. And she **is** in the service industry, obviously, and good manners are part of her position.

Typically she'll say, "I'm doing fine, thanks. How about you?"

Try one of the "power responses" we discussed in the **Communication Manual**:

- α "Doing great!"
- α "Couldn't be better!"
- α "Fantastic!" [while stretching out the first syllable]

α "Very well" [With the emphasis on "Very"]

Single, Double, Triple, And Away You Go!

As with anything in life, practice is the key.

Once you can comfortably complete **Double Couplets** with cashiers and waitresses as if it were second nature, you can try for **Triple Couplets**. For that, we recommend that you notice something interesting (but nothing sexual in nature) about her.

What will be interesting will depend on the woman in question. But the items to look for are unusual nail colors or eclectic jewelry or possibly even an off-beat hat.

Here's the magic phrase: **"Wow, cool (or nice) _____!"**

Then just fill in blank with the appropriate word:

- α If she has each of her ten finger-nails painted in a different color, say "Wow, cool nails!"
- α If she has earrings that are shaped like bumble-bees, then say, "Wow, nice earrings!"
- α If she's wearing a stylish beret, then say, "Wow, cool hat!"

That's the basic formula. When you buy something at a store, pick out a female cashier and wait in her line. Start with the oldest and/or least sexy cashier so that you'll feel zero fear. And every time you go shopping, keep practicing.

In very little time, it will become second nature for you.

Once you master this skill with the grandmotherly types, gradually work your way down the age scale until you're comfortable making small talk with younger and more "interesting" cashiers and waitresses.

With practice, you'll do it effortlessly and without a hint of shyness. The next step is then to expand beyond cashiers and waitresses.

- α Try it on airplanes.
- α Try it when you're waiting in line.
- α Try it when you pass someone in a hallway.
- α Try it when you're at parties (what executives and politicians call "working the room").

And try it with **both** genders (this is a non-sexual technique, after all). Rather than passing someone and lowering your eyes, make eye contact and ask, "How's it going?" as you walk by.

The more you try it the easier it becomes.

There is one more *caveat* to remember while you're perfecting your skill at making small talk comfortably: Keep it **brief**. There's an old show business adage that says "Leave the audience wanting more" and that's what you want to do here.

You want to make a bit of small talk, and then move along **before** things become awkward. When shy men first get the hang of sparking a conversation, they often get caught up in the euphoria and try to keep the conversation going for an extended period.

That's usually not the best idea the first time you chat with a woman. As we've already mentioned in the **Theory Handbook**, women need time to fantasize and therefore it will usually take them longer to decide **they** want **you** than it will take you to decide that **you** want **them**. Give them that time.

If you've ever spent the evening with a life insurance salesman, you'll understand the concept of "being trapped in a conversation." That's **not** the way to interest a woman in maybe sleeping with you at some point in the relatively near future.

So don't lock onto her leg like a junkyard dog -- be casual. Think of yourself as a farmer. Plant the seeds and then step back. Allow them to grow in her mind. Let her fantasize.

Granted, if you're ruggedly handsome, you can sow and reap all in one day. And if you're very skilled at making conversation, you can occasionally do so also even if you're not all that handsome.

But if you're relatively new to the process and aren't especially handsome, approach it like you would a challenging golf hole. It's very hard to shoot a "hole in one."

So take the safe "lay up" in the beginning. Just try to keep your ball in the fairway and out of the sand traps and water hazards.

You can try more ambitious shots as you get better at the game.

Part C: Prospecting

LESSON ELEVEN: Finding Women

To be a successful salesman, you have to be able to find customers (**Prospecting**) and once you've found them, you've got to get them to actually buy what you're selling (**Closing The Sale**).

The same two dynamics apply to succeeding with women. In the broadest sense, if you're not doing well women, then either:

- α You don't know **where** to look for women (**Prospecting**) or
- α You don't know **what to do** with a woman once you do locate one (**Closing The Sale**)

For most shy men, it's usually both. Most of this program deals with the second problem. But in this particular **Lesson**, we'll focus on the first problem.

There was a line in an old song about "Looking for love in all the wrong places" and for most men, that's the story of their lives.

Let's approach the problem broadly. If we were to categorize every possible strategy for finding women, they'd fall into one of three broad categories:

- α Staying at home waiting for women to seek you out
- α Seeking women where women are plentiful in number
- α Seeking women where men are few in number

The Benefits of Staying At Home

Most shy men have spent years practicing and perfecting this first strategy because it's the safest and most comfortable strategy for finding women.

What's so great about it is that you have no risk of rejection. You can drink beer, watch TV, play computer games, and even masturbate while waiting for "Miss Right" (or "Miss Right Now") to waltz right up and knock on your door, eager to give herself to you.

It's the easiest strategy there is and it's practiced around the world by tens of thousands – no, make that millions! – of men.

What's not so great about this strategy is that **it doesn't work**. Neither "Miss Right" nor "Miss Right Now" has ever knocked on your door at any point that you're awake and not daydreaming, correct?

In life, there's a trade-off between "risk" and "reward." And if you follow the stay-at-home strategy, you'll eliminate both. In other words:

No Pain = No Gain

If it were so easy to attract women, there'd have been no need for us to develop this program and you'd not have taken the time and money to find and buy it.

Playing "The Law Of Large Numbers"

The second strategy (seeking women where women are plentiful in number) has more going for it.

At least, there's **some** chance that you **might** hit it off with a woman if you're out circulating where there are many women standing around. They'll at least **see** you, unlike if you're sitting at home.

The theory behind this strategy is the **Law of Large Numbers**. Men assume that if only one out of each one hundred women takes a shine to them (on average), then the solution is to hang out somewhere that has at least one hundred women.

We consider this to be **Casino Logic** since it's similar to playing slot machines: As long as you keep slipping coins into a slot machine, sooner or later it will come back with the "three cherries."

And just like a slot machine, every once in a while, a man will get lucky with this approach.

While this second strategy is a clear improvement over the first strategy, it's still a tough sell for most shy men who haven't learned how to **Close The Sale** once they **do** meet women.

You'll hear this advice from most relationship advisors and dating coaches: Hang out where there are lots of women. And it's **also** the advice that most relationship advisors and dating coaches will recommend to women: Hang out where there are lots of men.

For women, that's good advice. For men, it's **not** good advice. Here's why:

Life grades on the curve. And therefore, the way you'll be perceived by all those assembled women will be based in part on how you **compare** to all the **other** men who are also there.

And that's the sticky wicket: The more men who are there, the higher the probability will be that at least some (and perhaps many) of those men will look a heck of a lot better than you do.

Maybe they're taller, maybe they're more handsome, maybe they're more confident, maybe they have more money, or maybe they're just a lot more suave than you are. Relatively speaking, the chances are good that you're not going to appear as alpha as you otherwise might while in this kind of scenario.

Skilled salesmen understand this **Law Of Relativity** very well. It's the reason why a car salesman will try to sell you the car itself first.

Why? Because it's the most expensive item you'll buy that day. And once he succeeds in selling you a car, then it becomes much easier to sell you the add-ons.

Those add-ons may be priced at two or three or four times what a fair price would be, but the car salesman understands that **relative to the price of the car**, each add-on is very low in price. It may be overpriced in **absolute** terms but it's priced very low in **relative** terms. And therefore, it doesn't "seem" overpriced to the buyer.

Those of you in the auto business know that car dealers typically earn more profit on the add-ons than they do on the sale of the car itself. By taking advantage of a quirk in the design of our thinking processes, a car salesman can get us to pay far too much for add-ons, provided that he presents them to us in the proper sequence.

Applying the **Law Of Relativity** to dating situations, you're the product that you're trying to sell. Except that you're not selling on **price**, you're selling on **quality**. Or, more correctly, you're selling yourself based on your **perceived quality**.

Women want a high quality man, so it's your job to convince a woman that **you're** that high quality man. That selling job is a whole lot easier to pull off if there aren't three or four other men in the same room who clearly have more to offer.

Car salesmen don't want you to "comparison shop." That's why they'll try so hard to get you to buy before you leave the car lot:

"What will it take to get you behind the wheel of this car today?"

They have a lot better chance of making a very profitable sale if they can get you to negotiate one-on-one with them than if you put your order out to bid (with them being just one of several bidders).

Apply the same logic to dating: Don't make it too easy for a prospective dating partner to comparison shop. You'll usually have much better odds of success if you can "negotiate" one-on-one than if you have to stand out in a crowd to be noticed favorably.

That doesn't mean that the second strategy ("Seeking women where women are plentiful") is always a bad strategy. If you're exceptionally good-looking, smooth-talking and suave, you might do very well in such an environment

because you'll still be the hottest man in the room (even though there are quite a few other men there also).

But if you're less endowed with looks and charm, do yourself a favor and skip such venues. Otherwise, your shaky confidence might take a beating and you won't have much to show for it.

Making Scarcity Work For You

We recommend the third strategy: "Seeking women where men are few in number." The fewer (and less studly) the other men around, the better your odds will be for seeming a rather decent catch in comparison.

And there's an added benefit to this strategy. If you pick a **Prospecting** venue where:

- α Competing men are few in number, **and**
- α Where there are more women than men

... Then that imbalance will trigger the competitive instincts in the women who are present. Because there are now not enough men to go around, some of the women will **not** be chosen by a man.

In effect, you'll be playing "musical chairs" with the women who are present ... and **you** get to be one of the chairs.

Because women are so fiercely competitive with other women, that works in your favor. Hard though it may be for you to imagine, women enjoy few things in life more than taking a man away from another woman.

So even if a woman might feel only lukewarm towards you under more "normal" circumstances, she'll still be motivated to try to win your affections under conditions of **Scarcity** (since that means another woman in the group will end up having to do without).

That's the way Nature designed us to be: "We value that which is scarce."

And that reaction will be triggered regardless of whether that **Scarcity** is real or whether it's been created artificially. To boost your batting average with women, therefore, why not create an **artificial Scarcity** when opportunities arise?

Assignment For Lesson Eleven

There are literally an unlimited number of possible venues for meeting new women, as women can be found just about anywhere in the world.

Therefore, the “best” places to meet new women will depend greatly on exactly where you live:

- α If you live in a very small town, you’ll have few venues from which to choose.
- α If you live in a large metropolitan area, then you’ll have many more possible venues from which to choose.
- α If you travel frequently on business, you’ll have more opportunities than if you had never been more than ten kilometers from the spot where you were born. Different countries have different cultures, some of which provide much easier **Prospecting** than others.
- α And so on

You’ll need to come up with your own list of “best places to prospect for women” based on your own specific circumstances. The purpose of this assignment is to help you to create that list.

Here’s a quick quiz to see how well you understand the basic concepts. We’ve listed ten places that men can go in search of women for dating purposes.

For each place, indicate how promising a venue that place is likely to be for an average man to meet and impress women.

If that venue is like to be:

- α “Great” or “very good”, mark it **A**
- α “So-so”, mark it **B**
- α “Discouraging” or “downright dismal”, mark it **C**
- α Highly inconsistent (ranging anywhere between “great” and “lousy”) mark it **D**

You’ll receive one point for each answer which matches ours, and zero points for each answer which differs from ours.

| # | LOCATION | RANK | | | |
|----|---|------|---|---|---|
| | | A | B | C | D |
| 1. | A small party where you already know some of the guests | | | | |
| 2. | A very large party with a live band | | | | |
| 3. | The trendiest discotheque or club in town | | | | |
| 4. | The best-known “pick-up bar” in town | | | | |

| | | |
|-----|---------------------------------------|--|
| 5. | The local supermarket | |
| 6. | The local Laundromat | |
| 7. | An extension class at your university | |
| 8. | Your office | |
| 9. | Through the Internet | |
| 10. | A women's boxing match | |

(Scoring On Next Page)

α Your Score Is:

An explanation for each item in the quiz starts below.

Mix It Up At Small Parties

The recommended answer for this question is **D** (highly inconsistent).

Small parties can range from dismal to very good as a venue for meeting new women. If you already know some of the people there, you'll be more at ease than if everyone there is a stranger.

Just don't take the easy way out and interact **only** with the attendees you already know. It takes a certain "critical mass" to keep a party from being dull, but once that level is reached (ten or twelve people), the odds can be quite good at one of these events. The female to male ratio should be at least one to one for best results.

If there won't be a lot of men there who will compare favorably to you and if there is also an artificial **Scarcity** of men (i.e. more women are present than men), then such a party can be a marvelous way to meet a new woman or two.

But if you have a say in the matter, it's better to not bring along any buddies who are considerably better-looking than you are.

Getting Lost At Large Parties

The recommended answer for this question is **C** (dismal).

Large parties generally have lots of men and therefore the **Law of Relativity** is likely to work against you here.

Generally, parties that have live music tend to attract more females than parties that **don't** have live music. But the women there will be more attracted to the musicians, and that can reduce your relative appeal. So unless there are more women than men present, that can be a tough crowd to work.

The Trend Is Not Your Friend

The recommended answer for this question is **C** (dismal).

We consider trendy discos and nightclubs to be the second worst place to meet new women, if you're not an especially handsome or suave man.

You'll have a lousier success rate there than in almost any other venue. That may seem counter-intuitive, so we'll explain.

Many women **do** go to discos and clubs to meet men. But they're there more "to see and be seen" than for sex. They go to discos and clubs primarily for male attention (as in "being surrounded by horny men who crave them"), although for the right man, they'll often put out.

However, your chances of being "the right man" are virtually nil. The reason that any disco or club **is** the trendiest in town is because it **does** have lots of "hot men" there to draw in the hottest women.

So unless you're "God's gift to women" you won't stand much of a chance. You'll spend a bundle of money and have nothing more than wounded pride to show for your evening.

As a general rule of thumb, any venue where women go to dance will usually be an unfulfilling venue for you. Avoid such places unless you really want a challenge.

Just Say No To Pick-Up Bars

The recommended answer for this question is **C** (dismal).

There aren't nearly so many "pick-up bars" around these days (at least, not ones that are referred to this way).

But if you live in a large city, then perhaps your area might have one or more of them. A "pick-up bar" might sound like a winning concept to shy men.

After all, won't the women be "pre-screened" (to use sales **Prospecting** parlance)? The women wouldn't be there unless they wanted to get picked up, right?

That formula would seem to boost your odds considerably, since in most **other** places where women gather, a sizeable portion will turn out to be married and most of the rest likely have a boyfriend already (and thus would supposedly be off-limits).

But the reality of pick-up bars falls well short of that promise. Here's why: The lure of possibly "easy pickings" results in such venues having a dismal gender ratio, with many more men present than women. In addition:

- α Women drawn to such venues tend to be the **Hard To Place** ones.
- α Many of those women will be there for male attention and not necessarily sex.
- α The women are often much harder to get into bed than would be women that you meet in other venues.

The hottest men skip such places (because the hottest women **also** skip such places) and so the women who do go there are often disappointed with what does show up, man-wise. Perhaps they were hoping that Mel Gibson would make an appearance?

There's also a perverse effect that occurs when women go to a "pick-up bar" to get laid: Their defenses go **way** up. Here's why:

Women are extremely reluctant to take risks and therefore will normally seduce a man only under conditions of **Plausible Deniability**. That enables her to pretend that she didn't plan to get picked up ... it just "happened."

At a "pick-up" bar, women no longer have **Plausible Deniability**. If it's a place where people go to get picked up, it's hard for her to pretend that she's **not** there to get picked up. As a result, she'll be much **less** likely to put out ... just to prove to herself that she's not "that kind of girl." Even though she really **is** "that kind of girl."

As a result, your odds of successfully picking up a woman will be much lower at a bar generally reputed to be a "pick-up bar" than at a regular bar or a "sports bar" where people go for drinks and/or to watch the game.

Super Supermarkets

The recommended answer for this question is **B** (so-so).

Your local supermarket has potential, believe it or not. Just about every woman in your neighborhood will stop in at some point in time and most go there several times each week. That means that you'll get a good cross-section of women (and not just the **Hard To Place** ones) to meet.

And both of you have **Plausible Deniability** ... you're just there to shop for food (wink, wink!). Also, the place will usually **not** be packed with handsome hunks against whom you'll compare unfavorably.

And few if any women expect to get picked up in a supermarket (and therefore, their defenses will be down). We know a number of men who have considerable success with women in this way.

Also, if you've been "practicing" your small talk skills with the **Inoculation** technique we discussed in the last chapter, you can simply extend the exercise.

You already know how to exchange pleasantries with the check-out clerks. There's no reason why you can't extend that effort to the ladies stacking the produce or stocking the shelves. Or to the women ahead of or behind you in line. Or to women you pass in the aisles with your grocery cart.

Supermarkets can be a very target-rich environment once you've got a bit of confidence in yourself.

Why Laundromats Don't Have To Be Boring

The recommended answer for this question is **A** (good).

If you're still relatively young (under thirty), the corner Laundromat can be one of your best percentage bets. As with the local supermarket, both of you have **Plausible Deniability** and so her defenses will not be up.

The place will almost certainly **not** be filled with handsome hunks you'll have to compete against. And she won't expect to get picked up there.

And what makes the Laundromat even better than the supermarket is that there's considerable downtime (e.g. sitting around waiting for "the spin cycle" to finish) and the place is extremely boring.

Since women get bored far more easily than men do **and** because women will do more to counteract boredom than for almost any other reason (besides money), you'll have a better shot at picking up a woman in a Laundromat than in just about any other venue you could imagine.

As a rule of thumb, places where women go to get picked up tend to be very poor places to pick up women, while places where women do **not** go to get picked up often **do** turn out to be much better places to pick up women.

Think contrarian!

Fountain Of Knowledge, Wellspring Of Dating

The recommended answer for this question is **A** (good).

Many colleges offer "extension" classes. These are courses usually offered in the evening or on weekends, and they're aimed at adults in the community who wish to learn more about a subject.

Some are business or career oriented but many are creative or artistic in content.

For example, there might be courses offered in art, sculpture, photography, drawing, dance, certain sports, certain hobbies, and many more topics. We've found that the creative or artistic courses are **excellent** venues for meeting women, as they usually have all of the requisite ingredients:

- α Most have more females than males (since women seem more interested in expanding their creative side).
- α There's **Plausible Deniability**, so women's defenses will be down.
- α You'll be together for several (or several dozen) sessions and so you'll have ample time to get some of the women interested in and fantasizing about you.

- α Even if nothing romantic comes from the class, you'll still have learned an interesting new skill that might help you get other women interested in you in the future.

If there's a college or university near you, see whether they offer such classes and sign up for one that appeals to your own creative interests. You'll stand a very good chance of meeting several new women under close to ideal conditions.

Opt Out At The Office

The recommended answer for this question is **C** (dismal).

We rated "trendy discos" as the second worst place for you to meet new women. The only place worse than "trendy discos" is "at your office."

There **is** a difference, of course. At a disco/nightclub, you're likely to strike out (and probably in a humiliating fashion) unless you're a swank, good-looking hunk. For the average man, discos and nightclubs are metaphorical dry humping. If you've got the looks and the charm to score there and if you enjoy the kinds of women who hang out there, great -- go for it!

But at your office, the calculus is different. It can be very easy to get something started at the office, but such affairs come with a large amount of baggage. In America and a number of other Western countries, you're putting yourself at risk of losing your job and perhaps ruining your career if the affair turns out differently from the way that **she** wanted.

Remember our discussion of gender politics in **Lesson Six**? The laws are **not** on your side when there's a legal dispute over "who's the victim" and "who's the aggressor" in any office or workplace relationship. It won't matter in the slightest if the facts are actually in your favor.

She's the victim. You're the aggressor. It's that simple.

No woman is worth throwing away your career over, so resist the temptation.

Cyber-Love

The recommended answer for this question is **D** (highly inconsistent).

Internet dating has taken off dramatically in recent years as more people acquire Internet access and as chat rooms and dating sites have proliferated.

There also are other older venues that are still with us, such as "computer dating" and other types of "dating services." Although any venue can produce an occasional "success story," we've found that many people who try "computer dating" or other "dating services" tend not to be all that pleased with the results.

- α Often that's because they were not totally truthful about **themselves** when filling out their own curriculum vitae (and thus the other party ends up feeling defrauded).
- α The chances are excellent that the **other** people they met this way were **also** not fully truthful about **their** curriculum vitae.
- α These venues tend to attract the **Hard To Place** types.
- α What we say and what we think we want rarely matches up with what actually turns us on.

Women say that they want a nice, reliable man who will respect them, but men like that leave most women bored and uninterested. And vice-versa -- the women we get most hung up over are the ones that treated us badly, while the ones who were always there for us seemed boring after a while.

All those dynamics are at work in Internet dating. And so there's ample scope for disappointment. But Internet dating does have **some** potential. And that's due to women's Darwinian need to stray now and then, even when they have a husband or steady boyfriend.

With the rise of Internet chat rooms, women who are in a relationship (and not just the **Hard To Place** women) now have an easy way to arrange for some "strange" on the side with much less chance of discovery.

For them, all it takes is to meet some anonymous person in a different city on the Internet, get to know him well enough to decide he seems interesting, and then arrange for a clandestine interlude under the guise of a "business trip" or "family visit" out of town.

If you have the verbal skills to intrigue a woman on the Internet and you're okay with the fact that many of the women you consider will turn out to be **Hard To Place** or married or already in a supposedly committed relationship, then you can arrange to have an occasional affair via women you meet in cyberspace.

Of course, some portion of the "women" you do meet in chat rooms will not really be women but rather men masquerading as women. So you'll have a lot of misses but there's a chance for an occasional decent hit. If the action is a bit thin in your town, this might be worth dabbling in.

Female Boxing, Anyone?

The recommended answer to this question is **A** (good).

It's not easy to find female boxing matches, but they're golden opportunities if you do have a chance to see one. They're great places to take a date (if you've just met a woman somewhere else) and they can also be a good place to pick up women. Here's why:

There's one thing that excites women more than taking a man away from another woman and that's to see one woman treating another woman really

badly. The more vicious the women are to each other, the more of a turn-on it is to other women who see the spat take place.

It's no accident that **Soap Operas** and dramas that cater to women (especially young women) will feature female characters who are absolutely vicious to one another. It's done that way because that's what gets women in the audience excited.

If you've ever been to a female boxing match, you've seen that excitement in the facial expressions of the female spectators. The show itself is the closest thing to foreplay you'll see that doesn't involve batteries or tongues. By the time the match ends, your date will be primed and ready for action.

It's our absolute favorite venue for taking women on a first date and it's often an excellent place to pick up a woman who's already in the mood.

And needless to say, there'll be very few men who will even consider this as a pick-up place, so you'll have very little competition in a target-rich environment.

LESSON TWELVE:

Leadership

In the last **Lesson** we showed you how to improve your odds of meeting potentially receptive new women: Select **Prospecting** venues that have very few other men competing with you for the available female attention.

Now we'll show you a second approach for tweaking your odds of success in **Prospecting** for new women: Demonstrate **Leadership**.

Women are designed by Nature to prefer successful men. And what skill correlates highly with success in life? That's right ... **Leadership**.

If you're a "take charge" kind of guy, it won't be just your current and prospective employers who sit up and take notice. The women around you will **also** sit up and take notice.

You probably have a pretty good idea how **Leadership** is demonstrated in the workplace. Actually, it's easy to figure out because every employee has a job title and every company has an "organization chart" that clearly shows who reports to whom. There's a clearly established "pecking order" in the business world and each participant knows how every other participant fits into the **Leadership** structure.

Outside the office, there aren't any organization charts and therefore pecking orders are a lot harder to figure out, especially in dating situations.

"So ... What Kind Of Car Do You Drive?"

Determining the "pecking order" is the reason why women often ask one or both of the following questions:

- α "What you do for a living?"
- α "What kind of car you drive?"

She's trying to establish where you rank in the social order (and she's also trying to figure out how much money you've got, but we'll get to that later).

Most men are reasonably truthful when answering such probes. We might imply that our job is a bit more important than it actually is and we might even inflate our job title slightly but -- by and large -- we're mostly honest when we meet a new woman.

- α We do it partly out of **habit**, because the business world would fall apart without at least some level of trustworthiness.

- α But we'll also do it out of **fear** that she might find out that we haven't been totally truthful and subsequently become quite angry with us.

In other words, we approach women in the same manner that we'd approach a prospective employer:

- α We'll be somewhat selective about what we put on our résumé (for items where we have that option).
- α We'll put a positive spin on everything.
- α But the specific details that can be checked and verified by our prospective employer will be technically true.

