

# **The Alpha Male Program For Dating & Relationships**



**Confidence, Contact,  
Conquest**

## **Part II: Communication Manual**

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## **CHAPTER ONE: Getting Started As A Better Communicator**

Verbal speech plays a key role in almost every important human interaction.

There are some exceptions (interactions on the Internet, to name one), but **talking** is usually what clinches any prior written communications.

For example, if you're looking for a job you frequently have to provide a résumé or fill out a job application first. But these are just "weeding" tools that enable the hiring company to winnow down the pool of applicants to a manageable size.

The applicants who make the cut are always invited to attend a job interview, and that's what gets the winner his job.

So what's the company evaluating during the interview?

Numerous vital criteria, but we can tell you that one of those factors is **not** the candidate's technical skills. All the candidates **already** have the technical skills to perform the job. If they didn't, then the company wouldn't be wasting its time interviewing those applicants in the first place.

So you're not being interviewed to determine your technical qualifications. Instead, it's your personal characteristics and communications skills which are being evaluated.

This means that getting hired for a good job depends mostly on how well you communicate and whether or not you're more articulate than the other applicants.

The company is trying to determine how well you'll interact with co-workers, customers, partners, managers, officials, the media, and so forth. How hard they'll evaluate your skills here depends on just how much communication the new position requires.

The higher the position, the more vital the communication skills. The corollary here is that once you're hired for any position (even a low-ranking one) the "upward mobility" of your career is largely determined by how well you can get across your ideas to others while responding appropriately to others' ideas in return.

So does the best candidate get the job? Not necessarily.

We've seen many talented individuals over the years who were forced to settle for jobs that were **below** their talents simply because they were inarticulate.

We've also seen many individuals who ended up in jobs that were **above** their talents simply because they were effective communicators. (This is especially true in politics, by the way.)

The ability to communicate effectively is ultimately more important in the business world than raw skills in other areas. And therefore your status and income will reflect your communications ability (or lack thereof).

So what does all this have to do with success with women?

Everything.

### **The Similarities Between Career Advancement And Dating**

As far as communication ability is concerned, dating works much the same way as corporate career advancement.

Think of dates as being the equivalent of job interviews. When you chat up an attractive member of the opposite sex, you're effectively interviewing for the job of being that person's mate.

Your **looks** will of course be one factor in impressing women (just as your résumé will be one factor that gets you an interview). Your **personal grooming** also counts for a lot whether it's a job or a girlfriend you're after.

However, what's far more important is your **ability to communicate** with confidence. This matters a great deal not only when you're asking for dates but also during the dates themselves.

And once you're in a relationship, how well you communicate with your partner is vitally important for keeping that relationship on a steady footing.

Therefore it's crucial that you learn to be a better communicator at all stages when dealing with women, including how to stop sabotaging your dating efforts with the wrong approaches.

Getting better overall results with the women in your life is mostly a matter of better communication. And you don't need to be a silver-tongued snake charmer to do it, either.

And why is that? In sports, you may have heard that in a game between closely-matched teams, the team that **wins** is the team that makes fewer **mistakes**.

Simply make fewer communication mistakes than your male competitors and you'll be way ahead of most other men out there.

### **Communication Statistics That Might Surprise You**

As you might expect, a test tube of your blood that you leave with a physician provides him with far more information about you than the obvious, "Hmm... it looks red."

After all, there are a zillion tests that can be performed upon a blood sample that will tell him all kinds of highly personal medical details about you, many of which you're not presently aware.

In a very similar way, your conversations are like blood samples in that they too reveal a great deal more about you than you realize.

Speech researchers have examined this topic in numerous studies.

One of the most remarkable findings is that when you speak, less than **one-tenth** of the message you convey comes from the literal meaning of the words that you use.

More than **one-third** of the message conveyed comes from how you say it (your tone of voice, your cadence, how loudly you speak, and so on).

And more than **one-half** of the meaning of your message comes from non-verbal cues (your posture, your facial expression, your body language, and so on).

So not only do "actions speak louder than words," but also your tone of voice and your visual cues speak louder than words too.

All those hours you spent working out **exactly** what you were going to say during an important conversation with an actual or prospective girlfriend (or wife) were partly misdirected. You should have spent far more time practicing your delivery and your body language.

But you're not sure how to best practice your delivery and body language, you say?

We highly recommend **Toastmasters International** (or their local equivalent in your area) which will provide you with at least rudimentary public speaking skills. You may never have to address an audience of women who are prospective love partners, but your one-on-one communications proficiency will be greatly improved if you've mastered your fear of speaking to a crowd.

(You'll also enhance your career prospects, by the way, if you can lead meetings and other corporate gatherings with expertise and confidence).

Another excellent venue for improving your delivery and body language skills is a good acting class. Don't worry about attending a fancy academy with all the best instructors. Even a simple class at your local community college will do.

There's a sideline bonus to acting class: While learning to act, not only will your communications skills improve, but you're also likely to meet an attractive woman or two who dreams of being the next hot starlet.

Develop both public speaking and acting skills if you can find the time. The effort you invest will more than pay for itself.

## Believing (Or Not) In “Nothing!”

In a relationship, you’ll have seen the “Don’t listen to what I say, listen to how I say it!” phenomenon many times.