Why? Because our employer might check on those specifics.

And if they do so and therefore discover that we lied on our résumé, then we'll either not get the job up front or (if hired) we'll get fired when the truth finally does emerge.

In the same way, we'll be somewhat selective about what we reveal and what we withhold from a prospective dating partner whom we've just met. Certain information has to be disclosed (e.g. where we work or what kind of a car we drive) because she'll ask about those items and our answers won't usually be that hard for her to verify.

We'll put a positive spin on everything, of course. But at least those specific details that can be checked and verified by an inquisitive woman will be more or less true.

Why? Because she might check on those specifics and -- if she does find out that we lied -- she might not go to bed with us. Or she might decide to stop sleeping with us later when the truth finally does emerge.

Fake It Till You Make It

Should you be entirely truthful about your position and career as you would be for a prospective employer? That might sound like a good idea in theory, perhaps, but the downside from being very creative with your personal *curriculum vitae* in a dating situation is **a lot less** than the downside from being creative with your résumé when job hunting.

And the upside is potentially very promising when you might get laid if you embellish the facts ... but you might have very little sexual opportunity if you do tell the gospel truth. The truth isn't always pretty, and therefore one way to exude **Leadership** is to fudge your credentials.

Or as we've stated earlier: "Fake it till you make it."

How far can you fake it? Farther than you might imagine, especially if you live in a big city (where few people know everything there is to know about you) as opposed to a small town where you've lived all your life.

You can also get away with a lot if you're out of town on business or vacation.

The other (and perhaps more appealing) way to exude **Leadership** is to actually **be** a leader. In other words, actually **become** a head honcho.

That's not as tall an order as you might think, since there are a lot more **Leadership** positions available than you might initially realize. While it certainly would be nice to be the CEO of a major company or the prime minister or president of a large country, **Leadership** roles come in all shapes and sizes.

Look at it this way: Virtually every group of people has a "leader." There may be an official leader where one person is formally designated to play that role, or the arrangement may be unspoken.

But there will always be someone in the group to whom others will defer and from whom they will solicit advice. There will always be someone who will cast the deciding vote when the members can't agree on what to do next.

- α You've got a circle of friends -- maybe you play that role within your group?
- α Perhaps you coach a kids' sports team on the side?
- α Perhaps you fill in as a scoutmaster for a Boy Scout or a Cub Scout troop?

Those are all **Leadership** positions and if you've served in one, there's an excellent chance that you exuded **Leadership** skill while doing it. That's yet another reason we recommended that you include a few team pictures (with you as "the coach" together with your players) in the photo album you'll have lying around your home.

You can be sure they'll be "discovered" by every woman you bring home.

But the possibilities for demonstrating leadership are endless and the basic formula is simple:

1. Determine your areas of expertise, and
2. Share that expertise with those around you

That qualifies as **Leadership**.

Assignment For Lesson Twelve

Let's start by taking an inventory of topics about which you're experienced and highly knowledgeable. These will generally fall into one of the following two categories:

- α Something you've done for a living
- α Something you've done as a hobby

You need not be the world's leading authority on a topic. Just the fact that you're above average (the more above average, the better, of course) is enough to qualify you.

Try to come up with two or three or four areas where you have an edge, and if your list seems to be coming up a bit short because you have no particular talents, that can be remedied. After all, you're never too old to learn new things.

Aside from those areas in which you now have expertise, are there some other areas where you're not **yet** an expert but would like to **become** one?

There are literally dozens of new hobbies you can undertake and new skills you can learn.

In **Lesson Eleven**, we noted that college extension courses are often an excellent venue for **Prospecting** for new women. And regardless of whether or not you actually end up meeting "Miss Right" (or "Miss Right Now") during an extension course, you'll still learn some new, interesting, and useful skills.

That's especially true if you take a course in a creative art such as drawing (or painting, or sculpture, or photography) or in certain other fields such as massage, acupressure, or some of the "New Age" topics.

Women seem to find those topics especially interesting. That means the odds are good that you'll have a favorable female-to-male ratio in your classes. It also means that you'll be learning skills that will be useful for your "dating career" later.

But there's one more bonus. Once you master one or more of these new skills, you'll then be "above average" in those skills. And that opens up the possibility for you to get extra **Leadership** credit with women who are seeking a "quality" man.

How so? You can then **teach** college extension courses in those subjects instead of taking them.

From Student To Professor

Most college extension programs are quite flexible in the courses that they offer.

And so if you have an idea for a course in an area where you have special expertise, you can then apply to create and teach an extension course on that topic. The pay will be very modest and courses are subject to cancellation if too few people sign up, but as a **Leadership** venue such courses are golden.

We've done it, and here's the attraction:

- α The class has one clear leader: the teacher. If that's you, then you'll be exhibiting **Leadership** to the students in that class (most of whom will be female, if you selected your topic shrewdly).
- α As the teacher, you'll be the center of attention during the course. You'll be the one in the spotlight and to women, that's an aphrodisiac.
- α Although there might be some men in the class too, you have much higher status since you're the "leader." So you get to be at the front of the queue.
- α And because your relationship with each woman in your class is structured (teacher and student), you have *carte blanche* to chat them up and they have *carte blanche* to chat you up.

And that means there's **Plausible Deniability** in both directions.

If a female student wants to put a move on you, she can come up and start a conversation by asking you a question about the course material. And you can say "Hi" to any of your students, in or out of the classroom, without being automatically interpreted as a dirty old man (or dirty young man) trying to hit on her.

It's a perfect ice-breaker.

Finally, you'll be exploiting women's competitiveness with the other women. In a classroom setting, there are several (maybe even several dozen) women and only one teacher. If that one teacher is you, that can set off a feeding frenzy among those women.

Not every woman will compete for you, of course. Some of your students may be already married or in a serious relationship. And some may just not be attracted to you for reasons of chemistry. But there are often several women in each class who enter the "Let's Compete For The Teacher" contest.

If you've never had a number of women competing for you at the same time (with each of them eager to become "the teacher's pet"), then you're in for a real treat.

Teaching a course is our **favorite Leadership** role. But there are others that also work quite well with women.

Be An Organizer

Hobby clubs are one such area.

Many women enjoy outdoor physical activities, both for health reasons (i.e. becoming more fit and less fat) and just to work off stress. There are many clubs that cater to that need, and perhaps the most common of these are hiking clubs.

If you live in a part of the world that has mountains and wilderness areas nearby, there will be many interesting and challenging hiking trails. And where there are hiking trails, there will be hiking clubs.

Getting into such a club is a good way to meet new women (and also to get more fit yourself). But once you get the hang of how such clubs work, you can also organize your **own** hiking club and appoint yourself the leader.

In that regard, clubs work the same as corporations: The easiest way to become the CEO (head honcho) is to be the founder.

The same approach applies to other kinds of clubs, also, such as:

- α Roller-blading
- α Mountain biking
- α Horseback riding
- α Snorkeling
- α Scuba diving

You name it. Just about any sport or hobby can serve as a **Leadership** vehicle.

Have you ever sat around with your buddies, bored stiff and all trying to come up with something interesting to do? You know the drill:

[Person #1]: "What do you want to do?"

[Person #2]: "I don't know ... what do **you** want to do?"

Women have that problem even more so than men because women on average are less proactive than men. A lot of women spend a lot of time sitting around waiting for something interesting to happen. And if you're that "someone" who can suggest that "something interesting to do," you'll often find a ready audience.

Be the man to organize events and you'll take center stage. That's true with any of the above types of events, and that's also true of picnics or beach parties or any other kinds of parties.

As with teaching, you're the "host" of the event and thus you have *carte blanche* to chat up every woman there. And *vice versa*. You can thank them for coming

and they can thank you for hosting the event. And from there, "One thing can lead to another."

Take Advantage Of Your Female Friends

A quick note about women who want to be "just friends."

Generally, we don't have much use for such women ... your male friends (or your dog, for that matter) will be much better friends to you than any female friends would ever be. So without the sex, having a stable of female "friends" is simply not a compelling proposition.

But if you're still a shy guy and haven't yet mastered women and dating, chances are pretty good that you **do** have several female "friends." Sure, you'd love to bed them someday (that's probably why you let them hang around) but you do realize that it's a long shot at best.

Even so, such female friends do have their uses. They can be perfect accessories when it comes to organizing your events. Invite them along and ask them to invite some of their other female friends to come along also.

They'll do most of the inviting (which makes it easy for you if you're shy). And one or more of the other women they invite might take a shine to you. After all, they may not have seen you before and now their first image of you is as a "leader."

And if one of those friends decides that, "Hmm, he's pretty interesting" then a few more will likely join the competition. And if none of her female friends hit it off with you, you'll at least make some new female "friends." And **they** will have other female friends whom you haven't met ... **yet**.

Get Out There And Lead

The next time you're out and about, stop by your local university or college and pick up their schedule of extension courses. Then pick out a few that look interesting, and sign up.

Also keep your eyes peeled for notices for hiking and other clubs in your area that engage in outdoor physical activities. You can often get leads on such groups on bulletin boards at colleges and bookstores. You can also ask around at sporting goods stores, the YMCA (or YWCA) and so on. And of course the Internet can often be one of your best tools for this sort of research.

The more you get involved in such activities (and especially later when you can assume a **Leadership** role) the better your results with women are likely to be.

Women are attracted to leaders, so become one.

LESSON THIRTEEN:

Chumming, Referrals, & Low-Hanging Fruit

Most men are not very skilled at dating, but quite a few men are good at their jobs. They may not understand women but they do understand how the business world works.

Put that to your advantage: **Run your love life like a business.**

By that, we don't mean that you should charge women by the hour for your "services" (although if you can, why not?). But many strategies that make sense in business will also make sense in dating. Why? Because so many elements are similar.

Just as vendors compete for customers, so do you compete with other men for the most desirable women. After all, dating is mainly a matter of marketing yourself. The "product" is you.

In business, you want to design a "success formula" that you can replicate. You're not looking to just make "one big score" and then retire.

You're looking for an on-going income stream instead, and that requires a steady supply of potential new customers. If you've ever worked in sales or in marketing, you already understand the progression:

- α You must identify your target market.
- α You must understand your product.
- α You must understand your competition.
- α You must develop leads.
- α You must deliver your sales pitch.
- α You must **Close The Sale.**

Dating works similarly. Your "target market" is all the women who meet your specific requirements.

If you're interested only in tall, leggy, busty, blonde models under the age of twenty-two, then that's your target market. But of course, that's a small potential market, and so you'll need to have a superior product offering if you hope to "penetrate" that market niche.

For most men, their target market is considerably broader. Just about anyone who has two "X" chromosomes and a pulse qualifies. In fact, most shy men will approach women as if "beggars can't be choosers" and therefore, their target market is "any halfway attractive female who will even talk to me." And even the "halfway" part is entirely negotiable.

We're so terrified of rejection that we won't even approach a beautiful woman. We assume that she must get asked out by a dozen rich hunks each day and how could we possibly compete against studs like that?

And so we reach for the **Low-Hanging Fruit**. We assume that plain or otherwise less desirable women are being ignored by other men and so we approach those women. We assume that:

- α There'll be no competition and therefore
- α We'll not get rejected and
- α The woman will be extra appreciative of our efforts to woo her

Guess what? A great many other men also jump to that conclusion.

And as a result, many plain women get hit on far more than many beautiful women. Therefore, the lines will be longer, you'll still have at least as much chance of getting rejected, and you'll often get more "attitude" from a plain woman than from a more attractive woman.

In summary, you'll get less woman for your effort and that's hardly much of a "value proposition."

Finding The "Attitude" Sweet Spot

The underlying premise to the **Low-Hanging Fruit** theory is that there's an inverse relationship between a woman's looks and her attitude. By that logic, a woman who's a "10" would be a stuck-up pain in the butt, while a woman who's a "1" would be kind, loving, and eager to please because she can't rely on her looks to attract men.

For the most part, that assumption is just plain wrong.

In our own research, we'd peg the "sweet spot" on that curve at around a "7" (plus or minus one, depending on how tough a grader you are). That is, you'll find the best attitudes at "6", "7", or "8".

The most confident men often chase the women who are a "9" or a "10" and therefore women at the top end of the scale often are stuck-up and curt when approached. And they also tend to be extremely "high-maintenance" once landed.

But that doesn't mean that women on the bottom of the scale are sweeter by comparison. Just watch any daytime talk show on television and you'll see a lot of women who are a "1" or a "2" oozing bad attitude from every pore.

That's partly because so many men chase less attractive women in the mistaken belief that lots of other men are **not** doing the same. That enables many plain women to develop quite an attitude also.

But their toxic attitude won't be about **nobody** hitting on them. It will be about the fact that the best specimens of manliness are passing them by in favor of the hotter babes while the "undesirables" (all of the less good catches) hit on them constantly. To a woman, that's the dating equivalent of being deluged by corporate recruiters all day long but then being offered only positions as minimum wage fast food counter clerks.

As a result, unattractive women tend to become very bitter about their lot in life. They're bitter at **men** (as the best male catches prefer prettier women). And they're also bitter at **life** in general (for making them plain).

So resist fiercely the temptation to chase women who don't especially inspire you just because you believe that the competition will be less fierce. It won't be, so you might as well chase the sort of woman who **does** float your boat.

Also, your skills (such as they are) will never improve if you go for what you think will be easy targets. Personal growth comes from pushing yourself a little harder.

If you want to transform your body into one like "Mr. Olympia", you'll never get there by pumping iron with a ten-kilogram barbell. To develop to that level, you'd need to lift progressively **more** weight as your strength develops, go on a high-nutrient diet, vary and expand your training program, and do everything possible to make the best of what you've got.

So it is with becoming skilled at dating. You'll reach mastery only if you continue to raise the bar. It is that "extra effort" that makes the difference between success and failure.

Picking off only the easiest women (the **Low-Hanging Fruit**) is the dating equivalent to working out with a ten-kilogram barbell. It's better than nothing, but it won't get you where you ultimately want to be.

Why Pick-Up Lines Rarely Work

A big part of striving to be better is to develop as many "qualified leads" as possible.

Most companies use advertising for getting the message out to a large number of people. The purposes for doing this are:

- α To develop "awareness" of their product or service
- α To develop "interest" in their product or service

That's one key to generating customers: the **Law Of Large Numbers**.

- α Most people who receive a direct mail ("junk mail") solicitation will toss it without even opening it.

- α Most people who are watching TV will hit the remote control the moment an ad begins.
- α Most people who have been called by a telemarketer will hang up on him.

For that reason, it's not unusual for the response rates to such marketing messages to be as low as 1% or 2% on average. And therefore, these messages are sent out in very large quantities.

Because the cost of reaching those eyes and ears is a function of how many have the opportunity to **see** the message (and not on how many actually **respond**), most companies put great effort into targeting their message.

Good targeting ensures that a higher percentage of the eyes and ears that the company is paying to reach are least somewhat likely to belong to consumers who might want whatever that company is selling.

For that reason, companies don't intentionally send promotional mailings out to the people whose names are listed in the obituary column -- those folks won't be buying anything.

Similarly, you won't be hanging around a retirement home in the hope of picking up young supermodels. You won't find many there.

But even if you've targeted your "market" well (gone where the sorts of women you like can be found), you'll still need to rise above the din. The reason that so many marketing efforts have such a low response rate is that the target audience is bombarded with marketing messages daily.

Over time, even a good target audience has learned to tune out sales pitches tailored for its eyes and ears. Here are some examples:

- α If you're like most men, you're fast enough with a TV remote control to change the channel before you even know which commercial is just beginning to air.
- α You can spot junk mail just from the way the envelope has been formatted and you'll toss it without even opening it.
- α And you can recognize a telemarketing call just by the way the telemarketer says hello to you (and you'll hang up without even listening to his message).

Women do the same with most men who hit on them and for the same reason.

Most women have heard the same lame come-ons so many times that they tune them out even before they hear the first syllable. They may not know exactly what the line will be, but they'll spot it as a pick-up attempt even before you open your mouth, just from the look in your eye.

Some men have mastered the art of picking up women by using a particular pick-up line, but we've found that in nearly all such cases, the man in question is also rather good-looking, famous, or wealthy (or even all three).

For men like that, any pick-up line will work, including "Hello."

But the chances are rather high that you're not one of those men. And therefore if you're a shy man (because you're afraid of rejection), we recommend against the usual advice people give about just walking up to strange women, uttering a swank pick-up line, and then repeating the process a few hundred times until a woman says "Yes."

Due to the low-percentage success rate, you'll experience considerable rejection, give up long before you score and you'll probably even end up more shy than when you started.

Picking up women that way is similar to telemarketing. Every once in a while, you'll sell something.

But you'll also irritate many other people for each one who responds favorably. And if you've ever worked as a phone solicitor, you'll understand just how stressful that can become. Save that particular approach for some day when you've mastered women and are looking for greater challenges.

Let Chumming Do The Work For You

There's a much easier way to get the word out without a high risk to your ego: chumming.

This approach works similarly to advertising. It allows you to convey your "message" to a broad audience without angering those who aren't interested. And that will avoid the problem of handling ninety-nine strongly worded rejections for each acceptance.

Rather than you approaching lots of women, instead entice them to come to you. It's a similar technique that commercial fishermen often use. And if you've ever watched a nature show on sharks, the research scientists and their assistants probably made use of chum (such as half a tuna carcass and some blood) that had been tossed in the water to draw in sharks from afar.

Chumming for sharks is an awful lot easier than trying to go out and locate a lot of sharks who might be spread out over vast areas, especially when most sharks are quite capable of out-pacing scientific research vessels or fishing boats.

You can adapt the chumming technique to **Prospecting** for your potential dating partners. All you'll need to do is to set out some "bait" and have the knowledge to use it in such a way that large numbers of prospective partners will have a chance to spot it.

Then you'll have the **Law Of Large Numbers** working for you. As most marketers understand, even a 1% or a 2% response rate can be gratifying if enough potential prospects see that marketing message.

We're not the first men to discover this strategy, of course. Many men have tried it over the years, decades, and probably even centuries.

And a lot of those men were unsuccessful at it.

Here's why: Most men who try this technique try to squeeze the entire sales process into a single step.

Most men find **Prospecting** to be so stressful that they try to compress the entire "marketing and sales" process into a single step. That way, they reason, there can be only a single chance of rejection by each prospect.

That's usually ineffective in the dating world because women overanalyze. By nature, they're indecisive and unless you're a Brad Pitt look-alike or have a ton of money, women need time to decide whether or not they want to get to know you better.

If you short-circuit that analytical process, your results will plummet.

Getting Referrals For Better Responses

There's another technique that successful businesses rely on for producing superior results: **Referrals**. They let their satisfied customers be their best salesmen.

That can be accomplished by asking satisfied customers for the names and contact information of friends who may be in the market for the same goods or services. Then the business makes sales calls to those friends and mentions that they got their name from you.

It can also be done by soliciting testimonials from satisfied customers.

And it also occurs "naturally" (with no extra effort on the part of the business) as customers tell **their** friends about good (or bad) experiences with that business.

Each approach gives that business credibility, with the second approach being more powerful than the first and the third approach being the most powerful of all.

The business may have a motive to get money from you but your friends wouldn't take advantage of you, nor would unknown people who give a glowing testimonial (assuming that the testimonial was not paid for by the business).

That's the beauty of **Referrals**. You may have ulterior motives, but you can sidestep that suspicion by using someone else who doesn't have an ulterior motive to vouch for you.

And you can apply that concept to dating. The process is a bit different (because of the way that women have evolved) but it can improve your dating results dramatically if you learn how to harness it.

Assignment For Lesson Thirteen

Elsewhere in this course, we focused on where to find women and, later on, we'll focus on how to **Close The Sale** with women.

In this **Lesson**, we'll focus on developing leads. That is, getting a portion of the women with whom you come into contact each day to begin thinking about you as someone "interesting" and "intriguing."

That of course requires that you get out and circulate (i.e. chumming). You won't interest or intrigue anyone if you're sitting at home with a six-pack in one hand and a porno magazine in the other, with your TV remote control at the ready.

But you knew that, right?

The trick is in knowing **how** to circulate. Most men are shy and therefore circulate without making eye contact. They'll look down or look away if a woman returns their glance. That's ineffective.

If a man passes a woman and doesn't make a move, that woman might assume that:

- (a) He didn't notice her; or
- (b) He noticed her but he was too shy to approach her; or
- (c) He noticed her and he wasn't too shy to approach her (he just didn't think she was good enough)

Needless to say, women are eager to conclude choice (a) or choice (b), since choice (c) is a negative reflection on **her**.

Therefore, when you're walking past women and one of them looks over in your direction, don't immediately look down or look away. Rather, hold her glance for a second or two and acknowledge her.

And how do you acknowledge her? With a nominal gesture or comment.

You already know how to do nominal gestures.

You do them whenever you're at an event or occasion and you spot one of your friends on the other side of the room. You'll raise your eyebrows or nod in his direction and perhaps even throw him a quick token grin. That's simply a way to say "hello" nonverbally. It tells him that you recognized him.

You might do the same if you're walking along a fairly narrow path or walkway and pass a stranger coming in the opposite direction. You'll make a moment's

eye contact, perhaps a quick nod, and perhaps a comment such as "How's it going?" or "How are you doing?"

It's a simple human interaction -- just common courtesy, really. But most men shy away out of fear when a woman looks in their direction.

Don't do it! Make it a habit to **acknowledge** women who look your direction.

And don't just limit yourself to the hot young babes, either. Acknowledge any female over eighteen who looks your way. Why be indiscriminate? Do it for the practice and to stimulate competition for you.

If the process becomes second nature to you, then it'll seem perfectly natural when you try it on the occasional hottie. This is another way to use **Systematic Desensitization** (as discussed in **Lesson Ten**) to boost your confidence.

There's an important *caveat* here, however. It's human nature to assume that "If some is good, more is better."

Many men who are trying to break out of their own **Inertia** will therefore go overboard and come on way too strong.

That's the wrong way to go about it. For most things in life (and that includes acknowledging women), the **Goldilocks Strategy** is the more effective approach. Some is better than none, but too much is still too much.

Consider your own reaction to salespeople who practice the "hard sell" treatment. If you're like most people, that's a real turn-off.

In a parallel fashion, most women find it equally annoying when strange men come up to them and pitch them with a hard sell. It will cause them to wonder what's wrong with the "product" (i.e. you) that requires you to do a hard sell.

That's why your goal when chumming is not to **Close The Sale**, but just to create "product awareness." When you chase something, it will try to run away.

So don't chase women, just entice them. Walk by them confidently, acknowledge the ones who glance your way, and keep on going.

Over time, you'll bump into many of those women again and, as you do, they'll become more comfortable around you. In effect, they begin to feel as if they know you somewhat. And some of them (but not all of them) will begin to develop a bit more interest in you.

How will you know? Because they'll acknowledge you with a word or a gesture when you walk by. When this begins to happen, you've been upgraded from "total stranger" to "almost an acquaintance."

At that point, you can interact for a bit longer with the ones who show an interest in you. But don't overplay your hand. You want to appear moderately interested but not desperate. Make them meet you halfway.

You can build on that beginning using the other skills you're learning in this course.

Getting Referrals From Women

The concept of **Referrals** is a bit different.

In business, you get your best **Referrals** from your satisfied customers. That same technique works in dating also, although few men realize this.

The reason that so few men pick up on this opportunity is that men are very different from women when it comes to loyalty. There's an "honor code" among male friends:

"You don't hit on your buddies' sweethearts."

That applies to not only their current sweethearts but also any of their former sweethearts (if that friend is still carrying a torch for her). And it also applies to their **potential** sweethearts, too. If one friend is planning to put a move on a particular girl, his other friends will usually step back and give him the exclusive on her.

In effect, males recognize and usually respect the sexual territoriality of their buddies. If your friend's ex is coming on to you, male protocol calls for you to clear it with him before responding to her innuendoes.

And if he tells you "I'd rather you didn't have a fling with her," most of the time you won't.

That **The Male Code**. And most men know it well. What most men **don't** realize is that most women do **not** exhibit the same loyalty to their female friends. In fact, women are almost exactly the **opposite** of men in this regard.

We've commented before that women enjoy few things more than taking a man away from another woman, and that's true even if that other woman happens to be one of her friends. In general, women are far **more** likely to steal her best friend's man and then just find new female friends than to pass up a shot at an interesting catch just to avoid upsetting one of her female friends.

How can you use this difference to your advantage? First, be aware that women are different this way.

And then consider all the female friends of your former sweethearts as representing "fair game." It's likely that some of those female friends saw quite a lot of you back when you were still together with your old sweetheart.

Perhaps you and your sweetheart even double-dated with some of them and their former sweethearts?

If so, those are hot prospects for you, dating-wise. Feel free to ask any (or all) of them out if they appeal to you.

So what does that have to do with **Referrals**? Plenty!

Your old sweetheart will have talked to her friends at great length about you, and in far more detail than you would ever talk to your friends about your own sweethearts.

They will have discussed your sexual performance in complete detail, along with every other nice thing you ever did for her.

In fact, your sweetheart will have talked about you to all her female friends. That's what women talk about constantly -- just walk past two women who are engaged in conversation and you'll hear it for yourself.

But she'll have done more than just talk ... she'll have **bragged** about you too. Why brag? Because that's how women compete for status -- it's the female version of men bragging about how many babes they've bedded.

The better the catch (man-wise), the higher her own status among her peers. And therefore most women will embellish on their mate's finer points when comparing notes with her female friends ("your wonderfulness" = "her high status").

If that sounds odd to you, look at it this way: If you were a worthless man whom she was with only because she couldn't find anything better, what sort of statement does that make about her own worth?

Trust us, women will do the heavy lifting for you here.

And although it isn't intended as such, her bragging constitutes a **Referral** for you, and often a glowing one at that. If you seemed to be an interesting man who treated her well when her friends saw the two of you together, that's further corroborating evidence of what she's said.

Put all these factors together, and the chances are excellent that her female friends have occasionally fantasized about what you would be like in bed.

So give them a chance to find out.

In our own experience, female friends of former sweethearts have been our most fertile hunting ground for finding new and eager sex partners. We've learned many ways for finding new partners, but **none** has been more reliable than hitting on female friends of past sweethearts.

There's a variation on this technique that can also work well.

Using Women To Provoke Jealousy Over You

We've found that all it takes to stimulate a woman's competitive instincts is for there to be another woman present who attempts to dissuade the first woman from making a play for you.

If you've been to a party with your sweetheart, you may have noticed this dynamic at work.

If you say hello to another woman at the party, and the other woman is wearing something that's a bit in the sexy side, you probably looked for an extra second or two.

Guess what? Your sweetheart glared at you **and** at the other woman. And the more your sweetheart tried to get the other woman to back off by glaring at her and by making catty comments, the more the other woman became interested in you. You might not have noticed, but this happens often with couples.

In effect, this type of behavior is **also a Referral**. Your sweetheart may have glared and made snide comments but that only told the other woman that you're a good catch. (Obviously you're worth hanging on to, or your sweetheart wouldn't have bothered).

That's the message the other woman will perceive: "He's a keeper!" (In other words, you're just the sort of quality man she'd like to steal away for herself).

You can also artificially engineer that same effect, if you wish.

If you have a female friend who has a crush on you but in whom you have no reciprocal romantic interest (as she's not your type), take her out to lunch with you. If you have a cute waitress take your order, flirt a bit with your waitress. Your female friend will get jealous of the waitress and will try to shoo her away with glares and comments.

And that will have just the opposite effect on the waitress.

It's a fascinating dynamic to watch. The harder that one woman tries to shoo another woman away from her man, the stronger the **Referral** that she inadvertently gives ... and the more interested the other woman is likely to become in that man.

The variations you can create with this formula are numerous. We've even seen a few men have their own sisters or one of their friend's wives go out with them and play the role of the "jealous girlfriend" specifically to elicit this response from other women.

It's the dating equivalent of planting **Shills** at an auction to ensure more spirited bidding by the other attendees.

So feel free to be creative here. Bring another woman along as a "prop" if you can arrange it, and watch the interest in you jump.

Part D: Dating & Relating

LESSON FOURTEEN: Deference Rituals

If you've watched many nature shows on TV, you'll have learned that there's a pecking order in each animal species and that the females will allow only the highly-ranked males to have access to sex.

To be one of those highly-ranked males, a male must win his place in the lineup by being tougher and stronger than other males. And so in rutting season, the males will square off and battle for dominance.

Serious injuries and even deaths could occur if things were to get out of hand, so most species have evolved a set of **Deference Rituals** which will allow the less desirable males to signal their acceptance of the stronger males' dominance in the group.

By using these **Deference Rituals**, lesser males can avoid a fight that they'd lose (and therefore the serious injury and possible death that would result from it).

Deference Rituals are Nature's equivalent of waving the white flag. Using them won't get the male laid. Instead they have the opposite effect and ensure that he will **not** get laid.

But there's an important benefit to using **Deference Rituals**, namely that he can avoid possibly serious injury and perhaps even death. That way, he will live to fight another day and perhaps succeed in battle the next time.

Human cultures have also developed a very wide variety of **Deference Rituals** that signal acceptance of the stronger males' dominance in the group. They may vary from one culture to the next, but all cultures have them and we've all been immersed in them from a young age.

As a result, we may not even realize that we're engaging in them. They often work on **Automatic Pilot**.

The simplest example is the military salute. A lower-ranking soldier is required to salute a higher-ranking soldier, for no other reason than to acknowledge each of their relative positions in that hierarchy.

The lower-ranked soldier holds the salute until the higher-ranked soldier salutes in return. And for those who have been in the military for a long time, the practice of saluting becomes second nature. They do it without thinking, as if on **Automatic Pilot**.

A similar concept exists within the Japanese culture involving the practice of bowing. People in Japan bow when meeting, just as people in the armed forces salute when meeting. That too becomes second nature and is done on **Automatic Pilot**, as you'll notice if you watch Japanese people in phone booths who are bowing out of habit to the person on the other end of the phone line.

There are three degrees of bowing in Japan, depending on the relative status of the two people. The higher your relative status, the less deeply you're required to bow. There are also three conversational styles, again based upon the relative status of the two people who are conversing.

For a high-ranking corporate executive in Japan, one of the most traumatic aspects of retirement is that other people no longer talk "up" to him. They talk "level" or even "down" to him instead.

Also consider the titles we use for other people and for ourselves. If you're an adult, you're allowed to call children by their first name but they're supposed to call you "Mr. _____."

That's yet another **Deference Ritual**.

Male Deference And Bluster

Traditional male **Deference Rituals** are important in dating because they tell women how highly we rank and therefore how good a catch we are. In that way, women are more easily able to rank their suitors so as to end up with the higher quality man.

On at least one level, we understand that concept even at a young age.

When you hit puberty, we'll guess that you would have been embarrassed to be seen as being "too deferential" to your parents, especially if someone of the opposite gender was nearby and you wanted to impress her.

- α It was embarrassing to have your dad drive you on your first date.
- α It was embarrassing if you had an earlier curfew than either your friends or your dates.
- α It was embarrassing if your mom were to ask you in front of your date if you remembered to put on clean underwear.

Anything that made it clear that **they** were in charge and **you** were the underling was awkward in a dating environment. The image you tried to present was that of being in charge, independent, strong, decisive, and the master of your domain.

- α That's why some men tend to "talk tough" when trying to impress a woman.

- α That's why some men are more likely to drive aggressively when on a date and to be less likely to let others cut in front.
- α That's why some men are likely to talk down to waiters when they take a date to a restaurant.
- α That's why some men swagger when they walk into a room full of eligible women.

Those are all attempts to substitute bluster for **Deference Rituals**. They can actually be quite entertaining when it's obvious just how out of character such behavior is for certain men.

But there's a second level of deference that most men overlook.

Male Deference To Females

There's a separate set of **Deference Rituals** that societies establish for male-female interactions.

Consider the ritual of the man opening the car door for the woman when out on a date. Where else would you see that ritual performed? That's right -- when a chauffer opens the door for "the boss."

Q: Who's in the power position in that that case?

A: The boss.

Q: Who's being deferential?

A: The chauffer.

The same is true on dates. If you get out of your car, walk around to the other side, and get the door for a woman, you're telling her that **she's** the important person and that **you're** insignificant.

That's hardly an image of you that will impress her. She might **want** a personal "man-servant" to wait on her hand and foot and to throw suitcases full of cash in her general direction (heck, we wouldn't mind having a few of those ourselves), but that won't moisten her where it counts.

Forget all of the propaganda that women spew about this being "a man's world." That's a smokescreen to obscure the fact that most men are destined to become society's "worker bees."

If women craved low-ranking males, **Deference Rituals** might be a good strategy.

But they don't, and therefore displaying maximum deference is not a good strategy. In modern societies, marriage is a "civilizing influence" on men. It's meant to make us docile and easy to handle, so that we can be put to work.

Translation? We surrender our testicles at the door.

And that process of "domesticating" us begins with teaching us to perform **Deference Rituals**. Ultimately, these rituals divide men into figurative bulls and steers.

The prize bulls are the ones who still have their testicles. They lead a pretty good life with frequent ejaculation being their "job" and they can live to a relatively old age in comfort.

Meanwhile, the steers do without the sex and are fattened up for an early slaughter. Both are "economic beings" that work for the benefit of their owners, but the prize bulls have the better gig (having sex for a living versus becoming tomorrow's "ground round" on your dinner table).

Granted, men who have become "steers" do get sex now and then even if they're panty-waists, but the sex will quickly become "not that often" and "not that great". Essentially, they'll get the bare minimum needed to keep them around (and that's not much, if they've also signed away their right to walk out).

Consider the word "gentleman."

A "gentleman" is what society tries to mold men into becoming: men who are gentle. That wouldn't describe any of the **Alpha Males** you will see in nature programs, of course. In Nature, it will be the strongest, toughest, meanest males who rule the roost and collect the females.

The "gentle" males will all be low-ranking ones who miss out on the best (and the most frequent) sex and who instead become focused on maintaining a low profile so they won't get killed. You'll know them by the absence of females in their vicinity and by their frequent displays of **Deference Rituals**.

The purpose of male-female **Deference Rituals** in modern societies is the same: **They differentiate the Alpha Males from lesser males.**

- α If you take no guff from women, you're an **Alpha Male**.
- α If you bow and scrape regularly in a usually futile effort to placate a woman, you're a lesser male.

And once your ranking has been resolved, you'll be slotted into your role:

- α The less deference you exhibit, the more and better sex you're likely to get.
- α The more deference you exhibit, the less frequent and less enthusiastic will be the sex you'll get (and the more likely it will be that your kids may not actually be yours).

Assignment For Lesson Fourteen

Deference Rituals come in many forms and most of them are disguised as "simple etiquette" in order to obscure what's really going on.

In addition, some actions can be seen as either a **Deference Ritual** or merely an act of simple human kindness, depending on the circumstances.

Our goal here is not to make you into either a social boor or unrepentant jerk. Our goal is to break your ingrained habit of bowing and scraping in an effort to obtain sexual access.

Here are several specific problem areas to focus on:

- α Flowers and other gifts
- α Opening doors
- α Pulling out chairs
- α Toilet seats
- α Housework
- α "Checking in"
- α Public emasculation
- α Constant requests for expensive presents

There are more, of course, but if you can learn to handle these ones, you'll be in very good shape.

Don't Pay Tribute Unless You Want A Master

We've observed that men who don't date much (and who are therefore often rather desperate) are far more likely to give a girl flowers or candy or a teddy bear at the start of a first date.

That's a very bad idea because this is a clear **Deference Ritual**. Just think about it – exactly **why** is she getting the flowers, candy, or teddy bear?

It certainly isn't **Pay For Performance**, because she hasn't performed (and there's now an excellent chance that she never will -- at least not for **you**).

Instead, she's getting that gift for nothing ... in other words, just for being alive.

In past centuries, it was common for "subjects" to bring valuable tribute to the ruling potentate. In some instances, such a potentate was entitled to receive his weight in gold. The purpose of this gift-giving was to buy protection from the potentate so that the subject wouldn't be killed.

There was a chance that the ruler would reward a generous tribute-giver with certain favors, but he was under no obligation to do so. The ruler called the shots, and tribute was "protection money" rather than an altruistic gift.

Many modern Western women have come to expect similar tribute from their male "subjects." But if you **do** grant them that exalted status, you'll leave them dry where it matters because that's not the way that **Alpha Males** approach women.

After all, do you really need "protection" from a woman? If so, you're definitely not an **Alpha Male**. Why would **any** male be giving a woman "protection money" anyway?

The very act of giving tribute, with return favors (if any) being at the sole discretion of the "monarch" has placed you in the role of a subject.

So here's our advice for flowers, candy, teddy bears, and other such gifts: Do **not** give such a gift to a woman on a first date.

Under any circumstances.

Ever.

If a woman **has** had sex with you (without first making you jump through hoops), then it's fine to give her a gift the **next** time as a reward if **you** wish to.

That's the critical difference: An occasional reward is fine but paying "tribute" to a woman just for being alive is **not**.

In life, you generally get more of what you pay for. Therefore, pay women only for performance (and only once in a while) and **never** for just showing up.

Make her earn it.

Opening Doors Halfway

Opening doors for women is one of the most common **Deference Rituals** practiced by men of almost any age and in all stages of dating and relationships.

For this behavior, we suggest that you apply the "reasonableness" test:

Would you do the same behavior for that person even if you were certain that there'd never be any chance of sex with that person? And would you do the same behavior for men also?

If so, then the behavior might be considered "simple human kindness" rather than deference.

For example, if you're picking up your ninety-year-old grandparents at the old folks home, then of course it's appropriate to open the car door for them.

They're elderly and have trouble getting around, and so getting into a car is difficult for them.

Helping out your grandparents is simple human kindness, as is carrying a tired toddler or assisting a handicapped person who's in need of a helping hand.

But opening car doors for able-bodied young women just for the sake of groveling (in the hope of getting eventual sexual crumbs) is another matter altogether.

Have you ever seen women in their late teens or early twenties arrive at a shopping mall, stop their car, and then **not** be able to open their car door?

Neither have we.

If we've unlocked the car doors and our date stands stonily on the sidewalk waiting for us to come around and hold the door for her, we won't do it. If she hasn't entered the car within a reasonable (i.e. brief) time, then we're apt to drive off without her.

That might sound like a bluff, but it's not, and we haven't yet regretted doing so.

As for doors to buildings, we've found that most people will occasionally hold the door for the next person behind them (male or female) and therefore that need not be seen as a **Deference Ritual** to do so.

Our practice there is to sometimes hold the door for people (whether they're babes or otherwise) and to sometimes walk through first. That way we're neither groveling nor being forever brusque.

We therefore treat a potential sex partner the same way that we'd treat anyone else. We're pleasant and we're civil ... we're just not about to give them greater deference for having that extra "X" chromosome.

Real Men Don't Pull Out Chairs

This **Deference Ritual** is much less common, but some men who have had "good manners" drilled into them from a young age will often pull chairs out for a potential sex partner in hopes of impressing her with his "chivalry" and with his "respect for women."

We've observed that this little ritual often will impress a woman's **mother** and especially her **grandmother** but not the woman **herself**, who'll be more apt to classify you as a "nice man."

And a "nice man" is the last thing you want to be considered while dating. To a woman, that's a sweet-sounding phrase that means **Wuss**.

Being a **Wuss** means that you'll be one of (hopefully) many men she can take from when she wants something done for her and who'll subsequently be "too nice" to insist on getting something in return.

In other words, if you're a "nice man" you're "staff."

And if you've worked in an office, you'll know that the women don't lust after the staff. They lust after the high-ranking executives instead.

Toilet Seat Wars And Other Epic Gender Clashes

If there were a "poster child" for gender **Deference Rituals**, it would be toilet seats.

We're sure you've heard the whine a hundred times about how men (being the inconsiderate louts that we are) always leave the toilet seat up.

If you're like most men, you probably wonder what the big deal is. After all, it's not like toilet seats weigh as much as a bank safe or an engine block and women don't have the upper body strength to lift one on their own.

Women couch this one in terms of "being considerate" and their "logic" works something like this:

If you (the man) were the last one to take a whiz, the odds are good that the next person needing to take a whiz will be her. Therefore, it would be considerate of you to put the seat down so that she won't have to take that extra one-quarter of a second to do so.

After all, that one-quarter of a second seems like an eternity when one has to go badly enough, right?

But unfortunately, this argument doesn't wash. If it really were a matter of simple consideration, then women would put the seat back up for **you** after they pee (since the odds would then be that you'd be the next person to be in a "urinary" frame of mind).

But they don't, do they?

Putting toilet seats down is a **Deference Ritual**, nothing more. And for that reason, we decline to "follow the program."

We favor a third approach, that being to put both the seat **and** the lid down. That makes it harder for women to paint you as being selfish and inconsiderate (since you didn't leave the seat up), but you haven't groveled either by putting only the seat down.

This approach frustrates women's attempts to "break" you. If they try to cure you of this habit, just mention that this is the way you were trained to do it while you were growing up (and then keep "forgetting" to change your childhood ways).

One thing you may have noticed is that there's a variation on the above theme that has begun to surface in the last few years. It goes much further than a mere toilet seat.

And that variation is the woman demanding that you sit down to pee! She'll tell you that it's so much "neater" that way (without the splash), but neatness has nothing to do with it.

Nope, she's trying to emasculate you (symbolically) in a big way.

Do **not** tolerate this! Don't go along with such an idiotic request ever ... under any circumstances.

We'd drop a woman for even **making** such a request but if you can't or won't do so, at least engage in **Passive Resistance**. We've heard of men who will pee (while standing up) on the seat or on the floor in front of the toilet and then will claim that they'd been sitting down but were "having trouble" learning how to aim it from that position.

How can she argue, because she wasn't in there watching you?

And for good measure, you can claim that you were thinking of her great beauty at the time and "I guess I got a little swollen and couldn't point it down as far as I had wanted to."

After you pee on the floor a few times, chances are good that she'll give up trying to get you to pee like a girl.

The Impracticality Of Housework

Doing "your share" of the housework is another common **Deference Ritual** in most relationships once they progress to the "living together" or "married" stage.

If you've read a magazine or watched television in recent years, you'll have heard this whine repeatedly also: "My man refuses to help with the housework!"

Let's dissect that complaint:

1. Prior to moving in with a woman, you lived on your own. And while you were dating, she had many opportunities to see what your place looked like. She knew exactly how skilled, motivated, and diligent you were in the housekeeping department.

So if you're a slob now, you were a slob back then too. What she saw was what she got. And so she can hardly complain that she was tricked or that you've somehow wronged her.

2. Women who whine about housework are effectively whining that **you** aren't doing half of what **they** want done. If you were a reasonably neat

man, you kept your bachelor pad up to snuff with at most a few hours per week of effort.

But to bring it up to the level some women claim to want would take perhaps a few dozen hours a week. So if your sweetheart wants eight hours of cleaning work a day and you're not doing at least four of those, she'll whine.

What a waste of life it would be to spend all of one's free time (yours or hers) doing cleaning chores!

3. Women ignore the contributions that men make to the household in other ways. In most areas other than cleaning and cooking, men do the heavy lifting, for example. Men are also far more likely to be doing the "heavy lifting" on the first of the month when the rent check is due. But women conveniently overlook those contributions.

The fact of the matter is that these attempts to make you into a part-time maid are nothing more than an attempt to domesticate you (in the same sense as one "breaks" a wild horse).

If you don't think so, you can prove it to yourself. Here's how to call a woman's bluff when she whines to you that you're not doing "your share" (as defined by her) of the housework:

Offer to hire a maid.

There are maid services available in practically any city in the world. Check your phone book and you'll see pages of them.

Then tell your wife or live-in girlfriend that it'd be silly to ruin an otherwise good relationship over something so incidental as domestic chores. Show her the "maid services" section of your phone book and offer to split the cost of a maid with her on a fifty-fifty basis.

Then watch her facial expression. You'll see a slow burn, because you'll have very successfully called her bluff.

- α It's **not** about her having to do all of the household chores or else she'd be thrilled with your solution (since it would reduce her own cleaning chores to zero).
- α It's **not** about each person contributing equally (since you're offering to share the cost of a maid on an equal basis).

Nope, she'll mope because you won't let her emasculate you by making you do "female" chores.

- α If you cave in, she won't respect you and that will cause her to begin to lose sexual interest in you.
- α If you refuse to cave in, she may mope and she may even throw an occasional tantrum, but she'll respect you more and the sex will be better. "Make-up sex" often is.

Big Sister Is Watching You

"Checking in" is one of those **Deference Rituals** that most men don't even realize **is** a **Deference Ritual**. How many times have you heard a woman tell you to "Call me"?

Hundreds of times, no doubt, starting with your mother and then continuing with a succession of dates, girlfriends, and sweethearts. There even was a hit recording of that name (by Blondie) some years back.

Have you ever bedded a new woman and then **not** called her the next day? If so, how did she react? Chances are, she got very angry at you. You were **supposed** to call, at least to her way of thinking.

Have you ever been dating someone steadily for some months, or living together, or married? If so, that involved lots of phone calls ... and lots of **expectations** of phone calls.

- α If you're going to be a bit late at the office, you're expected to call her and tell her where you'll be, why, and for how long.
- α If you're going to be out with your buddies, she'll want to know with whom, where you'll be going, who else will be there, what you'll be doing, how long you'll be out and so on.

And for good measure, you'll be fully debriefed upon your return. Where you went ... what you did ... who was there ... what you talked about ... and so on. Details will be required, not just the abridged version.

That's what we call "a short leash," as in that's what she'll be trying to keep you on. Just as when your parents did the same to you (and especially to your sisters) back when you were in your mid-teens, the goal is:

- α To keep you from getting into "trouble" (translation = "seeing other women")
- α To apprehend and punish you in the event that you've been naughty

In other words, it's the very same process that probation and parole officers use to keep ex-cons on the straight and narrow path of future virtue.

You'll maintain a woman's interest far longer (and more passionately) if you refuse to surrender your testicles. To that end, we recommend that you **not** accede to being interrogated regularly.

There's a certain amount of checking in that falls under the heading of simple consideration, however.

If your wife or girlfriend is at home cooking a fancy dinner for you and your boss and it looks like the boss won't be free for a couple more hours, it's just simple human kindness to call her and let her know.

That sort of checking in has a reason other than her keeping you under her thumb. And in those circumstances, be considerate.

The sort of checking in to resist is the sort that has no useful purpose other than her monitoring your every thought, word, and deed.

If she asks you "What are you thinking?" be extremely vague.

We'll say "Oh, a little of this and a little of that."

If she repeats the question, we'll repeat the answer. Eventually, she'll probably say "You're not going to tell me, are you?" and we'll smile and shake our head "no."

We follow a similar tack when women want to know where we went, or what we did, or what we said, or who was there, or what time we'll be home. In every case, we'll limit our response to general, vague descriptions.

We'll say:

- α "Just some of the guys" if she wants to know whom we were with, or
- α "Just hanging out" if she wants to know what we did, or
- α "Just the usual stuff" if she wants to know what we talked about

In other words, we'll give the sorts of evasive answers that would earn us a "contempt of court" citation in a court of law.

By the way, the vagueness principle holds especially true when it comes to saying what **time** you'll be back. Most women are sticklers here and they'll hold you to whatever time you mention. And if you use lots of "qualifiers" women will always conveniently ignore them.

For example, if she wants to know what time you'll be home and you say, "Oh, I don't know ... maybe ten-ish, give or take an hour or two" she'll expect you home at 10:00 sharp and she'll whine and moan if you should show up at 10:01 instead.

The "give or take an hour or two" part will be conveniently overlooked.

For that reason, we never use a number at all when discussing what time we might be back. Some of our favorite phrases here are:

- α "Later on"
- α "I'm not sure"
- α "It depends"

α "Whenever we're finished"

Women will try to pin you down by saying, "So what does that mean ... ten o'clock?"

Dodge this and respond with another of the above vague phrases: "No, it means I'll be back when we're done."

She'll become flustered the first few times you do this and will accuse you of having been with another woman.

Of course, all such accusations will be made to irritate you and thus lure you into revealing more information. But don't take the bait, or she'll expect more and more detailed reports as time passes.

If she does put the pressure on, we'll smile and ask, "What's with the third degree ... am I under arrest?"

Always maintain at least a patina of mystery around your activities that don't involve her. She'll remain far more interested in you for a far longer period of time than if you reveal everything.

Fending Off Public Emasculation

Most of the preceding rituals are either relatively innocuous or are done mainly in private.