Perhaps she was giving you the cold shoulder, had an angry look on her face, and had her arms crossed as well (as if to signal “Stay away!”)

And perhaps you then asked her, “What’s wrong, honey?”

To which she answered, “Nothing!” in an angry tone of voice.

1. Would you have taken her words at face value and assumed that nothing was wrong (just as she’d said)?
2. Or would you instead conclude that she was royally pissed off about something (since all signs except the literal meaning of her words seemed to be saying “You’re in deep trouble, Mister!”)?

If you were even the least bit sophisticated about women, you’d have known that Option 2 was (and is) the correct answer.

But women are rarely so obvious as that.

Instead, women are like skilled politicians and can be particularly oblique when they speak. And they do it for exactly the same reasons as our “beloved” public servants: so that you can’t hold them accountable.

If a woman says something and you take offense, she can claim that you drew the wrong conclusion. She can claim that **wasn’t** what she meant (even if it was, and she was merely testing the water).

The same dynamic holds when it’s **you** who’s doing the talking. You can say “all the right things” and still fall flat on your face if you don’t deliver your lines with the appropriate tone of voice, cadence, facial expression and posture.

Your delivery will be crucial and that can take quite a bit of practice to master.

## **CHAPTER TWO: Gender Communication Differences**

It's well known that women talk much more than men do, by a factor of about four times.

Then again, this is like one of those comprehensive scientific studies that (after perhaps 19 months and \$6.7 million) authoritatively concludes, for example, that high-speed car crashes cause more fatalities than slow-speed car crashes. Well, duh!

After all, you've probably already figured out that women talk a lot more than we do just from practical, daily experience. No scientific studies are needed. Women always want to talk, especially when you're watching the big game, the score is tied, and there's only two minutes left to go.

But why is talking so important to women?

One reason is because that's the way that women process information. They **talk** it through.

In the **Theory Handbook**, we've already discussed in brief how men's brains and women's brains work differently and how it applies to conversation:

The different feelings that people experience are each the result of specific chemical compounds that are present at that moment within their brains.

- α Men's brains generally have only **one** such chemical compound present at any given time and thus we're able to focus very intently on one project at a time.
- α But women generally have **dozens** of such chemical compounds present at the same time. This enables women to juggle multiple tasks better than we do, but it also means that women often don't know exactly what they're feeling at any one time.

The way that women "process" this conflicting jumble of feelings is to talk their way through them.

If you were to eavesdrop upon two women talking to each other, you'd see this dynamic in action. One woman would be telling the other about her day, in particular about conversations with the various people with whom she has some sort of relationship:

- α Her boss
- α Her co-workers
- α Her mate
- α Her kids

- α Her friends
- α And so on

But it won't be the abridged version, though. Nope, it will instead be a literal transcript of everything that was said in each conversation she had that day. (This is very similar to the way in which a court reporter can read back the earlier testimony of a particular witness verbatim.)

Meanwhile, the other woman will offer supportive comments from time to time, but that's mostly to show she's still listening and not just nodding mechanically as she daydreams about going to the Bahamas with Brad Pitt.

It's important to understand that the other woman won't actually **solve** anything -- that's not her role.

Rather than problem-solving, the other woman's role is simply:

- α To listen
- α To understand
- α To care

She isn't there to **advise** her friend but rather to **empathize** with her. This is a very important point and we'll return to it shortly.

Men don't have the same mix of conflicting emotions and therefore we're usually able to **think** things through without the need to actually **talk** them through out loud.

Also, because society in general and women in particular evaluate men on our competence, it's safer for our reputations if we work out our worries privately rather than sharing our problems with others (and thus revealing our own areas of inadequacy).

The downside to this? Since men don't have that same need to process our emotions verbally, we tend to be clueless as to what to do when women talk about their day.

### **Why You Should Listen To Women**

To us, it seems a waste of our time to have to listen to a woman yammer on about (apparently) nothing of significance for hour after hour.

Especially when the big game is set to start in only two more minutes.

We'll do it if we have to, because we hope to get her into bed sooner rather than later. (After all, **that's** something we're quite interested in!)

But we won't enjoy it. At best we'll simply endure it, and that can be a mistake for two major reasons:

- α Because so few men know how to listen in the way that women need, you can gain a large competitive advantage by mastering this skill.
- α Also, if she isn't able to talk her way through everything in the course of her day, she'll become "emotionally constipated." She'll be moody and tense.

And guess whom she'll take out that moodiness upon?

That's right. She'll bite **your** head off.

If you've ever shared a small apartment with small children or a large dog, you'll know that children and dogs go a bit crazy after being cooped up all day long. The most effective cure is to let them go outside and run around for a few hours to dissipate all that pent-up energy.

For women, being able to talk about their day is the equivalent of small children or large dogs going outside and running around for a few hours. It dissipates their stress.

So the more that she can talk through whatever's bothering her, the better she'll feel. And the better she **feels**, the better she'll treat **you**.

Ultimately, the best thing you can do if you're in a relationship and you see your mate getting tense is to get her to talk. However, it does take some skill to do it properly.

### **Feelings Matter**

Men are designed to deal with facts, since that tendency helps us solve problems and get results.

Feelings are of less importance to us. Not only are we able to focus easily on one thing at a time, but also we have a pretty good idea of how we're feeling at any point in time. We may not be **happy** about what we're feeling, but we can usually identify a given feeling with a high degree of accuracy.

In contrast, women frequently juggle **many** feelings simultaneously.

Those feelings are often conflicting ones, and therefore women can become very confused (and therefore stressed) from those unresolved emotional issues.

As we've already discussed, women resolve those conflicts by talking, which works well unless **too much time** has elapsed between such cathartic conversations.

In that case the eventual "decompression" can be emotionally explosive for whomever's standing in the way.

Therefore, the first lesson for men wanting to learn how to communicate better with women is to focus on her **feelings** rather than on **facts** or **information**. That's what will be most important to her.

But exactly what are feelings? Here are some examples:

Happy	Sad	Angry
Bored	Nervous	Depressed
Furious	Sleepy	Jealous
Excited	Frustrated	Ecstatic

Sounds easy so far, right? Here's the catch.

Most of the time, women don't tell you what they're feeling. They **will** tell you about their day or about you or about whatever else is on their minds. They may say "She did this ..." or "You did that ..." but then you'll have to **infer** what they're actually feeling about the event in question.

This is easier said than done, but if you can infer and articulate what a woman is feeling, she'll know that:

- α You've listened
- α You've understood
- α You care

If you can achieve those worthy goals, it will make her feel much closer to you. It's not as difficult to do as you might expect, but there are some rules to learn and there are some pitfalls to avoid.

Here's a very important (and primary) caveat. The goal here is to focus on **her** feelings and not on **your** feelings.

It's not uncommon for men who learn these techniques to assume that women are just as interested in men's feelings. (Especially because many women claim that they want a sensitive man who's not afraid to let his "vulnerable side" show).

Bad move! If you don't think so, just:

- α Confide in the next woman you date about your feelings of insecurity and fear of inadequacy
- α Tell her you often feel depressed and helpless
- α Tell her (just for fun) that you're worried because you found a rash on your skin this morning

The result? You won't get another date with her and you'll be lucky if she doesn't trample you in her haste to leave the room.

Women want a strong man -- one who has his act together.

So if you need to talk through your own feelings with someone else, do it with your male buddies. Despite their claims to the contrary, women do **not** want to hear about your problems.

They want to talk about **their** problems, which of course is what the rest of this volume is all about.

## **CHAPTER THREE: How To Listen To Women Effectively**

Women work through their jumble of feelings by talking them through with someone else.

That “someone else” need not provide any solutions, just an empathetic ear. The benefit to the woman comes mainly by the act of talking itself.

And so the primary skill in being a “good listener” is to know how to encourage her:

- α To **start** talking, and
- α To **continue** talking until she’s said all that she wishes to say

Because women are looking for empathy, the term **Acceptance** has come to mean those listener behaviors which collectively result in:

- α The woman being happy that she’s expressed her feelings, and
- α Her continuing to verbalize her feelings

The term **Non-Acceptance** has come to mean those listener behaviors that collectively result in:

- α The woman regretting having opened her mouth
- α Her stopping the act of expressing her feelings

**Acceptance** behaviors seem to come naturally to other women, but not to men. For men to excel at this skill, we need to be taught.

The first and most basic step is simply to listen.

That sounds easy but it isn’t, because most male-to-male conversations are **Two-Way Conversations**. The standard ritual is for you to say something ... then the other person says something ... then you say something additional ... and so on and so forth.

During typical **Two-Way Conversations**, it’s common for us do the following:

- α Listen to the beginning of what the other person just said.
- α Make a guess as to where we think that comment is going.
- α Listen to the rest of the comment with half an ear while thinking about what we plan to say next. That way, we maximize our own “preparation time” and improve the odds that we’ll say something intelligent when it’s our turn to respond.

Men do that so often in business that it's second nature for us. But when a woman is talking to you about her feelings, it's a major mistake.

That's because conversations with women are **not Two-Way Conversations**.

### **The Art Of One-Way Conversations**

Most men don't especially enjoy listening to women blather on and on and on about nothing of substance. We'll **pretend** to listen (in order to gain access to sex later) but we don't especially enjoy having to sit there and listen.

And so we mostly tune out. Either we're working on what to say next or we're just taking a mental daydream trip to someplace else.

Either way, women can spot such inattention immediately. It angers them. And when women get angry due to male inattention, they clam up. If you've ever been in a relationship, you've seen "the cold shoulder" up close. It wasn't much fun, was it?

So this part is critical: Your job is to listen. You don't have to worry about what you'll be saying next because she'll do all the talking. These conversations are **One-Way Conversations**:

- α She talks
- α You listen
- α Repeat

But there is one catch to this easy and simple approach: Men are quite skilled at pretending to listen when in fact we've mostly tuned out instead.

How many times has a woman asked you in the middle of a conversation, "Are you listening to me?"

So just listening is merely the first skill you need to master.

### **Why "Just Listening" Isn't Quite Enough**

You also need to indicate to her from time to time that you **understand** what she's trying to say, that you empathize with her, and (by inference) that you care.

To show her that you're actually paying attention, you need a repertoire of helpful phrases to interject at the appropriate moment. These phrases act as "saving throws" to demonstrate that you're doing your job.