However, there are a few **Deference Rituals** designed to humiliate you publicly. Why? So that other women will know beyond all doubt that:

α This man is taken, and

α This man isn't worth taking

If a man is taken (e.g. he's wearing a wedding ring), that will dissuade some women from bedding him. For example, women whose clocks are ticking and who are looking for an immediately marriageable man might give him a pass.

But other women may sometimes be **more** likely to bed such a man.

Why? Because if he's taken, that means that someone else considered him a good catch. Women are designed to want to take away other women's men because, in theory anyway, he's been "pre-approved."

It's the same logic that corporate recruiters use when they go after the men who are already happily employed in good jobs.

But public emasculation solves that problem by showing that a man is not only taken (and thus unavailable to women looking for a man to marry) but also that

he's a total **Wuss** (thus countering the assumption that he must therefore be a good catch).

There are a number of ways women try to do this, but two variations account for the majority of such attempts.

The Purse As Ball & Chain

The first variation is to be asked to hold your woman's purse while in a public setting (such as in a store or on the street).

She'll give some lame excuse, such as that she needs to free up her hands to get something.

Or that she "forgot" her purse and would you "Be a dear" and go back and get it for her?

Either way, any woman who sees you carrying or holding that purse will instantly know that you're unworthy of her consideration. You're pussy-whipped.

Of course, there are several ways to resist such efforts.

The most direct would be to just say "Hell, no!" in a tone of voice that lets her know that you still have your testicles. But if you prefer, there are other ways to sabotage her efforts in a less confrontational manner.

For example, suppose she asks you to go back and get her forgotten purse?

Just put it into an empty grocery sack or a trash bag and bring her the sack, so that anyone watching will have no idea what's inside it.

Her facial expression will immediately tell you the truth: Her goal was not to retrieve a purse that had been forgotten but to emasculate you in a public setting.

Another variation on this pattern occurs when you're in a store together and she wants you to hold her purse while she tries something on.

Just set her purse on the floor. Of course, she'll express concern that someone might steal it and that you should pick it back up again. But just leave it on the ground and mention that you have your eye on it.

We guarantee that she'll be flustered again, because you've evaded her trap.

Fail Miserably At Female Duties

The other common public emasculation ritual involves a woman sending her man to the store to pick up some "feminine products" for her.

In the most frequent scenario, she'll announce that her period has just started and that she's "out of tampons." So would you "Be a dear" and go to the store and buy some more for her, please?

Obviously, no man would be buying tampons for himself, so if you're in the checkout line with a box of them, everyone in the store knows the score. That you submitted to the indignity of buying tampons makes you a marked man not worth taking.

Here's the most effective strategy for getting out of doing such unwelcome tasks: Mess up each time you do them.

If you get roped into doing the wash and you "forget" that bright colors don't do well in hot water (or if you added bleach "by mistake"), you'll soon get pulled off laundry duty.

The same logic works with "tampon trips."

Our favorite is to bring back something else that seemed "just as good" or "even better" than what she asked you to get, such as:

- α A roll of paper towels ("But honey, the TV ad said these are extra absorbent") or
- α Undergarments for incontinent adults ("I couldn't remember which ones you said for me to get, so I asked the man at the store and he recommended these ones")

Never let on that you're messing up on purpose. Instead, just play dumb. After all, what would a man know about feminine hygiene products?

We've also been known to be gone for an hour or two, and then to come back with about twenty-five other items that we needed (but without the tampons). Again, we'll play dumb as if we'd just forgotten them.

Hey, you know how absent-minded men can be, right? And if you do get tampons, get the wrong ones:

- α If she asked for tampons, get maxi-pads.
- α If she asks for pads, get tampons.
- α If she wanted unscented, get the most heavily scented ones (she'll wonder whether you think she needs the scented ones).
- α And if there are different sizes, get the biggest size they have.

[Men worry about whether their penis is too small for her to really feel it, but women have a similar worry: that their vagina's too big for him to really feel it. That's especially true if she's had children and is perhaps a bit "stretched out." By getting her the largest size possible, you'll plant that seed of doubt in her mind and that in itself may be enough to break her of the habit of sending you out on future tampon trips.]

When she objects to the ones you bought her, just play dumb. Adopt an innocent look and ask, "Aren't these the right ones?"

When she gives you a piece of her mind, just shrug and say that it's so hard to figure out what's best, tampon-wise. And then add, "It's a good thing I'm not a woman ... I'd be lost!"

Just be hopelessly incompetent at "female" tasks and she'll give up in time.

Watch Your Wardrobe

Women will usually try to remake their men.

That is, they'll attract the best man that they can, and then try to make him into something even better. One way that women do this is to change your look.

You've heard of "dressing for success"? Women take that on as one of their projects for you. If you've been in a live-in relationship or you've been married, you will have noticed two things:

- α Some of your own clothes will disappear from your side of the closet from time to time.
- α She'll buy you new clothes from time to time.

She's changing your look. If you were to ask, "Honey, have you seen my blue slacks?" she'll respond with, "Oh, I threw those out! The cuffs were starting to fray."

She'll replace the stuff she doesn't like with new clothing items (perhaps disguised as gifts). That's not necessarily a bad process, by the way. Women usually have a better fashion sense than we do, and they can be quite skilled about upgrading a man's look.

They'll do it in hopes of improving your status at the office (so that you'll then get promoted and they'll have more of your money to spend), but that improved look can also attract the interest of other women who see you. For that reason, the "changing your look" process is not always a bad thing nor need it necessarily be a **Deference Ritual**.

But it can be -- if your woman tries to dress you in something that looks noticeably less masculine.

For example, she may get you a "shoulder bag" that seems to you to look a lot like a woman's purse. Or she might get you shirts or slacks in pastel hues (or other colors or design patterns) that no manly man would be caught dead in.

If so, then her attempt might not be to dress you for success (a good thing) but rather to feminize your look (a bad thing).

In other words, she may buy you items of clothing that will suggest to passers-by that you're either a **Wuss** ... or gay. Now, we've got nothing against men being gay – rather, we wish that **more** men were gay, as that might mean less competition for the women.

But if your woman dresses you with an effeminate look, this will greatly reduce the chance that other women will be interested in you. Which, of course, is just the effect she wants.

Our advice is to judge each gift of clothing on its own merits. If she gives you an item of apparel (or an accessory) which you don't wish to wear, then don't wear it! Tell her that it's not your style and you wouldn't feel comfortable in it.

That's not cruelty on your part, even though she might insist otherwise. After all, any time someone buys you a clothing gift, that's the chance they take.

If you bought her a garter belt and crotchless panties, for example, she might well decline to wear them (especially if you asked her to wear them in public where all could see them). And for that matter, she'll decline to wear clothing gifts that she believes make her look fat, or if she doesn't like the style, or for any other reason.

So play the "equality card" here. If she gives you clothing that you don't want to wear, don't wear it. Fair is fair, right?

And if she acts hurt and pouts, don't take the bait. Just point out matter-of-factly that: "Gee, I wish you'd let me know ahead of time that you were planning to buy this for me. I would have been able to keep you from wasting your money on it."

Say "No" To Unreasonable Requests

There are many more **Deference Rituals** in dating and mating, but most are in the category of her asking you to do something for her.

Women are particularly adept at the "Buy me ____!" request (as are young children, as a trip to any shopping mall or grocery store will demonstrate).

Most men will buy women whatever they ask for, or will do whatever a woman wants. Sadly, very few men know how to say "No" to a woman.

For that reason, **"No"** is the most powerful word in the English language whenever you are dealing with women. If you're willing to say it now and then -- and not back down afterward -- you'll gain considerable respect from women. And that, in turn, will translate into more (and more eager) sex partners.

Women want a manly man. Be one.

Say "No" to unreasonable requests.

LESSON FIFTEEN:

Your Game Face

You're probably something of a sports buff. Most men are, and therefore you already understand that for any sport, strategy is a crucial component.

It's vital that the player or the team not only develops a strategy for itself, but that it understands to the greatest extent possible its opponent's likely strategy as well.

That's what a sporting contest comes down to in the end:

- α Which team has the better strategy, and
- α Which team more consistently executes that strategy on the playing field

It's all relative. No matter how good one side's strategy might be, it can still lose the contest if the other side has an even better strategy.

But it goes further than that. How good one team's strategy will be is in large part a function of how well it anticipates the other team's strategy. In effect, one side looks to take advantage of any weaknesses in the other side's game plan.

It's partly for that reason that sports dynasties are few and far between. Other teams will soon figure out the winning teams' strategies and adjust their own strategies in response.

And that leads us to another crucial ingredient of any game plan: **secrecy**.

If you watch a baseball game, the catcher doesn't yell to the pitcher that he should make the next pitch a fastball, high and inside. If he did, then a batter would know where and how to swing for best effect.

And so the catcher will instead make a cryptic hand sign between his knees that the pitcher can see but the batter cannot.

If you watch American football, you'll see that before each play the team that has the ball will retreat into a "huddle" some distance away to sketch out the next play.

Why retreat several meters back? So the other side can't hear what they're planning to do after the next snap of the ball. The element of surprise is a critical part of a winning strategy.

But they'll not stop there. The team that has the ball will do a lot of "faking" once a play is in progress. The quarterback may pretend to hand the ball off to a running back, only to retain the ball (and then pass it to a receiver) in the hope that the other team will be fooled into chasing the wrong player.

Secrecy and faking are key tools in games like poker too. If you're in a poker game, do you show your cards to the other players? Hell, no!

You keep them very close to your chest. If you get a good hand, you'll try mightily not to let a smile slip out. And if you get a lousy hand, you might fake a momentary smile (and then "catch yourself" in an effort to mislead the other players). That's a key element of the game: your "poker face."

Most men understand perfectly how this process works in sports and games. But then they approach dating in a completely honest fashion (or close to it) ... and then they wonder why they get such dismal results.

Why Honesty Kills Sales

In a sense, it's easy to understand why men want to be open and honest when dating: We want a woman who will love us "for ourselves" ... warts and all.

And what better way is there to weed out those who wouldn't want to give us that "unconditional love" than to display those warts in their full splendor right from the first date?

That may seem logical, but as any salesman could tell you, it's often a lousy sales strategy. If you want to make an occasional score, it's far smarter to "sell the sizzle."

That's why many advertisements stress only the positive features of a product and stretch those as far in the positive direction as they can while still avoiding prison terms for fraud.

In time, you'll find the warts ... but not until after you buy their product.

You might be so incensed that you return the product and demand your money back, but most customers will realize that pretty much all the competing products are sold the same way. And so they'll cuss a few times and then let the matter drop. But the company that made the sale will still get to keep the money.

That's the dynamic upon which some marketers rely in order to build a very profitable business enterprise:

- α Enough customers can be seduced by a glowing sales pitch, and
- α Most of them will stop short of actually demanding their money back just because the sales pitch may have been slanted a bit

Companies in many industries have to do it that way because the other competing businesses do it that way. If such a business is totally forthcoming about the flaws and the design compromises inherent in its own product offering, they'll lose sales to all of the other competing firms which are much

less forthcoming and which instead hawk their competing products shamelessly as being "the best."

The firms which put the best face on their product offerings will succeed far more often than will the firms which are brutally honest about their products' good and bad points.

That may be regrettable, but it **is** often a reality. Firms which ignore that reality will sometimes end up being much less successful.

You've probably adopted similar "flexible ethics" when job hunting in the past. Suppose you'd been fired from a job for misconduct of some sort after only two weeks. Would you include that job on your résumé when looking for another job?

Not if you're smart.

You might **have** to include it if you'd worked there for fifteen years (to avoid a suspiciously large hole in your résumé) but if you'd only been employed for a couple weeks, you'd conveniently "forget" to put that one in. It "doesn't count," right?

You should adopt exactly the same mind-set when dating: Lead with your best foot.

We've already discussed the value of making a woman pull the truth out of you, rather than volunteering all sorts of wonderful things about yourself. But especially don't volunteer the warts, either with or without further prodding.

Won't women in time figure out what your warts are?

Of course they will, if you're together long enough. It works just the same way as when **you** eventually figure out what **her** warts are (these would be the ones that she conveniently "forgot" to tell you about upfront).

So what? Most relationships will not last a lifetime anyway.

Just compare the number of women with whom you've been out on a first date to the number of women with whom you've had a multi-year exclusive relationship. The attrition rate is very high in dating.

Therefore you'll tire of most women (or they'll tire of you) long before most of those deeper warts surface.

And in the event that you **do** end up marrying a woman and many years later she figures out that you might have neglected to mention a wart or two, so what?

You've got a couple of kids by then, and she's ten or fifteen years older and unable to find nearly as good a replacement for you in the dating market. If that were the only problem, she'd grin and bear it. After all, she did exactly the same herself, to you.

And if she did divorce you it would be for other reasons, such as a nice labor-free income paid for by the sweat of your brow.

Let's be realistic. You're probably not seeking "Miss Right" (in the sense of finding the **last** woman you'll ever lust after).

Instead, you're probably looking to get laid -- preferably sooner rather than later.

It might be that your next bed partner will turn out to be so spectacular and so compatible that you do try to lock her into a long-term arrangement. If so, congratulations ... but that's a rare outcome.

Most times, the only reason you'd want to get married is because you have great difficulty getting women into bed and you assume that marriage will remedy that problem for you. Or you've convinced yourself that you want to have kids.

That's reality, and "Reality is often not pretty."

After all, that's why we go to the movies and watch television, isn't it? We want to escape from reality for an hour or two.

And that's why women devour so-called **Romance Novels** so prodigiously. It's far more fun and more sexually stimulating for women to read about handsome hunks who take them against their will and take no guff than it is to be courted by a succession of respectful, well-behaved gentlemen who are all predictably boring.

Assignment For Lesson Fifteen

Your "job" in dating is to create interest in **you**.

There are many competing job applicants for the position of bedding the woman in whom you're interested, and you have to be perceived as being different from the rest.

Like a marketer trying to rise above the cacophony, you need to stand out.

But to stand out, you must of necessity be somehow **different** from the rest of the field. She won't notice you unless you're different in some way that pleases her senses. And she won't pick you as a bed partner if she doesn't notice you.

That means that if you're the well-behaved, respectful, solicitous, nice man that most men are, you'll stand a good chance of being overlooked, as that's not what women lust after.

For a crash course on what women do lust after, pick up a few **Romance Novels** and read through them. Watch a few **Soap Operas** too.

You'll get a surprisingly good education as to what lights women's fires. Not all of what you'll see therein will be replicable. For example, there'll be lots of wealthy hunks and you may be neither wealthy nor hunky.

But there'll also be some run-of-the-mill **Bad Boys** (a.k.a. "loveable rogues") and you can become one of them. All it takes is a bit of creativity and a bit of acting ability (which mostly means keeping a straight face and not overacting).

How? Invent a new persona and become someone else.

In other words, create an alter ego. Adopt elements from other men you've known who do well with women. Borrow liberally from characters you've seen in the movies or on television or in books.

There are two advantages to this sort of role-playing:

- α One is that fantasy characters can be a lot more interesting than the average suitor whom most women meet.
- α The other is that it's actually easier to play a role than to be yourself.

That last aspect may sound counter-intuitive, but it's true.

Shyness results from our fear of whether others will reject us. But if we're playing the role of someone else and people reject us, they're not really rejecting **us** ... they're rejecting the **person** we're impersonating.

That sounds like a subtle difference, but it's actually a big difference.

And perhaps you're thinking that this approach is somehow unethical? On the contrary, women do it all the time while dating:

- α They dress more glamorously than they really are.
- α They slather on the makeup.
- α They get plastic surgery if come up a bit short in the looks department and have the cash.
- α They play "hard to get."
- α They pretend to be far more inexperienced than they really are.
- α They pretend to be far more monogamous than they really are.
- α They pretend to be "not that kind of girl" when in reality they are indeed "that kind of girl."

Why do women play games with men? Because it works. Men are accomplished suckers when it comes to falling for these acting scams, and therefore role-playing gets women what they want from men.

Why should you hold yourself to a higher standard than women hold themselves?

Perhaps you're worried that women will see right through you if you stretch the truth a bit (or a lot)? They might ... if you're too nervous.

But if you invent an alter ego, that's often less of a problem than you might think. With practice, it can become second nature.

When A Big Lie Is Better Than A Small One

Here's one more secret that most shy men don't know: It's easier to get away with telling a **big** lie than to get away with telling a **small** lie.

That's another thing that seems counter-intuitive to most men but indeed it does work that way. Here's why:

In dating, people **expect** the other person to stretch the truth a bit. Everybody does it. But if you invent some totally grandiose story, most people will take it at full face value.

They'll think, "Who would be so twisted as to make up a story like that? Therefore, it *must* be true."

This works especially well if you're traveling on vacation or perhaps on a business trip. You can be anyone you want to be. The possibilities are endless ... just plant a seed (or two, or three) and then make her drag the details out of you.

Here's a real-life example:

One of your authors is overweight and a woman pointed this out to him one day on his travels. So he explained to her that he had actually lost over 200 pounds.

This put her into an awkward position, as she now believed that he'd lost a massive amount of weight, which clearly must have taken a superhuman effort. And to top it off, she'd made an unkind comment about his weight, thus being cruel to him without having intended to do so.

Her foot was in her mouth, as it were ... how callous of her!

That short-circuited her thought patterns, so she changed tack and asked how he'd managed to get so heavy before. He answered that it was "for my job."

Puzzled, she asked, "Your job?"

To which he answered, "I used to be a professional wrestler."

That piqued her curiosity along with the curiosity of several other women in that pub who had overheard the comment. They probably met lawyers and accountants and salesman every day, but the chances were good that they'd never met a professional wrestler before (not even a retired one).

They all moved closer, as our author was now thought to be a former celebrity. One asked if he knew "X" (a professional wrestler she used to like watching on TV) and so your author assured her that not only did he know "X", he'd actually **trained** "X" early in "X's" career.

The assembled women then started asking about whether wrestling was really "fake" and about his travels around the world and matches he'd been in and so on.

He answered matter-of-factly in a tone of voice that downplayed the glamour of the profession ... it was "just a job" like any other, he assured them.

But by the time he was ready to leave the pub, he had several women who were competing to be the one he took back to his hotel room. Why? Because they had a new and exciting image of him, as compared to the earlier uninspiring version when he walked in the door.

He had a very good time ... but then again so did both ladies he ended up taking upstairs. They got a break from their otherwise ordinary routines (and something interesting to brag about to their other female friends) and he got some deluxe "groupie" sex. Everybody won.

Depending on your looks and your age, you can invent a persona that fits you when you're traveling (where no one knows the real you and where there's no chance for them to corroborate your story independently).

And thanks to advances in computer technology and the availability of inexpensive software that can print business cards on your inkjet printer at home, you can easily create business cards for yourself that match up with the persona that you've just created. That adds further credibility to the "new you."

But if you do create business cards for your new persona, don't volunteer one of them to a woman. That will make it seem like you're bragging or (worse) faking it.

It works much better if she requests your card (which some women will) or if she just "stumbles" onto it herself. Our preferred technique is to ask for her phone number or e-mail address and then pat our pockets as if we're looking for something to write upon.

Then we'll pull out a business card, write down her phone number or e-mail address on the back of it, and put the card back into our shirt pocket. About 95% of the time, she'll realize that you've written her information on the back of a business card.

Being female (and therefore nosy), she'll always ask, "Oh, can I see that for a second?"

We'll shrug, say "Sure," and pull the card back out again for her to examine. We'll hand it to her with the back side up (where we had written her number or address) as if we had no idea that she actually wanted to see what was printed on the front of the card. And that conveys legitimacy, since seeing the card was her idea and not ours.

Get Into Show Business If You Dare

Your authors are partial to laying claim to a show business persona.

Women are attracted to fame and fortune, but if you claim a fortune, they'll expect you to spend a bundle on them and to be staying in a presidential suite and riding in limousines.

That's why we'll claim a degree of fame instead.

Of course, you can't get away with claiming to be Brad Pitt or Mel Gibson or one of the Backstreet Boys. They're much too well-known, and therefore you'll get busted immediately.

But over the years, there have been a huge number of movies and music recordings released and each one involved the creative collaboration of a lot of people. What this means is that more than 99% of the people in show business have names and faces that very few people would recognize.

So you can claim to be one of them. As long as you bleed out the story slowly and only with prodding, there's virtually no limit to what women will believe.

Just be sure to position yourself as a second-tier or a third-tier performer. That will ensure that they don't know who you are and will also explain why you're not living the life of a multi-millionaire.

And for variety, you can use the **Tag-Teaming** approach. If you're with a buddy, you can let slip what he used to do for a living and it will have more credibility than if he made the claim.

After all, what incentive would you have to make **him** sound more desirable than he really is? He'd be the one to reap the benefit, not you. He can in turn do the same for you.

One of your authors was in a club with a buddy a few years back and a couple of the women there asked what they did for a living. Your author answered that the other fellow was "an actor" and that he (the author) handled the actor's finances.

That of course piqued the women's interest, and attracted a few more women from nearby who had overheard that comment.

Of course, that buddy had never been an actor, but he just smiled and let the author do the talking (as if being modest). Your author named a few old movies ("Have you seen the James Bond movie, "Thunderball"?), but these were before those girls' time and so they hadn't seen those movies.

However, the buddy was getting credit for having been in them, even though he hadn't been.

Then your author asked if anyone had seen "Die Hard" (which was a few years old at the time -- not so old that the girls hadn't seen it, but old enough that they'd not remember most of the faces of the bit players in it).

A few of the girls nodded that they'd seen the movie, so your author stated very matter-of-factly that "the actor" had been in that film. The girls who had seen it thought intently (as if trying to place him) and then one looked up, smiled broadly and said, "I remember him ... he was the nice policeman!"

There may have been a nice policeman in that movie but if so, it wasn't this man.

Nevertheless, her mistaking him for that actor was enough to give the story total believability. He ended up having to sign autographs for everyone present (in his sloppiest penmanship, to ensure that it would be illegible) and both "celebrities" had their pick of companions that night.

As in our earlier example, the girls got a break from their otherwise ordinary routines (and something interesting to brag to their female friends about), and the two lads got some deluxe "groupie" sex. Everybody won.

A little information goes a long way on scams like this, especially if you downplay your show business role as being "just a job."

Let them drag a few tidbits out of you and they'll sell themselves (and you) on why they must have you as a sex partner that very evening.

How To Break Into Showbiz The Easy Way

The show business ruse works better if you have a few stock characters ready for when the situation arises.

Therefore, spend some time now and design a show business persona or two that you can pull off.

Select a field that interests you. Movies and recorded music are the best, we've found, but TV is also a fertile field. Some professional sports are also fair play if you have the size to make it credible.

Just be sure that it's something in which you have a keen interest because you'll therefore know enough to sound plausible.

- α If you're an accountant by trade, you can be the financial manager for "Y" (pick a second-tier star's name).
- α If you have an "aging surfer" look, you can say you used to be a stunt-man during the first two years of "Baywatch."
- α If you look like a total dweeb, you can claim to have written or directed six episodes of ____ (fill in the name of an old TV series that you used

to watch and about which you could describe a few of your favorite episodes if pressed for details).

Most people will know you're not the man who played "Mr. Spock" but no one will remember the name of the person who wrote or directed a particular episode.

Do **you** memorize the credits as they scroll past? Neither does anyone else.

And always have a plausible "saving throw" if you're asked to perform your celebrity skill for the group:

- α If you choose a music business persona and a woman asks why you retired, tell her that after several years of touring, you developed nodes on your vocal cords and had to give up singing. That will forestall the possibility of her then dragging you next door to a karaoke place so that she can be serenaded by your professional-quality singing.
- α If you claim to have been one of the dancers in a Ricky Martin video, make mention in passing of a "torn meniscus" that regrettably had forced you to hang up your dancing shoes. That will preempt the possibility that she'll want to take you out dancing all night.

We've found that the more we try this technique, the more fun we have with it.

Partly, that's because we get better at it with practice. But it's also due to the fact that we've gotten more brazen about it over the years. The challenge of outdoing ourselves keeps it interesting.

If your conscience bothers you about whether it's right to pretend to be someone (or something) you're not, keep in mind that women do this all the time – because that's how the game is played.

Besides, any woman who will bed a man she's just met -- solely because she thinks he's semi-famous -- is also pretty shallow, don't you think?

What To Do If You're Caught Out

You might be a little scared that you'll be found out.

Suppose that you try passing yourself off as the person who had written a particular movie and it turns out that the woman you're chatting up was once married to the man who really did write it?

You're busted. But so what?

Amazingly, the very few times where a woman did see through one of our ruses, she would turn out to be more flattered than angry. We were seen more as being "playful scamps" than as evil-doers.

And why did we get off so easily when we were caught lying through our teeth so egregiously? It was because we were doing it to entertain people ... not to hurt anyone.

It was done in the same spirit as people going to costume parties. Or in the same way that a long-time married couple might don fantasy costumes to spice up their now-mundane sex lives (e.g. he wears a pirate outfit and she wears a French maid outfit).

Fantasy is a big part of romance and play-acting definitely adds a dimension to it. So if you **do** get caught doing this sort of thing, just be playful and say that you just wanted to entertain them.

We continue to be surprised at how much we've been able to get away with. And that's the magic formula:

- α Lie big.
- α Create an interesting persona.
- α Underplay the role ("Show business really isn't as glamorous as most people think.")
- α Make the woman work to get the details from you.
- α Tag-team with a buddy to add credibility if you wish.

Dating is a contact sport, so be sure to wear your **Game Face**. Or (to quote the immortal words of Machiavelli):

"Complete honesty may not always be the best policy."

LESSON SIXTEEN:

Cheap Dates

Most men are light on social skills but are relatively prosperous.

And so it's common for men to compensate for their limited social skills by boosting their spending levels. If they can't **charm** a woman, they'll instead try to **bribe** her. They'll spend their way into women's hearts, or so they hope.

Life doesn't work that way. Granted, we all like money and (other things being equal) we'd prefer more rather than less. But there are other factors at work that muddy the water.

Take yourself, for instance. You make "X" per month at your current job. Suppose that you get an unsolicited job offer from another company for 20% more than what you earn now. Would you accept that new job?

It depends:

- α Suppose that your job now is located in a pleasant location (e.g. San Diego or Rio de Janeiro or on the French Riviera) and the new job would require that you move to a less pleasant location (e.g. Qatar or Uzbekistan or the West Bank of Israel)?
- α Suppose that you have a wife who has a good job and that you have kids who will have to be uprooted from all their friends and classmates?
- α Suppose that your old job is comfortable, enjoyable, and safe but that your new job would be strenuous, unpleasant, and dangerous?
- α Suppose that your old job has normal, predictable working hours while your new job would require lots of unpaid overtime work?
- α Suppose that you have an impressive job title now (e.g. Executive Vice President) and a comfortable corner office, but your new job title would be less impressive (e.g. Clerk) and you'd get to sit in a cubicle, Dilbert-style?
- α Suppose that crime rates in the new location are twenty times as high as in the old location?

You wouldn't take that new job, would you? Not for 20% more. And maybe not even for 50% more.

Perhaps if they were going to pay you 20 times as much, you might take the new job, do it for a year or so (while living out of a suitcase), and then retire a wealthy man ... but no firms offer that big an increment to their prospective new hires.

Our point is that, as much as you **do** like money, other factors will usually end up being far more important to your ultimate decision.

Most times, you'll make your decision based on non-monetary factors and you'll use the size of the compensation package as the tie-breaker if all the other factors are comparable.

Now just suppose that another firm does in fact offer you a very large pay increase for you to jump ship and join their team. We'd wager that you might start to wonder why they'd be offering you that much?

- α Why did no one who's currently working in that company get promoted from within?
- α Why wouldn't they offer a smaller increment, unless they know that it's a terrible company to work for and therefore they have to pay big to lure any talent?
- α Are you going to have to do something illegal that will land you in jail?
- α And so on.

Companies are not in the habit of throwing away cash and therefore you'd become suspicious if a job offer seems too good to be true.

Your first question would be, "What's the catch?"

A woman will have a similar reaction when a man tries to spend his way into her heart: "Why does he feel that he needs to spend that much money to win my heart?"

Asymmetric Information Flows In Dating

In economics terminology, dating can be considered an "asymmetric market." Each party to the transaction will have more (or better) information about the true value of what he/she has to offer than will the other party.

- α A woman will normally have a better sense of how "in demand" she really is than will the men who are wooing her.
- α A man will usually have a better sense of how good a catch he really is than will the women whom he woos.

Therefore, the parties look for other evidence as to what the true "market value" of their potential partner might be.

In a typical commercial transaction, the party having the better information can sometimes be induced to inadvertently "show his hand."

A person shopping for a health insurance policy, for example, will almost always have better information as to his own health than will the insurance company

offering him that coverage. That's why most health insurers will offer their prospective customers a choice as to how large a deductible he wishes.

If coverage with a zero deductible is priced at \$500 more than the same policy with a \$500 deductible, an applicant opting for a zero deductible will inadvertently reveal to the insurer that he expects there to be a 100% chance he'll be making a major claim during that first year.

Otherwise, he'd opt for the lower premium that would accompany a higher deductible (and therefore save himself some money). Thus armed with that "inadvertent disclosure," the insurer may conclude that the applicant is a poor risk and can decline to cover him.

Women elicit similar clues by watching how much men spend on dates.

If he spends a bundle on a first date, this says **Wuss** (just as opting for the zero deductible in the preceding example says "Poor health").

High-quality men don't have to spend a lot to impress a woman.

That's not to say that women don't enjoy men spending lots of money on them, taking them to nice places, and doing nice things for them. Women **do** enjoy the attention and the financial largess. They just don't have any respect (or sexual desire) for men who feel the need to provide her that largess.

This means that you may get dates by spending a small fortune but the sex will be infrequent or absent altogether.

And since you're probably dating for the purpose of getting sex, that's not the result you want.

Assignment For Lesson Sixteen

You now know what **not** to do on a date ... spend a bundle.

What you should substitute for all that cash is "thought" and "effort" (in much the same way as when picking out an ideal gift for a woman you've been with for a while).

First, how much is "a bundle"? That's relative. If you're a professional or an executive with a high income, a given level of spending will not mean the same to a woman as it would if a delivery man or a clerk spent that amount on her.

So treat these parameters as general guidelines only. Then tailor them to your specific area and lifestyle and income level.

Decision Making Is Up To You

One of our cardinal rules of dating is to never ask a woman:

"Where do you want to go?"

If you do ask that question, you'll often get a wrong answer and you'll then be stuck with it (or face the prospect of having to back-peddle feverishly). Suppose you ask where she wants to go and she names the most expensive restaurant in town? Now what?

You're stuck spending a bundle and she learns that you're a **Wuss**, that's what!

That's why **you** should suggest the venue. If she counters with another place that you're fine with, that's okay. But if she counters with a place that you don't wish to go, decline and suggest another alternative more to your liking.

We've found over the years that if a woman considers you even a bit interesting, she'll rarely get too picky about the exact venue. And for those instances where the woman was very picky and we accepted her choice, we always regretted it later. It invariably turned out that she wasn't all that interested in us and just wanted a freebie at a trendy place.

Women like confident, decisive men. So decide where you want to go and invite her along. Don't let her do your thinking for you.

Spending Rules For First Dates

We always make a distinction between first dates and later dates.

On a first date, we'll always spend very modestly (and sometimes not spend at all). For the sake of convenience, we like to categorize dates into "before sex" and "after sex." And if we haven't yet had sex with a particular woman, we won't spend much money on a date.

It makes no difference how hot she is. We simply won't do it.

It's essential that you only **Pay For Performance** and not merely for potential. Any other pattern sends her the wrong message. So until she's putting out, limit your spending to nominal amounts.

That said, we recommend that your spending pattern match the dating venue.

Movie Moves

Movie dates are easy to budget, since the price of tickets and popcorn and the rest are comparable from theater to theater.

If you're in America, for instance, you'd be looking at perhaps \$20 or \$25 for the two of you and that's a reasonable amount to spend on a date.

However, we recommend strongly **against** going to a movie on a first date or while you're in the "before sex" mode with that particular woman. A lot of very shy men gravitate toward movie dates so they can avoid having to actually interact with their prospective sweetheart (but hopefully still get some "credit" for having taken her out on a date).

In other words, they think this might be a way to get one date closer to having sex with her while not having to take any risks or actually perform. To women, that's uninspiring:

- α If you take her to a **Chick Flick**, this makes the statement that you're a **Wuss**. Most **Alpha Males** will refuse to go to a **Chick Flick** -- they'll tell her to go see that one with her female friends.
- α And if you take her to a "guy" film, she won't enjoy it all that much.

But either way, your date will be focused more on the handsome hunk on the screen and less on you.

Movie dates are fodder for most shy men and so most women have been taken to lots of movies. As a result, movie dates are rarely memorable for women, nor can she brag about them to her female friends. They come up short on the "pizzazz factor."

An exception we'd make on a first date is when an interesting woman asks **you** out on a movie date.

If you're shy and you're chatting up a new woman and she asks you out of the blue whether or not you like to go to movies, take the hint. Smile and tell her with feeling that, "I love movies ... how about you?"

She'll respond that she loves movies also. Then ask her if she's seen ____ [fill in the name of whatever the hot new movie is that week] yet.

- α If she says yes, ask her how it was (because that will keep the conversation going).
- α If she says no, you can then offer (casually), "Want to see it this weekend?"

If she's already seen the one you first suggested, you can repeat the process with the name of another new release. ("That sounds like a good one. How about ____ ... have you seen that one yet?")

Keep going until you get to one that she hasn't seen yet and ask her if she wants to see it that weekend.

If **she's** dropped the hint about movies, take it (if you want to go out with her). She's trying to pick you up, so meet her half way.

But even in that case, we'd suggest a different venue for your second date with her.

Be ready for such opportunistic moments by keeping abreast of the new movies just released in your area so that you can "take the hint" if one is forthcoming.

Prepping For Restaurants

Meals at restaurants and movie dates are by far the most common venues when boy meets girl.

As a result, taking a girl out to a nice restaurant will not be all that unusual for her. She's probably done the exact same thing with many other men and so the pizzazz factor there will also be limited.

However, restaurants are a better choice than movies for first or early (before sex) dates since it's possible to interact, even though the presence of other diners in close proximity will limit what can be said in most restaurants.

There's no doubt that dining establishments vary widely in motif, type of cuisine, ambience, and price. And since so many men try to impress women by taking them to an expensive restaurant (usually in vain), many expensive restaurants have evolved to serve that demand.

We avoid those ones, as they say "desperate." But low-end restaurants are also usually a bad idea, as they say "cheapskate."

By low end, we mean fast food restaurants. Once you're in a relationship, of course, places like Burger King and Subway are fine but they're less than ideal for a first (or second or third) date. That's because they're the cheapest restaurants and therefore your date can't brag about you to her female friends. They, in turn, can't envy her and thus you'll have deprived yourself of an opportunity to take advantage of **Social Proof**.

She can hardly say to her friends that, "I went out with a new man I met and he spent the absolute minimum amount possible on me." She'd lose face if she made such a report.

The good news is that going up by even one level will avoid that fate.

For example, pizza chains such as Pizza Hut can be fine venues for first dates. Pizza is a step up from "fast food" and they serve beer there, which makes it an "adult" place and not necessarily just a "family" place. And since pizza places cost more than does McDonald's, you haven't spent the bare minimum either.

As a rule of thumb, if a place costs double or more what meals at McDonald's might cost in your area, you're not being too cheap.

Now as for the upper end of the price band, we personally aim to spend not more than five or six times what a McDonald's meal would cost in that country. In America, that would work out to somewhere in the \$20 to \$30 range (for two).

But we're not looking for modest prices alone, of course. We're also searching for a bit of ambiance ... something a bit on the eclectic side. To that end, some of the best restaurant venues can be found in areas surrounding universities.

If there's a university in your town, spend some time in the area and scout out some of the restaurants in that neighborhood. If you can find something that's a bit artsy (perhaps even Bohemian) with modest prices, that's an excellent restaurant prospect for a first, second or third date.

Home Cooking For Fun And Pleasure

We've found that inviting a woman over to your home and cooking her dinner can be an even better strategy than going to a good restaurant.

In fact, we milked this technique shamelessly during our college days.

One reason this is such a good date is that so few men do it. Therefore, the chances are excellent that the woman you invite over will never have had a man cook for her before. (And neither will have most of her female friends). That gives the date novelty value.

Another advantage is that this technique cuts one step out of the process. Have you ever taken a woman out to a nice restaurant, bought her a very expensive dinner, and then asked her if she'd like to go back to your place ... only to have her answer "No"? That's a very common outcome.

But if she comes over to your place for you to cook dinner, then she's already right there. When the meal is finished, you don't have to invite her over to your place "for a night cap." She's there. That cuts one step out of the process and therefore offers her one less opportunity for a "No."

You can eliminate yet another step from the process by customizing your dining room.

In our college days, for example, we had no chairs at all in our dining room. There were some planters made out of old wine barrels, an aquarium filled with tropical fish, and a low table made from half a wine barrel onto which we put a wooden top.

Around the base of the knee-high table we placed several large cushions, each one a meter square. That way, you could sit on the cushions on the floor and eat from the low table.

And because of those large and thick floor cushions, that also eliminated the need to ask her after dinner if she wished to retire to one of the bedrooms.

The cushions were both large enough and soft enough to be used as a substitute mattress (for sex) without having to leave the dining room. And so we could make our move while we were relaxing with an after-dinner drink, without the need for an agreement to move to the bedroom.

Another benefit of a home-cooked meal is that cost becomes a non-issue.

The food doesn't cost nearly as much as restaurant food, but you'll get credit for your time and effort and that will count for more with a woman than will the dollars you might have spent.

As for what to cook, we recommend learning how to cook a few "exotic" meals:

- α We specialized in French cuisine and served it with some decent wine, ostensibly because fine wine complements French cuisine but also for "social lubrication" purposes.
- α Italian food is also a good choice, as long as you avoid typical dishes such as spaghetti.
- α Thai food is also a worthy candidate if you can get the right ingredients.

It's also worthwhile to toss in a dollop of showmanship if you can.

Our own signature dessert was fresh strawberries topped by a sauce which we set on fire just before bringing it in from the kitchen. In a candlelit room, it made quite a visual effect.

Tailor the above formula to your own tastes and skills, but you need not be an expert on all phases of (say) French cooking. Our approach when we first developed this strategy was to scan the daily newspaper for recipes that looked interesting.

Once we collected a few of them, we did a couple of dry runs to work out the kinks and then just went with the same recipes over and over. Same meals each time, but different women. It was flawless.

They say that "the way to a man's heart is through his stomach" and to a large extent, that holds true for women, also.

Physical Activity Dates

In many ways, women are like children (although they hate to have this pointed out).

And if you understand kids, you'll know that kids can go stir crazy if cooped up in a house all day or at school all day. There's nothing better for them than to be able to go outside and run around and burn off some of that energy.

Women work the same way. They also need to get out and get physical at regular intervals to keep from going batty. That releases endorphins, by the way, and those endorphins stimulate their libidos.

Unless you're a physical wreck, we'd recommend that you plan occasional "physical activity" dates. These can be expensive:

- α Sky diving
- α Bungee jumping
- α Power boating and yachting
- α Skiing and snowboarding

They can also be cheap:

- α Hiking
- α Biking
- α Roller-blading
- α Bowling
- α Taking some swings at the driving range
- α Kite flying
- α Floating down a river
- α Picnics on the beach

We of course recommend the inexpensive ones.

Make a picnic lunch, bring a cooler with some beverages, and you're good to go. Another way to maximize the upside of activity dates is to go with a buddy or two or three and their dates also.

That provides for a more social, party-type atmosphere and (if you're shy) that lightens your entertainment burden considerably. With several women there, they'll chat with each other and so you won't have to be as verbal as if it is just you and your date by yourselves.

Pick several potential dating venues that fit your own persona and then you'll be able to mix it up a bit.

Don't take a new woman to the same venue each time for your first several dates. Give yourself some variety.

The When And How Of Deluxe Dates

After you and she are having sex regularly (and **only** after), then you can expand your repertoire to include an occasional more costly venue.

We're adamant about the **Pay For Performance** concept and so we'd recommend that you never spend a bundle on a woman as a bribe for the sex you hope to get. But once she's actually "performing" for you, then it's okay to do an occasional **Deluxe Date** as a reward.

- α Suppose you won a "Caribbean cruise for two" in a sales contest at work and you'd like to bring someone along to keep you company?
- α Suppose that your favorite rock band is coming to town and you don't want to go alone?
- α Suppose you're ready for a weekend in Las Vegas or Monte Carlo and want to bring along a date?
- α Suppose some friends are going to a theme park next weekend and everyone will be bringing wives or girlfriends?
- α Or maybe you're a gourmet and enjoy dining in a very fancy restaurant now and then yourself and just wanted some company for dinner?

Those are what we call **Deluxe Dates**. They're far costlier and often involve a time periods of a few days rather than just a few hours. They're also highly "brag-worthy."

A woman can and will rub her female friends' faces in the fact that she got to go and they didn't. Thus she gains major face within her circle of friends because "her" man has made that extra effort for her.

Don't squander such opportunities. Make the woman you take audition for her spot on "the team."

- α If she hasn't already put out for you, then she doesn't get to go.
- α If you and she have been intimate but the sex has stopped (she's never "in the mood" anymore or she's decided that she "likes you as a friend"), she doesn't get to go either.
- α And if a woman with whom you're still platonic gets wind of the fact that you've won a free trip for two to Ibiza, Cancun, or Hawaii and hints (or comes right out and asks) that she'd like to go, just tell her that, "We don't know each other well enough yet."

If you're facing the situation in this last example and she persists, just tell her that these are the sorts of experiences where one brings a lover, not "just a friend."

If she gets huffy and asks you're trying to pressure her into sex, just say matter-of-factly that you'd never try to pressure someone into doing anything they didn't want to do -- that's why you're not bringing her along!

After all, you wouldn't want her to feel pressured to perform and therefore you're not offering her a trip for sex. You're saving it for someone who's "special."

There is one snag we've run into a few times with **Deluxe Dates**. All relationships end in time. So if you've been seeing a sweetheart for a while and she's beginning to tire of you (but she knows that you've got a **Deluxe Date** planned) she may postpone breaking up with you until she gets the freebie.

We're fine with that if she waits until the **Deluxe Date** is over before she breaks the news (or if she announces her decision far enough in advance that we have the option to cancel it).

But we've personally been victimized in one instance (and know of several more such events that happened to friends or acquaintances) in which the woman announced immediately upon arrival at the resort destination that she wanted to be "just friends" and that there'd be no more sex.

Most men just mope when that sort of thing happens to them.

Our own response was to catch the next plane out, taking both plane tickets with us since we'd "paid" for them (with our own Frequent Flyer miles, in this instance) and leaving her to pay for the rest of her trip on her own and to pay her own way back.

That's our policy when we're in the midst of a **Deluxe Date** and the woman declines to continue performing for us. We pull the plug on the date to the maximum extent feasible. Immediately. The party is over for her.

We consider that to be "poetic justice" and we'd do it again without the slightest bit of hesitation.

The Spice of Life

Even if a relationship progresses well, however, be sure to mix things up. If you do a **Deluxe Date** now and then with a sweetheart, intersperse such dates with lots of **Cheap Dates** so that she doesn't come to expect **Deluxe Dates** as the norm.

Keep **Deluxe Dates** special by making them infrequent. And make most of your dates **Cheap Dates** even after you consummate your relationship.

Finally, never talk to your dates about the cost of a date, either to gloat about how inexpensively you're getting off or to whine (or brag) about how much it's costing you.

Pick a venue with which you're comfortable and then act as if your sole reason for picking that venue was because you just happen to enjoy that venue. Being cheap isn't necessarily a sin (it's easy to disguise) but talking about how cheap you are **is**.

LESSON SEVENTEEN:

Passion Through Words

There are many ways to categorize dates or relationships. One of our favorite dividers is "passionate" or "passionless."

Passionate dates are the ones where you hit it off very well with someone, the air is crackling with sexual innuendo, conversation comes easily, you seem like you've known each other forever, and chances are good that one thing will lead to another quite soon.

Those are the dates we really enjoy ... we'll get wood just reminiscing about them.

But then there are passionless dates. Perhaps you went on a blind date and there was just no "chemistry"? She might have been a nice enough woman but there were no sparks? Perhaps you didn't find her physically appealing? Or maybe she was fine but she just didn't find **you** to be her cup of tea?

Sadly for shy men, most of their dates seem to end up being passionless.

We all want passionate dates, and so do women. But for men who are light on looks, confidence, or cash, they often end up settling for less. That's also true for women who are very heavy, very unattractive, or very prudish (i.e. they're "saving" themselves for marriage).

Men date in an effort to find a passionate match, but they'll often end up with passionless dates. But rather than breaking it off with that woman and looking forward someone better, they'll continue going out with that woman in the hope that passion will develop in time.

Legions of women over the years have been prodded to marry men for whom they felt no passion (but who had good financial prospects) by mothers who advised them, "Don't worry, dear ... you can **learn** to love him."

In a very similar way, legions of men have settled for women with whom they also had no chemistry, telling themselves less-than-convincingly that there's more to life than just sex and that she'll be a good mother for his children and so on (all the while hoping that the sex would get better someday as she got more used to him).

That's understandable. But it's also a mistake. Here's why. If you do end up with someone for whom you feel no passion (and/or who feels no passion for you), this doesn't mean that passion is unimportant to both of you. This means that you settled for less than you really wanted.

Thus, you'll go through life disappointed, as will your mate, unless one or both of you finds someone better later and you head your separate ways. And even then, they'll blame you (and you'll blame them) for your wasted years together.

In bygone days (and even now in undeveloped countries), chemistry was optional. Life was hard, there was no social "safety net," and survival was one's first priority. **Red Hot Monkey Love** was fine if you could get it, but few did. It was a luxury.

These days in developed countries, governments provide a considerable safety net and many people are also able to save and invest for themselves to the point that they create financial security for themselves.

Therefore, very few of us **need** to have a mate for life. And that means that we'll no longer stay with the same mate for life if we're in a passionless relationship.

It's a similar dynamic to raising kids. Children can be at times be tremendously frustrating (just ask your own parents) and Nature has compensated by making young children "cute" (so that you'll keep them around and care for them).

Women also can be tremendously frustrating to men and therefore Nature has compensated by making us crave them passionately (and vice versa). But take away that passion and women are just too much trouble. (They feel the same way about us, as you might have suspected).

Passion is the glue that holds it all together.

Assignment For Lesson Seventeen

A certain amount of passion is just chemistry. Either it's there or it's not.

A good portion of that chemistry is physical: the way you look and perhaps even the way you smell, if some researchers are correct. But a certain amount of it reflects how you behave, too.

And that part can be tweaked. Here are some areas where you can raise your "P.Q." (Passion Quotient):

Confidence Is It

No two ways about it, a confident man is far sexier to women than a man who lacks confidence.

That doesn't mean that you'll get every woman you want, simply by exuding confidence. But you **will** do a lot better than you'd otherwise do.

We've already looked at how to exude confidence by walking the way that winners walk in **Lesson Eight**. That's a way for you to broadcast to the world (i.e. women within eyesight of you) that you're a confident male.

And that in turn triggers their female interest since confidence correlates with present or future success in a man. Confidence becomes a "marker" to which women have evolved to sexually respond in its own right.

Let's "narrow-cast" that concept. Your posture and gait and facial expression serve as useful "weeding out tools" for women. These are quick and reasonably accurate ways for women to narrow the field, in much the same way that corporate human resource departments use résumés to sift quickly through large numbers of job applicants.

"Weeding" means that women (and corporations) need to spend time and effort interviewing only the best candidates. It's a lot more efficient than interviewing everybody and yet it should still result in the hiring of the best prospect.

Once you've gotten a woman's attention and once you spend some time together, she'll figure out the true level of your confidence.

If you've managed to adopt a confident walk but aren't in fact confident, women will usually see through this very quickly once you start dating. It's not that hard for them to do, any more than it is for a good corporate interviewer to spot most posers (that is, folks who have padded their résumés to make themselves seem more impressive than they really are) in a half-hour job interview.

The sizing-up process continues in every interaction between you and the woman you're dating, so there are many opportunities to mess up and no guide can be totally exhaustive. But we can give you some general guidelines as to how to continue looking like a truly confident man, even after she's put you under closer scrutiny by dating you.

Here are the four useful strategies:

- α Saying "no"
- α Disagreeing
- α Intensity
- α Fighting

All four of these strategies reflect the fact that confident men tend to be the men who do well with women. Correspondingly, men who are not confident tend to be the ones who do poorly with women.