In fact, these phrases are the same types of comments you'll hear a woman insert from time to time when another woman is talking to her. Often, they're little more than sound effects, such as:

- α "Hmmm"
- α "Wow"
- α "Uh-huh"

At other times just a slow, knowing nod is required (as if you're digesting what she has just said and it all makes perfect sense to you).

Easy, right? You do this every day, no?

But every now and then, a more incisive comment is called for, and here's the basic formula:

- α **"Wow, that sounds \_\_\_\_\_."**

Always say this slowly with an empathetic facial expression and tone of voice.

And in that blank space insert a word that describes the **feeling** she was trying to express. Pick whatever feeling seems to fit best.

### **Two Magic Words For Being the Perfect Listener**

If you're confused about exactly which feeling you're supposed to insert into **"Wow, that sounds \_\_\_\_\_"** then here's a shortcut:

We've found that we can cover most situations with one of just two descriptive words:

- α "Frustrating", or
- α "Exciting"

In our own experience, women grapple with feelings that feel **unpleasant** at least 70% of the time and **"Wow, that sounds frustrating"** fits quite well.

Another 20% of the time, she'll be talking about feelings that feel **pleasant**, so **"Wow, that sounds exciting"** is a great pick.

With just those two words, we can cover almost every scenario.

A variation on the above "magic phrase" is:

- α **"Wow, you must feel \_\_\_\_\_."**

Again, say this with the same empathetic expression and tone and insert an appropriate "feeling" word into the blank.

Common words that fit well here include:

- α "Furious" (if she sounds upset), or
- α "Thrilled" (if she sounds happy)

And that's the drill.

Listen attentively, and from time to time utter a syllable or articulate the feeling she's describing. You'll be **Mirroring** the emotions she's having trouble sorting out.

### **How To Get Her Talking Before Trouble Starts**

There is one potential problem, however. Suppose that she looks like she **wants** to talk, but **won't**?

Much like a ticking time-bomb, it's best that you act to safely defuse this situation before it detonates on its own later.

It's a wise idea to initiate a conversation when you sense she has a lot of pent-up feelings bouncing around in there. The easiest way is simply to ask:

- α **"How are you feeling?"**

Be sure to use the word "feeling" -- not "doing."

If she says, "Lousy!" then adopt a caring expression and tone.

Ask her "How so?" or "What's wrong?" and then let her tell you what's wrong.

And simply follow your role of being a good listener from there. Then, firmly resist the temptation to solve whatever it is that's making her feel lousy. You'll be well on your way toward keeping her happy.

### **Listening Behaviors To Avoid**

Earlier in this chapter, we introduced the idea that **Non-Acceptance** means any listener behaviors that result in a woman regretting having opened her mouth and that therefore cause her to stop expressing her feelings.

Unfortunately, this encompasses most male behaviors.

Men don't set out with the intention of being lousy listeners. It just comes naturally to us.

So let's look at several of the more common errors that bad listeners make.

1. The most common mistake is to tune out and daydream. In all honesty, most of us are not all that interested in what women are saying and it usually shows. It's the kiss of death in any conversation with a woman.
2. The second most common mistake is to interrupt frequently, since that's the way we talk to our buddies. Fred will tell us a joke and then we'll try to top it. And that will remind George of a joke and he'll jump in and take the floor.

Men talk that way. We're competitive. We each want our fifteen minutes of fame.

But that's a poor strategy when talking with women. They don't care all that much about the details of your life (any more than you care all that much about the details of their life). Their favorite topic is **them**.

So why do we have to humor women and listen to their drivel?

Because it improves our odds of getting them into bed if we're good listeners, that's why. We enjoy getting them into bed, but it's a package deal: Listen now, collect the reward later.

3. The third most common mistake is to offer advice. We do this naturally (since we're problem-solvers by design) but women hate that. Here's why offering advice (even with the best of intentions) is a poor strategy:

To women, it sounds as if you're trying to bring the conversation to a close. That is, if you can offer a solution to what's troubling her, then maybe you won't have to listen to her droning on and on about it any more.

In your own mind, you're just trying to be helpful. But to her, it feels as if you're trying to shut her up (especially if it's true).

So don't tune out, refrain from interrupting, and never give advice in order to be a good listener.

### **Listening Phrases To Avoid**

Aside from the above three general no-no's, you can also inadvertently shut a woman up by putting her down for expressing her feelings or by dismissing what's she's trying to discuss. Never say either of the following phrases:

- α "You're much too sensitive!" or
- α "It's not that big a deal."

Also be sure not to agree too enthusiastically with a woman, as that can also make her fume. She'll probably interpret that as an attempt to finish the conversation so that you can be somewhere else or do something else.

(After all, the best way to avoid an argument is to agree with everything the other person says ... although that's also the best way to annoy the person who **does** want to start an argument).

It's also possible to compound your errors so that you offend on multiple levels at once. If she's telling you how upset she is about an "unreasonable" request one of her friends made, for example, you might respond with:

"So? Don't be such a whiner. Just tell your friend to go f—k herself!"

That particular response combines an interruption, a put-down, and advice all in a single sentence.

As they say in baseball, "Strike three -- you're out!"