Men in the latter group have been rejected repeatedly, dumped unceremoniously, treated like dirt, and generally used and abused. As a result, they walk on eggshells. They bend over backwards in an effort to ingratiate themselves. They're terrified to take any risk that might result in the woman becoming miffed. That's how a man can date a woman for months and never get so much as a good night kiss (let alone the good stuff). He's afraid to close the deal because "What if she doesn't want to?"

Men like that will give a woman whatever she asks for, agree with every comment she makes, hide his irritation when she treats him shabbily, and avoid fights at all costs.

And that's how the women can determine that he's a loser. To create the opposite impression and demonstrate that you're a winner, you have to exhibit the opposite behaviors.

"No" Is Powerful

It takes confidence to say "no" to someone.

Therefore, say "no" now and then when you're with a new woman. When she wants you to do something that you don't want to do, tell her "no." The rest of the time, you can be nice and agreeable.

What if you don't get an opportunity to say "no"? Don't worry, you will.

Women will test you early in the dating process to see if you've got balls. They'll make an unreasonable request just to see if you let them get away with it. If you do, you flunk the test.

The possibilities here are limitless, but we've heard many test comments about things like old boyfriends.

For example, the woman may claim that she'd promised him (before meeting you) to go with him to the upcoming _____ concert and, since she'd given her word and he already bought the tickets, it wouldn't be "fair" to back out now.

Or she might say that her old boyfriend wants to take her to _____ Resort for the weekend, just "to talk."

If you just hang your head and say "okay" to either one, it will tell her what she wants to know: You're not much of a catch.

Other examples include requests:

- α To borrow money ("just until payday" of course)
- α To buy her something expensive
- α To take her to a hideously expensive place to dine and/or dance
- α To take her to a club where one of her male friends plays in a band (you'll be the **Shill** who will be there to encourage him to make a more spirited bid for her)
- α To take her to a **Chick Flick**
- α And so on

We even know of one case where a rather hot woman asked the man if she could put on a dildo and ram it up his butt ... he declined her offer, by the way. As should you, if a woman asks you to do something you'd really rather not do.

Nancy Reagan had the right idea: "Just say no."

Disagreement Is Not A Sin

A variation of being able to tell a woman "no" is to disagree with her about some opinion she expresses.

Have you ever heard a woman voice an inane opinion? Of course you have. Women are prone to it. And most shy men will sit there and nod in an effort to be liked and to not upset her.

That tells a woman that you're afraid of her. And no woman becomes passionate about a man who fears her. Women evolved back in the cave man days when the best catches were both strong and fearless, and women still want those qualities (modern feminist emasculation doctrines notwithstanding).

After all, if you're terrified of her when she weighs a third or even one-half less than you, how brave can she expect you to be if she's being harassed by someone who's twice her size?

So feel free to point out an occasional flaw in her arguments. Feel free to tell her now and then that she's making no sense. Feel free to say that you see things differently. And feel free to have a discussion end without your having come around to her point of view.

You can always agree to disagree.

Occasionally Show Some Intensity

Most shy men restrain their own intensity 100% of the time.

They don't want to cause trouble or create a scene. And that fear of showing any intensity extends beyond women they are dating. It often applies toward **any** third party.

For example, if you and a date enter a fine dining establishment and you're directed to a poor table that's too small or in a very bad location (even when other, better tables are available), shy men will often say nothing and just take the crumbs that are offered.

At times like that, do what we do: Ignore the proffered table and walk to a different table that suits you and sit there instead. Look the host or hostess in the eye and calmly state that, "We'll take this other one instead." And do it.

α If they get your food order wrong, feel free to ask them to fix it.

- α If the service is surly, feel free to look the waiter in the eye and calmly tell him that you've had better when he/she asks, "How was everything?" (Also feel free to adjust the size of your tip, even if that means trimming it all the way down to zero).
- α If you start to get really irritated, feel free to let a bit of that irritation show. Don't rant and rave, however, as that's a sign of powerlessness (it shows that you're out of control). But an irritated, "Jeezus, what's taking these clowns so long?" every once in a while is fine when warranted.

The main criterion here is to get pissed off **sparingly**:

- α If everything gets on your nerves, that's a sign of weakness and poor social skills.
- α But if you get pissed off once in a while, and then forget about it soon after once the matter has been corrected, that's a sign of strength. It shows that you are not afraid to let your negative feelings show.

Done right, you'll be perceived as having a bit of "an edge." To women, that adds zest to the mix. Just watch any **Soap Opera** and you'll see the hottest hunks blow off steam every once in a while when circumstances warrant it. They're not afraid to speak up strongly when needed - that's one reason why they're considered "hot" hunks.

Don't Back Down From Every Argument

Arguing is a slightly different tactic. It's not just blowing off steam - it involves a man and the woman he's with getting angry and exchanging heated words with each other.

Most men consider arguments to be a bad thing. They will always give in to a woman in an effort to avoid a fight. They will always try to appease a woman when she starts getting moody or irritated or angry.

That's the wrong response.

Let us emphasize that it's **NEVER** a smart idea to get into a **PHYSICAL** fight with a woman. They control 52% of the votes in a democracy and therefore the rules are slanted to take their side of any altercation. It doesn't matter who started it, **you** will be the one to go to jail.

As pointed out in the book *Animal Farm* by George Orwell: "Some are more equal than others" and you're not one of the "some."

We always exit relationships if they reach the point of physical violence. If we feel a strong urge to smack a woman, we walk away instead. For good.

And if a woman strikes us, we'll also exit the relationship permanently. We give her no second chances. Our policy is "One strike and you're out" because no woman is worth going to jail over.

The rest of this section addresses **verbal** arguments with women that occasionally become more heated, but which do **not** involve physical violence.

Those occasional confrontations can actually be beneficial to most relationships (in the sense of holding the woman's interest longer). Just ask any marriage counselor.

If a couple visits a counselor and says, "We **never** fight", that's a major red flag. Women need that occasional blow-up to clear out the cobwebs, just as young children need to run around and be rambunctious to dissipate energy. Absent those occasional releases, women become frustrated and cranky. That's why it's a good idea to "clear the air" every once in a while if your sweetheart is starting to get on your nerves (or you on hers).

Really shy men tend to avoid fights altogether. And to a woman, this says two things -- both of which will reduce her passionate feelings for him:

- α One is that he's is a **Wuss** who's **afraid** of her.
- α The other is that he doesn't **care** about her, since he's not willing to fight to save the relationship.

We know that logic will sound odd to many men, but that's how women see it.

Many other men **do** argue with their dates/mates, but they then lose the fight. That's better than not fighting at all (at least you cared enough about her to try to work out whatever differences you had between you).

But she'll still lose some respect for you if you let her win all the time. If that sounds odd, play a game of tennis (or similar activity) with your sweetheart and let her win. She'll get angry at you if she thinks that you took a dive and didn't try your hardest to beat her.

But she'll not get angry at you if you **do** win, unless you're mean-spirited about it.

Why do so many men let women win fights? Because women hold the ultimate power: control over sex. Until the fight has been concluded satisfactorily, she may withhold sex from you.

- α Perhaps she'll give you the cold shoulder?
- α Perhaps she'll just be "not in the mood?"
- α Perhaps she'll go into the bedroom and lock the door, forcing you to sleep on the sofa?

It doesn't take long for most men to cave in when faced with the "no sex" alternative. In no time at all, they're apologizing and groveling and trying to appease her.

That's often a tactical victory, believe it or not. Having cleared out her emotional pipes due to the fight, the woman's often then ready to end the siege and put out. In a relationship that's gone on for a while, "make-up sex" is often the best sex the man will get from his mate.

But at the same time that strategy can also represent a strategic defeat. The fact that you surrender every time will cause her to lose some respect for you. It will tell her that she's in control and you aren't.

We take a more alpha approach to this conundrum, of course.

Alpha Males are men who can attract women quite easily. We can get women into bed a lot more easily than other men. And therefore, we're not vulnerable to this kind of sexual blackmail.

If the woman we're seeing now is getting moody and irritable and refuses to put out, we have other options. There are other women with more or less identical capabilities who can step in to provide that service in place of her.

And therefore, we don't need to grovel or cave or apologize by saying, "You were right and I was wrong" the way most men end up doing it. Granted, we understand that it can take several hours after a fight for a woman to calm down again and we're fine with them taking a time-out for that purpose. We'll do something else (e.g. work on the computer or work in the garage) while they're decompressing.

But if things are still not back to normal by then, we'll exit the situation. We'll go out and have a pizza and some beer with our friends. We'll catch the game at a sports bar.

And when we get back later on that night, we'll see what mood our sweetheart is in.

She'll ask where we went, of course. We'll tell her that since she was pouting and acting so chilly and distant, we went out for some fresh air.

If a reasonable period of time passes and she's **still** giving us the old cold shoulder, we'll give her an ultimatum. We'll tell her very calmly that sex is an important part of our relationship and that we refuse to allow her to use her sexual advantage to gain the upper hand in a fight, any more than she should allow us to use our physical size and strength advantage to gain the upper hand in a fight.

We'll tell her that it's absolutely unacceptable if she uses sex as a weapon and that, if she intends to do so, the relationship will be over. If she withholds sex, we'll get it elsewhere.

Some women will try to call our bluff and if so, we'll cut them from the team.

But many will recognize that we're serious (because we **are** serious) and will give up trying to break us though enforced abstinence. And just the fact that we will indeed terminate relationships over this point enhances our alpha aura.

And that aura translates into more and better sex in the future from other women in the event that we **do** dump "Miss Abstinence."

Heighten The Intrigue

Another of the big mistakes that most men make with women is to reveal too much of themselves, too easily and too early in the dating process.

During the course of dates and relationships, you've probably had women grill you more intensively than most TV detectives would. They're trying to find out everything there is to know about you.

Like most men, you probably answered all of their questions fully, right?

If they asked you about something, you somehow felt obligated to answer them because you didn't want to upset them. You probably even volunteered lots of **extra** details over and above what they asked, in an effort to make sure that all of your fine qualities were fully disclosed.

This is a bad move. Rather than giving up information easily, you should give it up slowly. Make women drag it out of you. Be incomplete. And most of all: Be vague.

If your answers can be interpreted in several different ways, then you've mastered this technique.

She'll be trying to **Connect The Dots** and, once she can do so accurately, the game will be over as she'll realize that you're a mere mortal and not really larger than life. So postpone that day of reckoning.

Dating is so much more fun (for you and for her) before she figures that out.

Your goal here is not that she should know everything about you. Rather, she should know just enough to intrigue her. That's the key.

One of life's realities is that we're all ordinary human beings. There's not that much difference between one man and the next, or between one woman and the next.

So for a woman to become seriously passionate about a new man, she has to create a good portion of her image of him from her own imagination. She has to imagine him as being someone larger than life. She can't do that if you give her a full report on yourself, as it will become abundantly clear that you're a mere human being. You're just a "regular guy" like everyone else.

Being "regular" is not the stuff from which passion is derived. Passion requires fantasy and the enemy of fantasy is reality. That means you should tightly ration her glimpses of that reality.

One way is to keep turning the conversation back to her. Ask lots of questions about her background, her aspirations, her likes, her dislikes, and so on.

The other way is to be vague and incomplete. That applies especially to one line of questioning: your romantic history. And rest assured, she will ask you about it ... in detail:

- α She'll start by asking whether you're married.
- α If you're not, she'll ask you why not?
- α She'll want to know whether or not you now have a girlfriend.
- α She'll ask if you've been married before.
- α She'll be curious if you have any kids.
- α She'll definitely want to know how many women you've had sex with.

Those are the big ones. But she'll also ask about:

- α Long-term relationships.
- α Whether or not you've lived together with a woman?
- α Why you broke up?
- α If you've ever cheated on your girlfriends?
- α And so on.

She might even ask you about some of your specific past sexual behaviors:

- α How old you were when you lost your virginity, including the complete details of your first sexual experience?
- α How long it's been since the last time you've had sex with a woman?
- α Anything especially "naughty" you might have done, such as anal sex with a woman?
- α Whether or not you masturbate, how often, what fantasies or "pictorial material" you use to assist you, where you masturbate and sometimes even "Can I watch?"

Amazingly, most men will answer any and all such questions put to them by a woman with whom they hope to go to bed.

Men fear that reticence to answer will result in being turned down. Of course, they also fear that the "wrong" answer will have a similar result, so they aren't 100% truthful when responding.

For example, most men will claim not to masturbate and they'll also claim a fewer number of partners, so as to appear more **Commitment**-minded than they actually are:

- α If he's ever dumped a woman or two, he'll omit that awkward tidbit from his self-disclosure.
- α If he's two-timed past girlfriends, he'll conveniently forget to include that detail too.
- α And if he isn't married because the last thing in the world he wants is to have to support a soon-to-become-portly handbrake for the rest of his life, he'll rephrase that sentiment to, "I just haven't found the right woman yet."

Those are all trick questions, by the way. If you answer them like most men do (see the examples above), she'll sense that you're sugarcoating your comments. That will tell her that you're afraid of her (if she suspects that you're lying) or that you really are that inexperienced (which means that women in general don't find you to be at all appealing).

Neither conclusion will inspire her passion.

We approach such questions the way that politicians (and women themselves) do. As one female author phrased it, we will provide "Just a whiff of truth ... but without the stench of total honesty."

We'll be vague. Our memory will be fuzzy. And we'll politely decline to answer certain questions in the interest of showing "good manners."

| If We're Asked ... | We'll Respond With ... |
|--|---|
| Whether or not we're married? | "Not at this moment." |
| Whether or not we have a girlfriend? | "Sometimes." |
| Whether or not we have a girlfriend now ? | "Not at this exact moment." |
| How many women we've bedded? | "I haven't kept count." |
| If the number would be 'a lot' if we'd kept count? | "It didn't seem like 'a lot' to me." |
| Why we broke up with a wife or girlfriend? | "Things didn't work out." (shrugging) |
| How come things didn't work out? | "It's a long story." |
| If she says she's got time to listen ... ? | "Oh, I wouldn't want to bore you ... it really isn't all that interesting a story." |
| If she insists that she's interested ... ? | "I don't wish to dwell on the past." |
| Whether or not we still have any feelings for an ex? | "Once I did, but I've let go and moved on." |
| About past sexual practices? | "Oh, a little of this and a little of that." |

| | |
|---|--|
| Whether or not that includes _____ (a particular act)? | "A gentleman never discusses such matters." (smiling) |
| Whether or not we've ever cheated on a mate? | "Do I look like the sort of person who would do something like that?" (smiling) |
| If she responds "Yes" ... ? | "It sounds like your projecting ... can I take that to mean that you cheat on your mates?" |
| If she protests her innocence ... ? | "Then why do you assume that others cheat on their partners?" |
| Whether we masturbate? | "Only if I need to." |
| How often that might be? | "It's been a while." |
| How long that's been? | "I haven't kept track." |
| If she can watch? | "You crack me up sometimes." (said with the same sort of smile and chuckle you would give to your four year old nephew if you had asked him "What would you like for Christmas?" and he answered, "a Boeing 747".) |

Notice the difference in tone from what most men do. The average man will pass himself off as a wholesome and well-behaved man (practically a eunuch!) in a mistaken belief that women want such a man. But women don't.

We'll not claim to be wholesome but we'll not provide a useful answer to most questions (showing that we've got the gonads to deflect questions we don't want to answer). It works a lot better that way.

When To Tell A Story

By the way, we've also found that the question about how we had lost our virginity is an opportunity to have some fun by inventing a story.

If the real story is entertaining enough, you can go with that if you wish. But if you lost your virginity under ordinary (i.e. boring) circumstances or if you didn't lose your virginity until later than most men (i.e. after eighteen or nineteen), we'd invent a more entertaining version.

Women seem to understand that a man will accept any opportunity offered to him the first time around and therefore there's little or no stigma as to **how** you did it unless you did come up with some truly bizarre tale (such as doing it with a corpse or a farm animal or another man the first time).

Although women expect the first time to be impersonal for most men, they do pay attention to the **age** at which he lost his virginity.

If he was (say) twenty-seven at the time, this tells her that he was not popular at all with women and that will leave a taint. No one else wanted him, so there must have been a good reason.

We'll go to the other extreme and say "twelve." That's old enough to have hit puberty and young enough to be intriguing ... most men don't get the chance until several years later so you must be something special to have been offered such an early start.

When pressed for details, we're fond of the "seduced by an older woman" story. And not just any "older woman", either ... we'll say it was "our dad's thirty-four year old mistress."

The next question will always be whether or not our dad arranged it. If he did arrange it, that just means we had a strange dad. But if he didn't, that means that we were quite a kid even back then.

So of course, our story is that "dad" had no idea she was doing us ("Are you kidding? He'd have killed both of us if he had found out about it!").

- α If asked, "How was it?" we'll say "Great!"
- α If asked how long we had lasted before climaxing, we'll say, "Not long ... the first climax was pretty much just for lubrication."

Hearing the phrase "first climax", the woman will ask you if you had sex more than once with this mistress. We'll smile and raise our eyebrows several times to indicate, "Yes."

- α If asked how many times we did it with our dad's mistress, we'll just smile and point out that, "Women in their thirties tend to have quite an appetite in bed."
- α If asked how long this went on, we'll say "A while."
- α If asked if it was good, we'll smile and say "Very good."

Those are enough details to whet a woman's appetite. She'll become excited thinking about a thirty-four year old woman seducing a young man who has just hit puberty, especially if **she** isn't far from being thirty-four (although she'll deny it vehemently if you point that out).

And she'll get even more excited if you **Bob & Weave** when she tries to get you to talk about just what sorts of "things" this older woman did with you. We'll just smile and shrug when asked for details.

If she persists, we'll adopt our best "I'm innocent!" smile and then say unconvincingly that, "I forget."

If you give her enough tidbits to whet her appetite but not nearly enough to satisfy her curiosity, she'll have the raw material with which to build her fantasy about you. From that point on, she'll do much of the work.

CHAPTER EIGHTEEN:

Passion Through Touch & Sound

It's been said that men are visual creatures and women are tactile creatures.

That's not entirely true because women also respond to visual cues, but it's largely the case. Maximizing a woman's passion therefore requires that you know how to touch her.

That's a very broad topic, so we'll focus in on one aspect of it first: the amount of pressure that you apply when touching a woman.

Most men get this part wrong, generally applying too much pressure in situations where a lighter touch would work best, and vice versa.

Nature has provided men with greater physical strength than women. And as with most other physical differences between the two sexes, that difference is considered "sexy" by the opposite gender.

For that reason, most men are not turned on by women who are built like truck drivers but often are turned on by svelte women. Correspondingly, most women are not turned on by men who have frail physiques, but are often turned on by men with more muscular physiques.

And women are especially attracted to men who can be both strong **and** gentle at the same time. Your goal is not to crush a woman with your superior strength but to hold her firmly when (say) you hug her.

It's a similar concept to a handshake in business. You don't crush the other person's hand, nor do you give him a "limp dishrag" handshake. Instead, there's an intermediate level called "firm" which is appropriate.

With women, it's a bit less firm than when shaking hands in business. We call it **Firmly Gentle**.

- α When you hug a woman, be **Firmly Gentle**.
- α When you hold hands with a woman, be **Firmly Gentle**.
- α If you hold a woman's head in your hands while kissing her, be **Firmly Gentle**.
- α When you hold a woman as you dance cheek-to-cheek, be **Firmly Gentle**.

Women are very susceptible to touch if you get the pressure right.

There's another area where a somewhat firm touch can be used to very good effect with women: massage.

Become A Student Of Massage

Women love getting massages. Any good spa package will include them. That's why we recommend that **you** learn how to give good massages.

We learned in our late teens (spotting that massages could be a "socially acceptable" way to get our hands on women's bodies), and have been collecting dividends from women ever since.

How do you learn to do massages? Many universities offer extension courses in a variety of topics and massage is often one such class offered.

If so, sign up for it (or them, if more than one course is offered) and learn as much as you can. Then it's a matter of practicing whenever you get the chance.

There also are schools of massage in many cities where one can train to be a professional masseur and these are also worth considering if you have the time, money, and inclination. You don't need to become a professional masseur, though. It's enough to have some authentic training and skill.

There is one sticky wicket with massage in general. That involves getting the women you meet to agree to a massage, because in the beginning they might worry about whether it will be a "proper" massage ... or just you groping them to get your jollies.

Start With Her Feet

There's an easy way around that hesitation: Offer to give her a foot massage. There's nothing overtly sexual about a foot massage and most women we've met love them.

Here's why:

Women wear incredibly uncomfortable shoes in an effort to be "stylish." Their shoes are often too small (in hopes of making their feet look less huge) and they have high heels that press her body weight downward into the narrow toe space. Eight or ten hours on her feet (or just half an hour spent walking around) and her feet will be killing her. That's why when women get home from work, they often just kick off their shoes and put their feet up.

And so that's the place to start: Learn how to do a very professional quality foot massage. If you've been to Asia and experienced the foot massages to be had there (using "acupressure" points), that's the sort of skill you want to develop yourself.

Do a good foot massage and it will serve as your résumé for massaging more of her later. A good foot massage will establish your *curriculum vitae* as a masseur rather than a **Pervert** masquerading as a masseur.

To maintain that patina of professionalism, don't be pushy about trying to get her to allow you to massage her. Otherwise, she'll assume that it's being offered for **your** pleasure instead of hers. The attitude you want to adopt is that you're willing to give out "free samples," but it makes no difference to you if someone would prefer not to try it.

Our approach is to wait for the right moment. If she shows up, sits down, takes off her shoes, and starts rubbing her own feet (very common at the end of a long day), that's the time to offer. We'll say something like "Long day?" and she'll respond with "I'll say ... my feet are killing me."

We'll look empathetic and mention that we've taken several courses in massage and many folks have told us we do a pretty good foot massage. Then we'll add as if it's an afterthought, "I'd be happy to give you a free sample if you'd like."

- α If she says, "Yes," we'll do it.

- α If she says, "No," we'll shrug it off and let the matter drop.

In our own experience, perhaps 60% of women initially said "Yes" and the other 40% initially said "No."

But because we were totally indifferent the first time those 40% said "No" (thus confirming that the offer was just a random act of kindness for their benefit rather than being a sneaky way for us to grope them), almost of them would ask the next time we saw them whether our offer of a free sample still stood?

We'd shrug and say, "Sure ... if you want." And they did.

Even if you stop at just giving foot massages, that will open many doors (and legs) for you. We've mentioned before that women talk about "their man" with all of their female friends. They'll brag about all the good things (and to a woman, "getting foot massages" is a good thing) that you do when they're trying to one-up each other.

We also mentioned that women rely heavily on **Social Proof** to decide how desirable a man is.

So if your sweetheart has been bragging to all of her female friends about how "My boyfriend gives me a foot massage every night when I get home from work ... and I don't even have to ask him to," guess what happens when word gets around that you and your sweetheart have split up?

Yep, some of her female friends will decide to make a play for you themselves.

They'll begin showing up seemingly at random. ("I was just passing through the neighborhood and I thought I'd drop in and say hello.")

They'll mention that your now ex-girlfriend said that you give a great foot massage. Your answer should be something casual like: "Yes, that's true ... I do."

They'll ask if you still give out free samples. Answer that you used to, but you had to stop because you were just getting way too many requests.

Then add matter-of-factly (as if you're conveying information rather than making her a proposition) that, "So now, I just do them for women with whom I'm intimate."

Your mileage may vary, but our own experience has been that perhaps 80% of the friends to whom we've made that last statement responded by smiling seductively and purring, "That won't be a problem" as they begin shedding some of their garments.

For these, we've found that we usually can continue massaging right up their legs when we're done with their feet ... no further permission need be solicited.

Foot massages are magical for a woman. Learn to do them well and you'll collect a lifetime of romantic dividends.

Other Massage Types

There are other types of massage that work very well too. We always use these as a "next step" once we have a new woman hooked on foot massages.

Our usual progression is:

- α Foot massages
- α Hand massages
- α Neck & shoulder massages
- α Head massages
- α "The works"

We talked about **foot massages** already.

Hand massages are equally non-sexual but at the same time very sensual, which is almost the same thing for women. Similar acupressure techniques are available for massaging hands as for massaging feet. The degree of relaxation a hand massage provides is less than for feet but it's a logical progression. But if she does a lot of work with her hands (i.e. keyboard input), she'll enjoy hand massages.

Shoulder and neck massage is a bit of an escalation, as these involve touching the trunk rather than just the extremities. However, most women have a lot of tension in their shoulders and neck and they find such massages to be very relaxing if you know how to do them well. Resist the temptation to let your fingers roam -- the idea here is to be sensual rather than sexual.

Although you wouldn't expect it to be so, **head massages** are potentially the most relaxing type of massage. We literally can put women to sleep within minutes through head massage -- much to their surprise when they wake up with a startled grunt a few minutes later.

Of all massage styles, a head massage is our favorite to do, as it's also the style that seems to correlate the most highly with women desiring sex soon afterwards. We've been doing these for quite a few years now and we're still amazed to see just how well they work.

By "**the works**," we mean the back, buttocks and legs. These massages tend to be very good at working out soreness or tightness and are excellent ways to end the evening ... women sleep well after such a massage. But most times, we'll already be sleeping with a woman by the time we get to the full massage stage.

Learning how to be a skilled masseur has been helpful to our own dating careers and it can make a big difference in yours as well. We recommend it highly.

Massage calls for a **Firmly Gentle** touch (but closer to firm than to gentle). Just keep in mind that individual tastes vary and that the "right amount" of pressure for one woman or one body part might be firmer or lighter than it might be for another woman. Often, women will give you feedback during a massage if they need more pressure or less pressure.

It's also common for women to make requests, either by a direct request ("Could you spend more time on my _____? I've got a lot of tension there.") or else by hinting (pleasant grunts and moans when they want more of the same and squirming when you're pressing too hard). Pay attention to their feedback and in time your skills will improve markedly.

But women are also responsive in other situations to very light touching.

When A Light Touch is Called For

Have you ever had a woman run a finger up and down your arm with so little pressure that it felt like a mosquito had landed?

You, being male, would not have found that to be exciting. To you, it tickled. Chances are that it gave you "the creeps." So you'd tell her to stop doing that.

But have you ever wondered why women like to do that? Most men assume that she's just trying to tease him to get a reaction in the same way that kids tease each other.

Not so. Women love in the style in which they would like to be loved in return.

That's another way of saying that women do like to be touched that way. To them, that light tickling touch is erotic. In fact, female skin is far more sensitive to the touch than male skin, by a factor of several times.

You can put that difference to good use by learning how to touch a woman's skin in the way she most enjoys it.

Take kissing, for example. Most men jam their tongues down a girl's mouth with enough pressure to suffocate her if he holds the kiss for very long. That's often not pleasurable for most women.

Here's a better alternative. Moisten your lower lip and gently rub it side to side against her lower lip as you cradle her head between your hands. Try to apply the minimum pressure between your lip and hers that you can (and yet still feel contact).

Then hold her upper lip as gently as you can between your lips and rub side to side, again trying to make as light a contact as you can. Have the contact between your nose and her face (and between her nose and your face) be as soft as you can make it. And so on.

Mix it up for variety's sake, but experiment with how softly your lips and skin can caress her lips and skin. You'll be surprised at the effect on her.

Other places where an extremely soft touch works especially well are the areas where she has very fine hairs growing (on her neck, the small of her back, her arms, her thighs, her buttocks).

In such places, it's possible to graze her skin without quite touching it. You'll actually be stroking those small hairs and that will cause them to stand up. The result is that your touch will feel softer still to her.

Ears are also especially sensitive to caressing.

A very light exhalation from your nostrils can feel very erotic in a woman's ear as can light touches, kisses, and caresses along the outline of her ear.

And keep in mind that you can touch very gently with more than just the tips of your fingers. By using just the tip of your nose to caress parts of her body, extremely soft breathing through your nostrils can feel very sensual to her on her skin.

We've also found that many women enjoy it when a man uses the hair on his head to caress her body ... it results in a light touch and several women have reported that it "seems animalistic" and they like that aspect also.

There are many variations possible and individual preferences vary. Therefore, experiment with women and be alert to their reactions.

If you pay attention, it's not difficult to interpret their response and to fine-tune your skills.

The Administration Of Sound

We noted above that most physical differences between the two sexes are considered "sexy" by the opposite gender and that also applies to voices, for both men and women.

On average, men have lower voices than women. And interestingly, a woman's ear can hear slightly lower tones than can a man's ear.

Men have evolved to find women's higher voices to be "sexy" and women have evolved to find men's lower voices to be "sexy."

When it comes to turning on women, voices such as Barry White or Isaac Hayes are more effective than a voice like Frankie Valli. Low and resonant male voices turn on women more than most men realize.

In fact, it makes enough of a difference that it pays to improve your voice if you can. Some speech classes focus on this aspect and it's worth looking into one if you get the chance.

But even absent formal training, you can tweak your tones several ways:

1. **Slow down your delivery.** Shy men get nervous around women and that manifests itself in more rapid speech that's also higher in tone (because their tenseness extends to their vocal cords) than when the same man is relaxing with his friends.
2. **Take several slow deep breaths.** This will relax your vocal cords before speaking. That will slow your pace down and it will increase your oxygen level enough to make you feel more relaxed. And that in turn makes it easier to speak with a lower, slightly more resonant tone.
3. **Speak more quietly.** Many men's voices go up in pitch when they try to talk loudly. Of course, just talking quietly by itself might not help -- if she's too far away to hear what you're saying with that quieter voice, the benefit will be lost. But for those times when her ear is close by, lower your voice and thus lower your own pitch as well.

A perfect way to combine these tricks is to incorporate them into your massage routines.

Whenever you're giving a head massage or a neck and shoulders massage, your lips will be close to her ear. Therefore we'll start either massage by asking her to take several slow deep breaths as we do the same.

As you instruct her to "Breathe in very slowly" and "Breathe out very slowly" say it slowly and softly with as much resonance as you can muster. With a little practice, you'll find that you can produce a noticeable lower and more resonant voice pitch.

But there's more. Because your lips will be close to her ear, your breath can be stimulating the skin surrounding her ear. You'll be stimulating her by your voice.

You'll be stimulating her by the soft touch of your breath against her skin. And you'll be stimulating her by your **Firmly Gentle** touch as you massage her.

That's a grand slam.

The Virtues Of Dangerous External Stimuli

You can also tweak the amount of passion a woman feels through external means.

Males in Nature are typically large, brutish, and prone to combat in mating season ... in other words, we're scary. We males have evolved to try to minimize male-to-male confrontations because there's a real danger that we might be seriously injured or even killed in a fight.

But females are at far less risk from male violence. Males value females far too much as potential sexual partners to injure or kill them except under the most extraordinary circumstances.

Therefore, women react differently to dangerous men in particular and to danger in general than the way that men react to other dangerous men or to danger in general. In fact, an element of danger can add zest to an experience for many women.

That's Darwinian ... the best male catches are also the most dangerous and therefore Nature has ensured that women get excited by a certain level of danger. Fear and excitement can go hand in hand for women.

Horror movies evolved to tap into that tendency. A teenager can take his date to a horror movie and benefit in two ways:

1. His date would have an excuse to nuzzle up closer to him (which is very useful if he's shy) and still be able to attribute it to her "being frightened" and not to her being "sexually aggressive." That way, she can make a "first move" without appearing like she was making a "first move." She has **Plausible Deniability**.
2. She would in fact feel frightened from time to time and that fear would be stimulating to her. As a result, she'd be more likely to nuzzle and neck during the film and more amenable to further fondling after exiting the theater.

Modern amusement parks can produce a similar result. Consider some of the recently built roller coasters with vertical drops that are equivalent to falling off a twenty-story building. They give you an incredible "rush."

Your brain thinks you're going to die, and that falling sensation stimulates all sorts of biochemical reactions (adrenaline, neuro-transmitters, and so on) as if you actually **are** plunging to a certain death. That "rush" can be very pleasurable for some people including many women.

Controlled danger of this sort can be a powerful aphrodisiac for women and you can tap into it by taking a woman along for the ride. So if you've been sleeping with a woman for a while and the sex is starting to get a bit stale, this can be an excellent way to give her passion a quick booster shot.

LESSON NINETEEN:

Broadening Your Horizons

Successful entrepreneurs generally got that way because they dreamed bigger than the average salaried worker and then they took the actions needed to convert that dream into reality. They weren't willing to take the low risk (but also low return) route of settling for a steady but modest paycheck.

The men with only average looks (or less) who do well with women also got that way because they dreamed bigger than the average man and took the actions needed to convert that dream into reality:

- α They weren't willing to settle for the easily available but much less desirable women (or for a life of whacking off to adult videos).
- α They resisted the temptation to settle for the **Low-Hanging Fruit**.
- α They were determined to get better sex from better women.

The formula for success in dating is similar to the formula for success in running a business. And for that reason, we've suggested that it can make sense to run your love life like a business.

One key lesson to learn from business is to broaden your horizons.

If you read about prominent and successful corporations in the business press, you'll notice a pronounced trend toward increasing globalization over the past several decades.

Companies have long since imported raw materials from other areas out of necessity, as natural resources are not evenly distributed throughout the world. And in a similar way, advanced economies have long exported some manufactured goods to less developed countries that lacked that manufacturing capacity.

However, the amount of world trade was historically limited by high shipping costs and slow transit speeds, as well as the difficulty of sending workers and information around the world.

But with the rise of modern jumbo jets, modern container shipping, several worldwide express networks (such as FedEx and UPS), and other advances, shipping costs are much less of a hindrance than they once had been.

As a result, world trade has exploded in recent decades. Savvy businesses have increasingly taken advantage of the resulting international opportunities in order to:

- α Broaden their markets and therefore reach more potential customers

- α Reduce their production costs by using lower-priced labor that's subject to less onerous work rules and government regulations and which has a far stronger "work ethic"

To a company in a modern Western country, labor may be heavily unionized, work rules and regulations are costly and inefficient, expensive strikes are commonplace, the fringe benefits are high, the workday is short, and worker enthusiasm may be a bit thin, especially on Monday mornings.

That same company may find that by moving labor-intensive production overseas to a developing country, it can find workers who are well-educated and hard-working but who are willing to do the same job for a tenth or a twentieth of what a worker back home might demand.

At the same time, work rules will be far more flexible, regulation will be far less onerous and taxes will often be lower as well.

To a company trying to earn a profit, this can be an attractive alternative. In fact, it's proven to be attractive enough that many big companies have now moved some or all of their production overseas.

Of course, the math is correspondingly unattractive for the well-paid and unionized workers in the home countries of those companies, as those workers have in effect "priced themselves out of the market."

Those worker's choices are stark:

- α They can cut their wage demands sharply and therefore their standards of living as well
- α Or they can use their political muscle to hamper the ability of companies in their home country to take advantage of offshore labor

Such interference might be in the form of tariffs designed to make imported goods less price-competitive with locally manufactured goods, outright prohibitions on the import of certain goods, or severe restrictions on those companies' ability to fire their expensive employees at home (as is the case in some European countries).

However, savvy companies have still managed to take increasing advantage of globalization opportunities, despite all these efforts to hinder them.

What's Good For Business Is Good For Dating

There's a nearly exact parallel in dating.

As countries developed and got richer, the expectations of their women have expanded as well, similar to the rise in expectations by their workers.

And with the typical form of government in the developed world today being democratic, those women (being 52% of the voting age population) now control the political process. This is something that organized labor never quite managed to do since union workers do not constitute a voting majority in most countries.

As a result, the dating situation for Western men today is analogous to the labor situation for Western companies today. You'll end up paying a lot (in both time and money), especially when compared to what you'll receive in return.

In other words, you will only rarely get good value as compared to what's available elsewhere.

If you live in a small town, you already know that your dating choices are limited. Not only will there be just a small number of potential dating partners, there's also a good chance that you'll be well known in that town and therefore you'll find it difficult or impossible to create that sense of intrigue needed for maximum success with women.

They already know that you're just a regular guy, just like everybody else in town.

If you live in a very large city, there's considerably more anonymity. But even there, you'll become known within your circle of acquaintances and friends. And in many cases, it will be difficult for you to pull off many of the better dating scams because your stories will be too easy for women to verify (and to disprove).

And regardless of the size of city or town in which you live, you'll still be slowed down by the fact that in any negotiation (with which dating shares many elements), things tend to drag on until the deadline for agreement looms near. A common rule of thumb is that 90% of negotiating progress takes place within the final 10% of the time remaining.

If you date in your own hometown, there are no time constraints.

You and she will each still be living there next week and next month and next year. And so there's very little time pressure to speed things along to the sex phase.

As a result, there's no need for her to rush the process, so some women will try to postpone sex with the man they're dating in order to continue procrastinating about whether or not he's really their "Mr. Right."

And since you live in a developed Western country, the women in your country are used to being protected, coddled, put up on a pedestal, and probably spoiled rotten.

The chances are good that a woman in your country believes that the world (i.e. the male portion) owes her a living and that she need not do anything in return for their attention and for their spending.

Women like this are often just too much work for what you'll get back in return. So perhaps "globalization" can benefit your dating life?

We suggest that you consider expanding your dating horizons.

Make Procrastination Work For You

It can often be easier for you to land in bed with a woman soon after meeting her if you meet her somewhere other than where you live.

Few men realize this, because they automatically assume that it takes "X" days (or dates) to get a woman into bed. And so if they're in a new town for less time than that, they'll mistakenly assume that there's simply not enough time to meet and bed a woman before it's time to mosey on to their next stop.

Wrong! The required time interval between meeting and mating is not a fixed period. The amount of time that people take to make **any** decision (if there's much downside risk to it) will normally expand to fill the **available** time.

Most people procrastinate for as long as they can. That's the natural human reaction which reflects the probability that the longer one takes to gather more facts, the more educated that decision can theoretically be.

In other words, more facts will usually translate into less risk.

But there's a second dynamic at work too. The other party to the decision is usually not willing to wait forever for you to decide "yes" or "no." They'll lose patience and walk away eventually.

And if what they're peddling is highly desirable, the window of opportunity for balking shoppers shrinks further. If there are five or fifty or five hundred interested bidders, the fastest one to make an acceptable offer gets the prize and the laggards end up empty-handed.

That's the conundrum. More facts may translate into less risk but if **You Snooze, You Lose**. And that's why people in general find it so difficult to make an important decision. They want to take the maximum time possible to gather facts, but don't want to miss that window of opportunity.

Buyers don't know for certain just how much time they have. So, they have to guess. And if the seller is cagey, he can hurry the prospective buyer by placing time limits on the process or by mentioning "other bidders."

By hurrying prospective buyers this way, buyers can be prompted to make decisions based only on minimal facts.

And as in any negotiation, progress will speed up as the remaining time shrinks. That is why many savvy marketers point out prominently that a particular offer is "for a limited time only" ... it's a highly effective way to get a prospective customer to act more quickly.

Here's how it applies to dating:

When a woman meets an intriguing man and she thinks that he'll be there for only a few days more, she'll put out much sooner than she might if she realizes that he'll be around indefinitely.

And if she thinks he's due to leave the next day (or later that same day), she's then forced to make her decision even more quickly.

Take advantage of this quirk and pretend to be in town "for a limited time only."

This dynamic can work even better if it's the woman (or both of you) who lives somewhere else and who will be there for only a limited period. We'll call this quirk **The Hawaii Effect** as one of your authors used to live in Hawaii and personally observed (and enjoyed) this phenomenon many times.

The Hawaii Effect simply means that women are much more apt to have one night stands when they're far from home, and the more exotic and "romantic" the setting, the more likely they are to let loose and go wild with men they've just met (including you).

Most men miss this effect because they assume that a woman's values are constant and there are certain things she won't do.

That's not true at all ... women's values are extremely relative. In some settings, she may be totally wholesome but in another setting she may become totally wild.

You might understand this at one level. That's why you're willing to buy a woman an alcoholic beverage: You expect (and hope) that her "restraint" after a couple of frosty beverages will be lower than it would be when she's completely sober.

And even if the alcohol doesn't really compromise her judgment, it provides her with an excuse to do what she'd wanted to do anyway. She can tell herself that she's "not really a slut," she just had too much to drink and therefore "wasn't herself" when she ended up in the sack with some man she just met at the bar or at a party.

That way, she gets to have some fun and still preserve her "reputation." She can still tell herself and her friends that she's not "that kind" of girl. **Plausible Deniability.**

That effect is **magnified** in a romantic setting. When a woman goes on a holiday to an exotic location such as Hawaii or Italy, she can rationalize any behavior:

- α She's far from home, so none of her family or friends will know what went on ... unless she chooses to tell them.
- α She's only got two (or three, or four) weeks of holiday to party, and then it's back to the town where she lives for another boring year until next year's vacation.

Therefore she's not going to waste the first week (or two, or three) playing **Hard To Get**.

Nope, she's there to party hearty and that means getting laid. She won't admit to anyone that she's going overseas to get laid, of course -- that'd make her seem like a slut.

Instead she'll categorize her travel affairs as being "**romance**." It's exactly the same concept as "going overseas to get laid," but it sounds nicer. She'll tell herself and her friends that she met this cute man (or several of them in succession) and they had a romantic stroll on the beach or a candlelit meal at a sidewalk café ... and then **One Thing Led To Another** and (who would have guessed it?) she ended up in bed with him.

It's the stuff of which **Romance Novels** are made.

Toss in a bottle of Chianti (or a Mai Tai or two or three) with the meal and Nature will take its course even more quickly, as she'll have one more excuse for deflecting the responsibility for having done what she had planned to do all along.

Broaden Your Horizons In Your Own Home Town

There's an old saying that "travel is very broadening" and that's quite true.

Travel will broaden your opportunities for sex immensely. Not just quicker sex but usually better sex as well.

But let's say you live in a small town where you've lived for many years (or perhaps even all your life). Most local people will know you personally or will at least know of you. That will crimp your style considerably, as you'll already have discovered.

That doesn't mean that a man can't find a girl there ... people have sex in every town in the world (as best we can tell) and people do get married and settle down even in the most remote towns and villages.

You can also do the same, if you wish. When word gets out that you're back on "the market" after a divorce or a split with a longtime girlfriend, all the "eligible" women in town will start to circle around you the way that vultures will circle over a dying soon-to-be-carcass in the savannas of East Africa.

You won't have to do all that much to find them because they'll find you.

So finding a wife is not that hard in most towns, if you're willing to settle for what's available. Thirty-something (and older) women with their clocks ticking are not a rare commodity.

Finding wild and possibly anonymous sex (and then extracting yourself cleanly after having your way) is much tougher. Small town women might put out as a

down payment on the long-term relationship they hope to land with you, but they won't go away quietly afterwards once they figure out that you're interested only in the good parts and don't want to sign up for the rest of the expensive package deal.

And if you do manage to find wild sex now and then (for example, a torrid affair with someone else in town who's already married), it certainly won't remain anonymous. Such arrangements will have a good chance of later blowing up in your face. Why? Because women talk, as former U.S. President Bill Clinton discovered to his dismay.

And women are also not above "forcing the issue."

If their secret dream is to dump their hubby and marry you or for you to dump your wife and then marry her (while your secret dream is to grab some quick sex and then extricate yourself afterwards with no one else knowing about it), they'll often leave incriminating clues around to ensure that your affair is discovered. Especially if you have a good reputation to protect, you may be pressured to marry her to prove that you were driven by love rather than by lust.

All in all, this isn't a very pretty picture of small-town dating prospects.

Therefore, the best way to broaden your horizons when you're in your own hometown (if it's a small town) is to avail yourself to women from out of town who are there temporarily. They'll sometimes be amenable to spending an interesting evening with an interesting new fellow (perhaps you?) and some of those evenings may end up with the two of you interacting horizontally.

To meet such women, go where they're likely to be found.

Where To Go And What To Do

They'll be staying in a motel if they're just passing through and that's the part of town where you should prospect. Even in smaller towns, there will often be one or several moderately priced motels along one of main roads into town, each of which will likely have a coffee shop or a restaurant on the premises and perhaps a hotel bar or lounge as well. And within a block or two there'll probably be more restaurants catering to travelers passing through.

Now this is where you have to plan ahead. If you do strike up a conversation with a woman and things are going smoothly, you may end up in bed. And that raises the question of "Whose bed?"

She'll have a room at the motel for that night. But what about you? If you say you live in town, she may ask to go to your place (partly to see if you've got a wife, and partly just to get a break from staying in motels).

But she'll also wonder what you're doing on the outskirts of town chatting up strange women. You'll be revealed for the rake that you are. Since you have a

home in that town, you're not traveling through town and so you lack **Plausible Deniability**.

That rules out the fantasy of "two strangers passing in the night" and converts it into the reality of you being a smooth operator picking up a new woman each night at motel lounges. She'll conclude that you do this often and therefore she's nothing special to you.

One way around that conundrum is to actually rent a room of your own for the night, so that you can claim to be a fellow traveler who's also just passing through. But that gets costly, especially if you factor in that only a portion of such pick-ups will actually end up horizontally.

Our preferred solution is to pass ourselves off as living in a town three or four hours away. We still have a few hours of driving to get home and so we decide to stop for a bite to eat.

Most people just pull through the fast food drive-through window when they're in a hurry to get home fast, so if asked, we'll mention that we try to minimize fast food as it isn't as healthy as a regular restaurant meal.

Maybe that's true, maybe it isn't. However, it does play well with women, who tend to see themselves as being very nutrition-conscious. And it will conveniently explain why you're spending extra time to be in a sit-down restaurant or coffee shop and not just grabbing a burger and fries on the run.

In a similar vein, if you're in the hotel bar or lounge, be sure to be drinking a cup of coffee or a cola. After all, you're "planning" to drive for three more hours that night, aren't you?

You'll need to be sober (therefore no alcoholic drinks are on your menu) and because both coffee and cola have caffeine, you'll have **Plausible Deniability**. You were starting to feel a little drowsy and so you decided to stop, get some caffeine and fresh air, stretch out your feet, and rest your eyes before continuing the last leg of your trip.

That allows her to believe that sex with you later that night, if it takes place, "just happened" and wasn't premeditated.

Don't use the hard sell with this method. Chat with the woman you've singled out as if you're just two weary travelers chatting to pass the time while on the road.

If you think back to your own childhood years, eating dinner was probably a very social experience at your house. It was probably one of very few times when the entire family would get together and chat as they ate. You'd chat about what had happened that day, about what's going on in your lives, about future plans, and so on.

That childhood experience is firmly ingrained in most people, and as a result, most adults (and women in particular) feel a certain sadness or emptiness when dining alone.

That's why most coffee shops have lunch counters as well as individual tables. That way you can have someone sitting next to you even if he/she's a perfect stranger. Lunch counters are not conducive to conversation since you sit side by side rather than facing each other, but even the mere presence of another human being helps reduce a bit the sadness many people feel when dining alone.

Therefore, you have **Plausible Deniability** here as well. You're not one more horny Lothario trying to pick up women for your own tawdry pleasure, you're just another weary traveler who'd prefer not to dine alone. The woman you're chatting with will understand that, because she'll feel the same way herself.

As long as you take a very low-key approach, it's an ideal venue.

In such settings, we've found that the woman will often do much of the seduction work:

- α You're just two travelers passing in the night
- α You seem harmless (since you're not putting "the make" on her)
- α She's on the road (no one else will know if she ends up in bed with you)
- α You'll not likely see each other again (ideal if she has a husband at home already), and
- α Time is short (as you'll be going your separate ways in an hour or two if she doesn't lure you into bed)

But you have to help her. If she's at all interested, she'll drop hints, but she won't exactly come right out and say, "Do me, big boy!"

Your job is to pay attention so that you'll spot those hints and respond, but without seeming like just another horny man.

Her hints will usually come in the form of questions. But then again, much of what two people say when chatting for the first time will be questions anyway. So how do you differentiate between innocent questions and questions which are hints?

It works like chess: To play well, you need to get into the habit of thinking a few moves ahead.

The essence of hints is to prompt you to take an action the other person wants you to take, but only if it seems like your idea. For example, when you're driving down the highway with your mate and she asks you if you're feeling hungry, she's hinting. It means that **she's** hungry and wants to stop and eat ... but she wants **you** to suggest it.

It sounded like a question, but it wasn't ... she was telling you what **she** wanted.

You can demonstrate this for yourself the next time by answering "No, not really." Then watch her do a slow burn. She'll become angry at you because **she** wanted to eat!

The most common hint format we've seen involves a woman asking a man, "Do you like ____?" (e.g. "Do you like pizza?")

And our favorite response is to smile and say, "I live for ____" (e.g. "I live for pizza").

That's the magic phrase to memorize:

"I live for ____."

That then opens the door for her to say, "I spotted a pizza place around the corner on my way in." Then you can pretend that your mouth is beginning to water at the very thought and say:

- α "Are you thinking what I'm thinking?" or
- α "Hmm, a pizza would taste pretty good right about now."