The ultimate test of how good a listener you are is in how readily a woman opens up to you. If you're one of those men who's always wondering why the opposite sex never seems to confide in you, **now** you know why.

## **CHAPTER FOUR: Conversations And Other Potential Nightmares**

Women talk at great length with their female friends.

And if they're in a relationship, they'll also talk at great length with their mates.

However, these chats won't always be about the same topics. Your woman will discuss her love life in complete detail with her female friends, but she'll definitely not discuss parts of it with you.

For example, if she has a crush on the bag boy down at the corner grocery or if she's having an affair with a co-worker, she certainly won't tell **you** about it. That wouldn't be in her best interests.

And if she's beginning to tire of you but hasn't yet found a suitable replacement, she won't tell you about that either (although her female friends will be up-to-date on this matter). Again, that wouldn't be in her best interests.

That's because if you figure out that she's looking for someone else, you'll start looking too. You might find a replacement first and dump her (bruising her ego in the process) instead of vice versa. And as you know from the business world, it feels a lot better to have **quit** a job than to have been **fired** from it.

Since women look at relationships in that same "job" light (refer back to the **Theory Handbook**), this is a factor you ought to consider.

So what **do** women talk to their mate about from time to time? They usually discuss one of two rather broad topics.

The first is "What's going on in their lives" (outside the home, that is). That description will of course describe major portions of her conversations with her female friends, but she'll also broach these subjects with you.

Why? Because she wants you (as her soul mate) to understand what she's been going through. She wants you to "share" in what she's been feeling about some aspects of her life that you wouldn't otherwise know about (such as what's going on at the office).

If your wife comes home, slumps down in the couch and says wearily, "You won't *believe* the day I just had!" then you're about to be treated to one of these "What's going on in her life" conversations.

These are the **easy** conversations, however. Just listen attentively and don't interrupt. Once she gets it all out of her system, she'll feel closer to you and will be a lot more pleasant to be around. (And more amenable to snuggling too.)

It's women's other favorite topic that causes you far more trouble:

## **“What’s Wrong With You!”**

These **Accusatory Conversations** are much less pleasant.

Once in long-term relationships (and especially after marrying), women work diligently to change their men. That’s a normal pattern, like it or not.

But why?

Since there aren’t enough **Top 1%** men to go around, most women end up having to settle for less. And then, after a respectable interval, they set about trying to improve upon the product.

You probably did something similar as a young man when you bought your first car. Since you couldn’t afford a really great car, you settled for the best one you could afford instead.

Then you set out to “customize” it a bit. Maybe you bought some new wheels and did a snappy paint job and installed some new seat covers too? And perhaps you “souped up” the engine a little bit?

You did all of this to get a car with a bit more “pizzazz” than you could otherwise afford. All it took was a bit of money and some time and elbow grease on your part.

Women do the same to their mates by nagging and criticizing, often by means of **Accusatory Conversations**.

This means that if you’re in a relationship, in time you’ll start hearing every so often about **What’s Wrong With You**. That is, she’ll express her dissatisfaction about you and she’ll attempt to nag you into becoming something and someone you’re not.

Of course, she’ll phrase your supposed shortcomings as an indisputable fact and not merely her own opinion. After all, an “opinion” carries much less weight than a “fact.” So she’ll word it in whatever way will put her in the best light and you in the worst light. She’ll make a blanket black-and-white statement.

Here’s an example of such an **Accusatory Statement**: “You are **so** inconsiderate!”

Not surprisingly, that type of remark puts most men on the defensive right from the beginning. And even if you have a long emotional fuse, it can be hard to take this sort of onslaught after a while. Sooner or later, most men start to argue back and get flustered. Both you and she will shortly get very angry at one another.

These arguments can get rather nasty and they tend to follow a certain progression.

First, she lambastes you for some heinous shortcoming (the “black” part of her black-and-white framework). Then you’ll respond in two ways.

First, you'll become defensive. You'll try to "prove" that you're not as bad as she makes you out to be. You'll remind her of some of the nice things you've done that she's not crediting you for (in the hope of "proving" that you're not the Devil incarnate).

In other words, you're not nearly as "black" as she's trying to portray.

But then you'll take it a step further: You'll point out that she's no angel either. You'll drag out all the crappy things she's ever done to you as proof that she's just as bad (and maybe even worse).

In other words, not only are you not as "black" as she's trying to portray, she's also a lot less "white" than she's trying to portray.

Of course, things descend in a downward spiral from there.

She'll respond with added "evidence" of your faults and also offer rationalizations that "excuse" the "sins" you've pinned on her. You'll do the same in reverse. And so on.

Once the argument is finally over, nothing's been solved. She'll remember every "mean" thing you said to her and will add it to her running tab of **What's Wrong With You**, thus ensuring that each subsequent fight will be that much more bitter.

And you'll be more bitter afterwards, as well. Why?

Because in the end, it was always **you** who backed down. You had to, because she controlled the sexual access in your relationship. You apologized despite having done nothing wrong, simply because the prospect of sleeping on the couch for the next month was unappetizing.

She had you by the gonads and she squeezed them.

### **When The Magic Stops**

Most couples begin their relationship in a giddy state of infatuation.

The time you spend together is very special (especially the horizontal time). Then -- after a length of time has passed by -- that magic loses some of its intensity once each partner gets to know the other a lot better.

Our earlier fantasies about the other person become more realistic and therefore less magical. The relationship dulls as a result.

That's a normal progression and you'll see it even in the best marriages after some years have passed. The couple may still enjoy each other's companionship and they may be as comfortable together "as an old pair of shoes" (as some long-married couples have put it), but the **Red-Hot Monkey-Love** phase will have faded in intensity over the years.

That's in the **best** of marriages.

Things get far more bitter (far more quickly) in most other marriages. You see that not just in sky-high divorce statistics but also in the sheer amount of venom that former spouses feel toward each other.

We'll wager that you'll never find any two people who hate each other **more** than two people who were once married to each other.

There, the magic doesn't just fade (as in "become less intensive") over time. It gets clobbered like a fluffy bunny in the middle of the autobahn during rush-hour.

How? By the **Cumulative Effect** of all those years of arguing.

With each fight, your list of grievances grows longer and your bitterness over how she had treated you moves closer to the boiling point.

Exactly the same thing happens for her too, and fights of this sort kill the magic.

Frequent arguments can in time spell the end for your relationship. So to keep the romance alive for as long as possible, it makes sense to defuse arguments when you can and manage the other arguments that can't be defused.

## **CHAPTER FIVE: Defusing Fights With Dignity**

Most fights that deteriorate into vicious jousting matches are marked by the trading of **Accusatory Statements**. Each participant behaves as if it's an indisputable fact that the other person either did something evil or is evil in some undeniable way.

So let's re-examine "You are **so** inconsiderate!" as an example of an **Accusatory Statement**.

Although she states this "fact" as if it were completely true, what she's really saying to you is that, "I feel unhappy about \_\_\_\_\_" (insert whatever it was that prompted her unhappy comment in the first place).

However, if she phrased it that way (i.e. honestly), that would raise the possibility that she might be overly sensitive or just mistaken. For her, that's a less comforting conclusion than you being the bad guy with her being the innocent victim.

It's grossly unfair of her to attack you that way, of course. But women do this often.

Here's another point: not only is she being **unfair**, but also she's being **unrealistic** when she starts attacking you for making her life so difficult.

Contrary to her claims, your behavior (a stimulus) did not cause her feelings to erupt quite the way they did (a response). Life's not that simple.

In reality, we don't live in a "stimulus-response" world despite what many people think. In any given situation, different people react in different ways. That means there must be a third ingredient to the "stimulus-response" pairing, and there is:

How each person **interprets** a given situation makes a huge difference.

The actual sequence works like this:

- $\alpha$  Stimulus
- $\alpha$  Interpretation
- $\alpha$  Response

And **not** like this:

- $\alpha$  Stimulus
- $\alpha$  Response

The reason many people gravitate toward the latter sequence is largely because it excuses them from taking responsibility for the problem about which they're fighting.

So let's put the **Stimulus-Interpretation-Response** model into the context of interacting with the woman in your life:

- α You do something (the stimulus).
- α She first interprets it as somehow threatening her own interests, and
- α She **then** reacts harshly to her own interpretation. Another person might have interpreted your behavior quite differently and therefore also reacted quite differently.

Have you ever said something as a joke to a group of people and found that some of them thought it was funny while others took it as some sort of personal affront?

Same stimulus, different interpretation, different reaction. It happens all the time when people interact.

### **Applying Interpretations To Your Advantage**

Besides understanding how the **Stimulus-Interpretation-Response** sequence works, there's another preliminary concept you need to know for defusing tense relationship situations.

What we feel in any situation is the result of how we've personally interpreted that situation. Therefore, we're responsible for our **own** feelings, not the feelings of others. Put another way, we "own" our feelings. So whoever has the feeling, has the problem.

If you're feeling miserable about something, that's **your** problem, regardless of what you're feeling miserable about. It's up to you to resolve that problem, otherwise you'll continue to feel miserable.

The same holds for everyone else.

There's a way to minimize the collateral damage. Here's how:

As she's ranting and raving about your many faults, keep in mind that she's talking about herself. She's feeling miserable about something, and you just happened to be the nearest lightning rod.

She's trying to make **you** responsible for **her** feelings. But don't take the bait ... everyone's responsible for their own emotions.

So don't commit the same error and let her drag you into **her** emotional mess! Her interpretations are her own, and your interpretations are your own.

Because she's actually talking about herself, there's no need for you to take her statements personally.

Rather than getting hot under the collar, a much better strategy is to read between the lines and decide what her real problem might be.

If she says, "You're a worthless piece of crap!" that's her way of saying, "I'm unhappy with some aspects of our relationship!"

Is that latter statement worth getting angry about? We didn't think so. And so there's no need to trade insults. Because you now understand that she's only talking about herself, you'll be able to stay cool despite pretty much any verbal provocation from her.

Just because she's being overbearing doesn't mean you have to do the same. Don't let **her** interpretations become **your** interpretations, or you'll get sucked into the same vortex.

### **How To Win Firefights With a Bucket Of Water**

At this point you might think that we're suggesting you just back down and accept whatever she says to you.

That's **not** what we're saying. Instead, now you understand where her underlying feelings are coming from.