Next thing you know, the two of you will be sharing a pizza. That still leaves you with the question of how to move things from the restaurant to the bedroom, however.

Closing The Deal

If you're getting along well, here's how it works:

Remember how you live three more hours away? Between chatting with her (and possibly lingering over a pizza), the hour is now getting late. As the saying goes, "Time flies when you're having fun."

If it's getting late in the evening and she has no intention of sleeping with you, she'll be watching the time and will cut things short by looking at her watch and exclaiming, "Wow, look at the time ... perhaps we should pay the check, since you've still got three more hours of driving ahead of you tonight."

That's her way of letting you know that things probably won't be going any further.

But if the hour is getting late (while you're chatting away and getting along famously) and she makes no move to begin winding the evening down, that usually means she's allowing for the possibility of sex with you. She might still change her mind, but she's at least open to the idea at this point.

Another hint is if she suggests that you share a pitcher of beer to go with that pizza (or a bottle of wine if you're enjoying a restaurant dinner). This can also indicate that she's allowing for the possibility of sex with you.

After all, it wouldn't be right to get you a bit tipsy and then expect you to spend three more hours on a dark highway -- that would be tremendously irresponsible of her.

Your job at this point is simple: Just continue having a good time doing what you're doing. Be oblivious to the time as it slips away.

The more time that passes, the better your odds become, and by the time the hour gets really late, you'll both be feeling a bit sleepy.

Since she kept you so late, she may feel that it would only be right to allow you to spend the night and then finish your journey the next morning when you're more alert (and sober, if you've had alcohol with her).

It's still not a sure thing, of course.

She may suggest that, since you're a bit tipsy and the hour is late, you go to the front desk and book a separate room for yourself.

Don't do it.

Insist that it's not like you'll have to drive all night and that you feel "fine." If she has no intention of putting out, she may just say, "Okay, if you insist. But be careful, please."

If so, head to your car and drive away. It was not meant to be that night.

But if she suggests that you can crash in her room for the night instead, your odds are considerably better. There's a possibility that she might still not put out, but that's relatively small if things have progressed to this point.

Your job here is to not jump too eagerly at the offer. It's better to ask if she's sure that it would be okay. ("After all, you don't know me all that well ...")

She'll likely say something like, "Don't be silly ... you're a very nice man and I feel very comfortable around you."

In other words, just that fact that you show concern for her will confirm her suspicion that you're reasonably harmless.

That's all it takes.

And by the way, all the foregoing can work just as well if you live in a large city. Just pick out the motel district along one of the highways that leads to and from whatever city (three hours away) that you claim to live in.

If you live in a bigger city, you also have the possibility of anonymous sex just by going to a different part of town to meet women.

But we've found that there's a lot more competition there as well. Women who are temporarily marooned in a small town en route to somewhere else are

not too picky as to whether the man is a "10" in looks or in money. She's just breaking up the boredom.

But in a big city, the selection of men is larger. And so women who live in a big city tend to have much higher standards and higher expectations.

Making The Most Of Business Trips

We've taken a lot of business trips over the years. And we've enjoyed them immensely too.

Sure, most corporate travelers will moan and groan about the rigors of being on the road, just as most women will moan about all the men trying to hit on them, as if that were somehow a bad thing. But in most cases, the agony is much more for show than heart-felt.

We should know, because we've hoisted frosty beverages with quite a few of our fellow corporate travelers.

Business travelers do a lot of pretending.

If there's a spouse or regular girlfriend waiting for us at home, we'll grumble to them about "Jeezus, the boss is sending me to Rio de Janeiro again!" with an angry facial expression and tone of voice that implies that we're exasperated by his unreasonable demands, but that we have no choice in the matter.

Of course, we're secretly giving ourselves mental "high fives" as we try to hide our glee. We don't want to let our ladies know that we enjoy such trips. They might think that:

- α We needed a break from them (true!), and
- α We're looking forward to the chance to play (also true!)

So we assume the role of the victim ... a lonely corporate warrior doing his part to provide for his wife and family.

We also play the same role at the office. If we let on that we enjoyed the business trips, our boss might decide to go in our stead (as often happens if a particular business trip will be to the French Riviera or Maui, rather than to Qatar, Albania or Saskatchewan).

But if we act like such trips are onerous, not only will the boss continue to stick us with them, he may even become a little more generous when the time comes for our next raise or bonus. After all, shouldn't we be compensated for having endured such hardships?

As venues for mischief, business trips can be exceptionally good.

First of all, you must be someone relatively important or the company would not have spent the money to send you. Have you ever seen a company send some of its Junior Accounts Receivable Clerks on a business trip?

Neither have we. As a result, you'll be accorded above average status just for being there. You're pre-qualified, and that's a huge advantage.

Feel free to embellish your credentials (as we've discussed previously). And you can even print your own business cards to make your job title more impressive, if your scruples are flexible.

The only drawback is that some business trips last for several days and that means that the woman you're chatting up might conclude that she can be coy the first few days before closing the deal later in the week.

That can mean you'll have to jump through a lot more hoops before reaching pay dirt.

However, we get around that snag by being vague. When a woman asks us how long we'll be in town, we'll say that it depends on how quickly we can complete our part of "the project."

If all goes well, we could be done in one or two days (or so we'll say).

That alerts her to the fact that she'd best not dilly-dally if she wants to "get to know us better."

Plus we have flexibility. If we knew all along that we'd be there for a full week (or two), we can claim later that the trip got extended. We'll just blame it on "the idiots" who are handling another part of the project. Thanks to their mix-up, we're now stuck staying on longer to help them sort out the mess.

See how straightforward it can be?

Getting Your Money's Worth On Holiday Trips

Holiday trips hold great potential, since you'll likely be heading to one of the usual holiday destinations (the Algarve, Ibiza, Las Vegas, Waikiki, or wherever).

You're going to have fun, party, and hopefully meet members of the opposite sex for more fun and more partying.

And guess what? Women do exactly the same when they head out on holiday. Many of them are heading to the same holiday destination as you are, and your paths will cross while you're there. It's essentially a case of "motivated buyers" meeting up with "motivated sellers," to use real estate sales parlance.

Cyndi Lauper put it best when she sang, "Girls just want to have fun."

But aren't women looking for "a relationship" instead of just a good time?

Women actually look for **both**. A given woman wants to find "Mr. Right" to support her and to grow old with her during her own declining years. But she also wants to meet (and mate) with interesting men along the way, while she waits for "Mr. Right" to show up.

That's where you come in.

Women are far more prone to horizontal partying when they're out of town at a major holiday resort somewhere. No one back home will know, this is their one chance that year, the scenery is intoxicating ... and so are the drinks with the miniature umbrellas in them.

One thing will lead to another, as surely as night follows day.

You can improve your own odds of scoring while on holiday if you pick out your destination based in part on how many women head there. (That means going bear hunting in a remote section of Alaska is not your best bet, percentage-wise).

Beach resorts with a party atmosphere can be excellent:

- α Waikiki
- α Maui
- α Cabo San Lucas
- α Cancun
- α Many of the beach resorts along the Mediterranean coast that cater to a younger crowd
- α Some of the Caribbean islands
- α And so on

All these areas:

- α Attract a lot of women in our preferred age grouping
- α Those women will be scantily clad (a good mood-enhancer)
- α Party spots will be numerous
- α There are lots of places to eat and drink and awesome sunsets to be watched

Most such resort areas will have an active nightlife scene, often centered around clubs or discos. If you're a good-looking hunk, you should do fine in that setting, but that would be true with any other setting too.

As we've noted earlier, we tend to skip places that feature loud music and frenetic dancing as the main draw. Such places do attract lots of women but they also attract lots of men and that gives rise to an auction market. If you excel in that milieu, go for it. If not, there are better spots for you to operate.

We should note, however, that women at a disco in an exotic holiday resort are still more likely to put out than are most women at discos back home (due to the **Hawaii Effect**). So if you only do so-so at discos back home, you'll do better at discos when on holiday. But if you're just starting out, there are better venues at resorts for you.

Women on holiday are there for twenty-four hours a day. They'll sleep for some of those hours and go clubbing for some of those hours, but that still leaves eight or ten hours a day for them to fill.

Those are the hours where they'll get bored and will be looking for something to fill that time. They'll linger over meals, they'll spend some time at the beach, they'll go shopping ... and they'll chat with any interesting men who pass their way.

Those are the venues **we** work. The competition is far less and, if women are a tad bored, they're more likely to do things to break that boredom, including putting out.

Interestingly, our highest batting average while on holiday has been picking up women in elevators.

If you're staying in a high-rise resort hotel and three or four interesting women get onto the elevator when it stops at the twenty-third floor, be friendly to them.

If they're heading out for the first time that day, the chances are good that they'll be looking for something to do. They'll be headed for breakfast (or for lunch, if they're getting a late start) but they probably haven't thought it out much past that point.

So if you're friendly to them in the elevator, they may invite you along to join them for breakfast (this has happened to us many times, so it must be a common outcome) or you may invite them to join you. Be friendly and playful at breakfast and you'll get an invite to their next activity after that. And they'll likely ask you for ideas as to what that next activity should be.

Let us emphasize one particular point here:

If you're alone (or with one friend) and three or four women get into the elevator, the fact that you're now outnumbered is not a bad thing -- it's a good thing.

Your odds of success increase in proportion to the excess of males over females in such a situation. Because women are so competitive with each other over men, a shortage like this is perfect for you.

If you're like most men, you prefer to approach lone women. That can work. But if you do the opposite instead, you can boost the odds in your favor.

For Maximum Potential, Try Overseas Trips

For meeting and mating with new women, overseas trips are the best of all, often astoundingly so! In fact, once you start enjoying the company of women overseas, there's a **grave danger** involved:

- α You're likely to become totally spoiled and might lose interest in the women back home.
- α You'll wonder how you ever managed to get excited over what was offered to you in the past.
- α You'll kick yourself for not having headed overseas sooner, and
- α You could become addicted to overseas women and start planning your entire dating life around overseas vacations and overseas business trips.

After all, if you've grown up in America or Canada or Northern Europe, you've been exposed to a lot of feminist excesses for the last few decades:

- α Men are scum
- α Men are the root of all evil
- α You should be ashamed of yourself for having been born male
- α And so on

Just tune into any daytime TV talk show (all of which pander to their female audiences) and you'll get an earful.

The chances are excellent that you've been well trained (a.k.a. domesticated) to the point where you've jumped through hoops, paid through the nose, and gotten crumbs (or less) in return – and then actually been conned into feeling thankful for these humiliating experiences.

We've got good news for you. Many parts of the world have not (as yet) succumbed to the mantra of the "Men are the problem, women are the victim" disease.

In effect, you can move backward in time to a saner era just by boarding an airplane for distant shores.

That's especially true if you're an American. After a few decades of hearing so many American women whining about how American men are pigs (and worse), it might surprise you to know that American men are held in very high regard by women in most other nations and regions.

That's partly because American women, like the women in some other rich countries, have been pampered and overindulged to the point where they've become spoiled. They believe that the world revolves around them. So no matter how much a man does for them, it isn't enough.

But it also reflects the **Scarcity Principle**. In life, we value that which is scarce, and in America, American men are not scarce. Therefore, American men are "nothing special" in the minds of American women. Remember the old saying about how familiarity breeds contempt? American women are very familiar with American men.

But watch what happens when a foreign man visits American shores.

If an American man goes to work and casually lets slip that his cousin "Emilio" from Italy will be visiting next month, every single woman in his office will angle for a chance to meet "Emilio" when he gets to town.

Even if he were to point out that "Emilio" speaks almost no English, this would not dissuade the gathering crowd of eager women one whit. In fact, it would be a plus. There'd be no need for them to waste time on small talk, as they could do all their communicating "non-verbally."

Or as a woman would phrase it, "I have no idea what he's saying ... but I sure do like the way he's saying it."

In America, non-English-speaking men from Italy or Greece are scarce, but English-speaking American men are not.

But you can make the same **Scarcity Principle** work for you if you travel to (say) Indonesia. Suddenly, **you're** a scarce commodity and local women will often jockey for a chance to meet you.

Beyond the **Scarcity** factor, there's the belief that American men (and men from other wealthy, developed countries) often treat women **better** than do men from other countries. That reputation can open doors (and more) for you overseas.

In addition, different standards of wealth apply. In less developed countries, even a man of what would be modest means in the Western world will be very wealthy when compared to the average man in the less developed country.

Just look at how much you earn each year. If your income were to jump by a factor of twenty (e.g. from 50,000 Euros or dollars per year to one million Euros or dollars per year), how much easier would it be for you to get laid back at home?

You already know the answer ... **much** easier. And in effect, that's what happens when you step off a plane in a less developed country. All of a sudden, you've become much more "handsome" to women.

Some overseas countries offer better venues than others. Among the regions that seem to get the best reviews by men seeking women are (in descending order):

- α Southeast Asia
- α Latin America and the Caribbean

α Eastern Europe

There are a number of places on the Internet where you can do research on these destinations. On your next holiday, why not head overseas and see for yourself?

If you're older, overweight, or physically less attractive, you'll notice an even bigger improvement in your dating prospects in such areas. Being wealthy (even in relative terms) masks many other flaws, and the threshold for "being wealthy" is much lower in less developed countries.

When you do go overseas, be sure to bring along your "photo album" (see **Lesson Nine**). Also bring some picture books showing what your home country looks like --the ones that tourists visiting your country might buy to take home with them are ideal.

Most women seem to find photographs fascinating, especially if they've never been outside their country of birth. Yours will fascinate them and at the same time make you seem even more exotic in their eyes.

Bon voyage!

Relocation Is The Mother Of Invention

If you're doing especially poorly with women in your hometown and if the pickings there are pretty slim, it might make sense to consider relocating to a more salubrious area.

The sad truth is that no matter what you do for a living, some locations are dismal for dating opportunities while other locations are golden. So consider looking into the job opportunities in areas where your odds will be much better:

- α Big cities tend to be better dating venues than small towns and rural areas.
- α Areas with a high proportion of jobs in the service industry tend to be better than areas with a heavy manufacturing footprint.
- α Both big cities and service industry areas tend to be better dating venues than rural and farm areas.
- α Areas that are "glamorous" and that have a lot of highly paid men tend to attract the most women of all.

Relocation might also be a good idea if you favor a particular type of woman. If you live in America and favor Asian women, for example, the majority of people in the State of Hawaii are of Asian origin, so that might be one place you'd consider to improve your odds. Florida is a good choice if you're particularly interested in Latinas.

Not all locations are created equal, so do some research if you have particular preferences.

Generally, job opportunities overseas in less developed countries are very low in pay, assuming you can get a job there at all. Due to government restrictions, work permits are not easy to get.

However, if you're a "knowledge worker," it can be possible to do your work via the Internet. For example, you might earn your living by:

- α Trading stocks and other securities
- α Writing books and magazine articles
- α Designing websites and online graphics
- α Running a profitable e-commerce site

In addition, there are many other jobs that can be re-engineered so that your office is on-line or otherwise electronically connected to the outside world.

If so, you can perform any of these occupations over the Internet from most parts of the world. It might be possible for you to relocate overseas to one of the prime dating regions that we've mentioned above.

We consider such a state of affairs to be the best of all worlds, and depending on what you do for a living, you might be able to do the same.

It's well worth exploring.

Part E: Closing Thoughts

LESSON TWENTY: Lighten Up

For most men who do poorly with women, their underlying problem is that they simply don't understand how women think, feel, or behave.

Therefore, they do the wrong things in an effort to impress women and then suffer through very discouraging results. Over time, the cumulative effect of potentially **years** of catty rejections produces men who are extremely shy around women.

It can get so bad that even if a man wants to break out of his shell, he'll often find himself unable to do so.

You've probably had that experience: You might tell yourself to go over and talk to "that girl," but your feet ignore you and stay exactly where they are.

That's why we spent the first half of this course drilling you on theory. Our goal was to educate you as to how women actually are and how they got that way. This will enable you to understand:

- α Why your old approaches didn't work well, and
- α Why our alternative approaches will work much better

Much of what works with women is counter-intuitive unless you understand the way that women **actually** behave, rather than the idealized "official" version that society in general (and women in particular) peddle to unsuspecting men.

But we also had another motive: We wanted to make you angry.

- α Angry about how you'd been mistreated over the years
- α Angry at how you'd been used all those years
- α Angry about how you'd been taken advantage of right from the moment you hit puberty
- α Angry at having fallen for women's scams so easily all those years
- α Angry that there'd been a massive con game in progress and that you were "the mark"

Anger is a necessary ingredient for improving your results, because it's anger that's going to motivate you to break out of your **Inertia** and change the way you approach women, dating, and romance.

In much the same way that a rocket needs to accelerate past a certain speed in order to "escape" the pull of earth's gravity, you need a comparably strong prod in order to overcome your own fear of women.

Think of anger as being that antidote to fear.

The transition from being a **Wuss** to being an assertive, confident individual who uses exactly the right amount of effort in every dating situation isn't easy to do without a strong initial push.

Anger As A Useful Tool

Don't think that we're trying to turn you into an embittered woman-hater, however.

Women are the way that they are. Yes, you've been tricked, and you have a right to feel angry about it. You need **something** to kick you in the butt and make you change.

But once you get used to standing up for yourself in the dating arena, you won't need that anger anymore.

Once you learn to understand women and achieve a level of dating mastery, your anger will fade away.

At that point, you won't need that anger any longer to motivate you. You'll become more mellow and relaxed around women. Dating successfully will become second nature to you.

One of the things that differentiates a great athlete from an average one is the ability to make it look effortless. Dating works similarly.

The more relaxed a man is about approaching and interacting with a woman, the higher will be her evaluation of him.

- α Men who are too shy to approach her will rank lowest.
- α Men who approach her but are making an obvious effort will be rated higher than shy men.
- α Men who approach her effortlessly will be rated the highest.

And that's the real reason for you to discard that anger once it's served its useful purpose: **Alpha Males** have nothing to be angry about.

How To Let Go Of Past Hurts

For some men, letting go of the anger is hard to do.

If they've been mistreated badly enough by women (and most men have been), then their "vindictive side" will not have been satisfied. All those women will have gotten away with it!

That can be the hardest thing for most men to come to terms with – that the women who treated them like dirt might **not** someday pay for those wrongs. The miscreants will go through life unpunished!

If you believe in the hereafter and in a just God, then perhaps you can take solace in the belief that punishment awaits them in the next world.

But even if you don't, you can assume that poetic justice will arrive much sooner for the women who have treated you so shabbily. That's because women age much more quickly than men:

- α Women reach their peak at a very young age (around eighteen).
- α By their mid-twenties they've already started to lose their natural advantage: the power to sexually attract high quality men.
- α By their mid-thirties, their looks have deteriorated alarmingly and men are actively ignoring them. Although they may still have forty or more years of life expectancy remaining, their best years are behind them.

That's the reason why women become so bitter and vindictive (and then discover virulent feminism) once they hit their mid-thirties.

Unless they're unattractive, of course. Then they become bitter and vindictive far more quickly. Nature gives most women an initial "leg up", but then snatches it away again (puns fully intended) not very many years later.

As we've discussed earlier in the **Theory Handbook**, the closest heterosexual male equivalent is professional sports.

As with women, a professional athlete makes his living with his body and he basks in the glow of his adoring fans. At the age of twenty-three, he may have a Super Bowl ring or have competed in the World Series, Stanley Cup, F.A. Cup, or World Cup Finals, depending on his sport.

Then at the age of twenty-seven (after one or two operations on his knees), he may be all washed up.

His professional sports career is over. The years of earning obscenely big paychecks are over. The fans who once adored him have now mostly forgotten him as they fawn over the next crop of sports stars instead, all of whom are younger and still in their prime.

His life, as he knew it, is over. But he has forty or fifty more years of life expectancy. He peaked early and it's all downhill from there.

That doesn't mean that he'll be destitute (although he might end up that way). If he invested wisely, he might well end up with an annual income that will allow

him to live very comfortably and perhaps even to travel the world and to live in style. But the glory days will be over and his adoring fans will also be history.

The women who crapped upon you when they were at the top of their game are destined for the same fate:

- α A woman who several years ago would not have given you the time of day will be the same woman whom (several years from now) **you** will turn down for a date.
- α The woman who dumped you so unceremoniously several years ago will be unable to attract a man as good as you several years from now.

That's Nature's revenge. You **personally** may not be able to get even with her but the laws of time and gravity will do the job for you.

- α Like a fine wine, you'll improve with age.
- α Like a fine beer, she'll go flat with age.

It's said that, "He who laughs last, laughs best." That will be you.

So if you're having trouble letting go of past hurts you've suffered at the hands of a woman, head down to your local shopping mall and observe the women wandering by.

Pick out one who's ten or twenty or thirty years older than the one who broke your heart. Then ask yourself whether you'd want to be with her now.

We think not. If you and your ex had stayed together then (in time) that's what you would have ended up with. Not that compelling, is it?

Your Final Assignment

A light touch with women means that you're not intimidated by them.

And that's an attractive quality to women, since the best catches are not afraid of women. So if you're fearless, you must be a great catch.

Tailor your strategies to your own style and personality. You don't have to master **everything** in order to improve your results. Mastering even a **few** of the skills in this Program can boost your results noticeably.

- α Keep experimenting with your approach, and
- α Vary your technique a bit and see if that works better (or is more fun) for you.

Learning is a continuous process.

And there's is no rule that says you have to be with a different woman every night. If you find one who's exceptional, feel free keep her around for as long as you're enjoying the relationship. In our own experience, we find that serial monogamy often works quite well as we alternate between monogamous relationships and absolutely "carnivorous" periods.

It's hard to say what defines the best piece of advice anyone ever given to us, but right up there toward the top of the list would be: **"Enjoy the ride."**

In other words, the **journey** is usually much more interesting than the **destination**. Consider this perspective for male-female relationships:

- α Most women who catch our eye walking down the street never end up going out on a date with us.
- α Most first dates don't lead to second dates.
- α Most second dates don't lead to sex.
- α Most of the dates that do lead to sex don't turn into relationships.
- α Most relationships don't evolve into long-term relationships.
- α Most long-term relationships don't end in marriage.
- α Half or more marriages end in divorce.
- α Many marriages not ending in divorce are nonetheless stressful and often highly unpleasant.
- α Most marriages where both parties are deliriously happy at all times still end with one of the spouses dying before the other spouse.

In other words, 99.99% (add more nines if you like) of all male-female interactions end badly or sadly.

The main thing that makes all the effort worthwhile is whether or not you enjoy the ride along the way. That's the test we use for grading our own interactions:

Did we enjoy the ride?

Apply that same standard to each of your own romances going forward. And once you've mastered dating and mating, you'll likely reach the same conclusion that many men who have gone before you have figured out:

It's the thrill of the chase that most captivates us.

Enjoy the ride and thank you for allowing us to share our winning secrets.



P.S. And please don't forget to email us with your feedback, questions, and real-world success stories.

feedback@alphamaleworld.com

We genuinely welcome all commentary because we want **you** to win with women the **Alpha Male** way!

APPENDIX A:

Scoring For Alpha Self Evaluation Quiz

This short appendix is intended for those who have printed out this material on paper (and who therefore can't use the Javascripts embedded in the PDF file) or for people who are merely curious:

Scoring:

1. (a) 5 ... (b) 4 ... (c) 3 ... (d) 2 ... (e) 1
2. (a) 1 ... (b) 2 ... (c) 5 ... (d) 3 ... (e) 4
3. (a) 2 ... (b) 4 ... (c) 5 ... (d) 1 ... (e) 3
4. (a) 5 ... (b) 4 ... (c) 3 ... (d) 2 ... (e) 1
5. (a) 5 ... (b) 4 ... (c) 3 ... (d) 2 ... (e) 1
6. (a) 5 ... (b) 4 ... (c) 3 ... (d) 2 ... (e) 1
7. (a) 5 ... (b) 4 ... (c) 3 ... (d) 2 ... (e) 1
8. (a) 5 ... (b) 4 ... (c) 3 ... (d) 2 ... (e) 1
9. (a) 4 ... (b) 5 ... (c) 3 ... (d) 1 ... (e) 2
10. (a) 5 ... (b) 4 ... (c) 3 ... (d) 2 ... (e) 1

Instructions: Add up your **total** points for all ten questions and then **divide** that total by **5** to get your net score.