"Understand" is not the same as "agree."

So because you **understand** her feelings does not mean that you have to **agree** with her interpretations (and therefore to also feel the same way yourself).

It's enough that you try to see it through her eyes. Even if you don't agree with her, at least you can imagine how **she** might feel that way (even if **you** don't feel that way).

For example, perhaps she feels that you're ignoring her or that you've treated her badly in some way. If you don't agree with that, fine.

Now here's the "magic phrase" for such times:

α **"I'm sorry you feel that way."**

As before, say this with an empathetic expression and thoughtful tone. If you need to expand on that thought, you can add phrases like:

α "That was not my intent" or

α "I see it differently"

Say everything in a caring manner, even if you have to use every iota of skill you've acquired from those acting classes.

These statements avoid the resentment that comes with having been forced to apologize. You're not apologizing to her for your **own** behavior. You're merely expressing regret that **she** feels badly.

And that's an honest sentiment ... you **do** regret it that she feels badly (even if only because it might increase the amount of time you have to wait for your next horizontal mambo with her).

You're not being forced to grovel (and resenting it). You're providing empathy, just like the fine human being that you are.

That's the best way we've found to defuse fights. When she figures out that you aren't going to take the bait and get nasty too, she'll change her tack and talk about what's bothering her (rather than **What's Wrong With You**).

Take our word for it: That's a much more pleasant alternative.

Rather than fighting fire with fire and ending up with ashes (as the old proverb goes) you'll be able to quench her fire and wind up with a snuggly bed partner instead.

Now that's a trade we'd make any day.

## CHAPTER SIX: Powerful Speech

Henry Kissinger was reported to have once said that, "Power is the ultimate aphrodisiac."

And based on everything we've seen over the years in the dating arena, he was right.

Females of most species are highly attracted to the most successful males of that species. That usually means those males who are the biggest, the strongest, and the most powerful.

Among human males however, success doesn't correlate solely with physical size or physical strength (especially in more recent times). Browse through a list of the wealthiest men in the world, for example, and you'll spot some rather slight-of-build individuals amongst those success stories. Some will be small, some will be physically weak, and some will be elderly and perhaps even frail.

But all will be powerful, because they're wealthy.

Collectively, human females are attracted to:

- α Physical strength and size (as polls showing that women prefer taller men will attest)
- α Men who are successful (as in "large accumulators of wealth")
- α And also men who are not yet successful but who show the **potential** to someday become successful (more on this in a moment)

One way that women judge whether you're successful (i.e. an **Alpha Male**) is whether you have "the trappings of power" (e.g. a big home, expensive car, nice clothes, etc.).

But in modern Western countries where credit cards are ubiquitous, it's not hard for even marginal men to put up a front. Flashy "nobodies" are everywhere.

And so a woman who's trying to assess how successful a man is (or has the potential to become) will often rely heavily on how that man behaves.

- α If he behaves the way successful men behave, he'll be deemed to be the genuine article.
- α If he behaves the way that lesser men behave, he'll be deemed to be a lesser man.
- α And if he behaves the way that a wuss would behave, he'll be deemed to be a wuss.

In other words, if you **act** like an **Alpha Male**, you're assumed to **be** an **Alpha Male**. And if you act like a loser, you're assumed to be a loser.

But because we're all (more or less) socialized men, we don't vary all that much. We all put our pants on one leg at a time, we all pee standing up, we all eat three square meals a day, and so on.

And so it's the little things that come to set us apart. And one of the most common clues that people use to infer the power of others (if we don't already know them well) is the way they **speak**.

Certain speech patterns are common among those of low status and low power but unusual among those of high rank and great success.

The reverse is also true.

Therefore, those speech patterns serve as markers. This means that you can elicit higher ratings from women by:

- α Adopting those speech patterns commonly used by successful men, and
- α Eliminating speech patterns more typical of low ranking males

Let's work our way through these patterns right now.

### **Why Not To Be A "Sensitive Guy"**

We've already mentioned one speech difference in this **Manual**.

**Alpha Males** rarely go on and on about their feelings -- they tend to be much more results-oriented.

But men who do poorly with women (and who therefore are by definition **not** alpha) will try anything in their desperation for finally getting a date with a woman -- any woman.

So when they hear women explaining that they're "looking for a sensitive guy" who isn't afraid to get in touch with "his feminine side," non-alpha men don't realize that this won't impress women.

Therefore they'll confide in women their own insecurities and self-doubts, only to find that the women who see this "sensitive side" will beat a hasty retreat soon thereafter. Women may **want** men to show their sensitive sides, but only so that those men can be weeded out in favor of men with stronger character.

In a parallel way, the police would very much like criminals to just come down to the station and confess (after all, it would make the policeman's job so much easier). But if you were the miscreant, it would still be a disastrous strategy for you.

So don't "turn yourself in." Don't be weak when she wants you to be strong.

## The Power Of “No”

Here’s a second difference between **Alpha Males** and **Non-Alpha Males**: Most **Non-Alpha Males** have a much harder time saying the word “No” to women.

A **Non-Alpha Male** doesn’t get that many dates and so he doesn’t want to take any chance of upsetting the occasional woman who **does** agree to go out with him. And so he lets her have her way on everything.

By contrast, an **Alpha Male** has lots of dating options and therefore doesn’t have to put up with any guff from a particular woman (after all, she can be easily replaced). And so he doesn’t hesitate to decline her unreasonable requests or demands.

The easiest way to improve your own alpha credentials is to tell women “No” every once in a while. It’s the single most powerful word in the English language.

Even in the corporate world, that’s what distinguishes executives from low-level employees. The executives are the ones who get to decide “yes” or “no.”

But because it’s such a powerful word, **don’t** use it all the time. Just now and then. If you say “No” to every request, you’ll just come across as seemingly afraid to try anything new (which is a non-alpha trait, by the way).

So just don’t overdo it. Use “No” as a condiment, not as an entrée.

## The Direct Approach

Successful men are also more direct.

They can come right out and say what they want to say, without beating around the bush.

That doesn’t mean they’re totally blunt, however. They leave some room for the social niceties and for the requisite amount of “small talk” (in fact, they’re usually masters at “working the room” at parties).

What they do leave out is the **Weasel Wording**. They don’t preface their requests with **Qualifier Phrases** such as:

- α “If it wouldn’t be too much trouble ...”
- α “Would you mind terribly if ...”
- α “I hope this won’t seem too forward of me, but ...”
- α “I know this is an inconvenient time for you, but ...”
- α “I hope I’m not being rude, but ...”
- α “Please don’t take this the wrong way, but ...”
- α “I wasn’t going to say anything, but ...”

α "Some of the others thought it would be a good idea if ..."

You'll hear women use these sorts of **Qualifiers** all the time. And wimpy men use them with considerable frequency also.

But strong, successful, **Alpha Males** leave them out of their conversations. Why?

Because these sorts of **Qualifiers** show fear. They're used as a way to keep a conversation going while one works up one's nerve to make a request that might not get a favorable reaction.

In general, **Qualifiers** are longer versions of the "Umm ..." and "Uh ..." spacers that people use while they try to think of something more interesting to say.

But the **Qualifiers** in the above list also betray an additional lack of self-confidence. People use them in an effort to mute the negative reaction that the other person might have to their requests.

In other words, all the above phrases are saying: "If I'm polite enough and deferential enough, you might not bite my head off. Pretty please?"

Brides of yore (back when some women actually were virgins at the time of marriage and their honeymoon would be their first time in bed with a man) would often express similar sentiments, as in: "Please be gentle with me ..."

You are **not** the virgin bride here, so don't act like one! If you've been using any of the above phrases in **any** conversation (not just those with prospective or actual dates) eliminate them from your vocabulary immediately.

### **Apologizing**

An extreme form of a **Qualifier** is to constantly apologize. Men who are very low in confidence seem to apologize frequently:

- α For things they've done
- α For things they haven't done, and
- α Sometimes even just for being alive

After a while, it becomes second nature to them.

This unfortunate habit seems to arise from the fact that women are keen to occupy the moral "high ground." And so they do their utmost to get their man to apologize (and thus admit fault and exonerate her).

If he resists, she threatens to withhold sex until he caves in. So for men who don't get many opportunities for sex, it doesn't take very long to cave in.

There's an old cliché that says, "Love means never having to say you're sorry." But as Bill Maher points out, it's more correct to say that, "Love means having to say you're sorry every five minutes."

He's right, and let's examine why. Apologies seem to cover four scenarios:

- α Unintentional behavior
- α Intentional furtive behavior
- α Intentional overt behavior
- α Just for being alive

**Unintentional Behavior:** If you're walking around a corner and bump into someone whom you didn't see coming, you usually apologize for bumping into him or her. That's sincere, since you didn't intend to hurt that person and you're sorry that it happened.

There's nothing wrong about making an apology for such situations. They're appropriate and warranted, and in many cases it would be wrong **not** to apologize.

**Intentional Furtive Behavior:** Many apologies cover something we did on purpose (e.g. cheating on our mates, shoplifting, padding our expense accounts, or similar conduct). In these cases, we're really only apologizing for having gotten caught. Such apologies are insincere and are motivated solely to avoid or minimize punishment for the related misdeed.

They can sometimes be a good strategy, however. If you're ever convicted for breaking a law someday, take advantage of your pre-sentencing opportunity to express remorse for your crime. True, you're probably only sorry that you got caught, but if you can shave a few years off your sentence in return for a brief acting job, why not take advantage of it?

The stakes are much less momentous in matters of the heart, however.

Therefore we favor a more honest approach for these situations (e.g. "I'm sorry you found out about that" rather than "I'm sorry I did it").

**Intentional Overt Behavior:** Perhaps you did something overt on purpose but just weren't expecting an adverse reaction from the other person.

Here again, we favor the honest approach: "I'm sorry you interpreted it that way" and not "I'm sorry I did it."

We've observed that the more alpha the man, the less apologetic he'll be, even if he's been caught red-handed (e.g. with another woman). One of our favorite responses came from Kevin Kline's character in the movie *French Kiss*:

He simply shrugged and said, "What can I say? I'm an asshole."

Women are often drawn to **Bad Boys** and "lovable rogues." So there's less harm than you might imagine in just admitting it when caught with your pants down.

Since most fights involve one person trying to “convict” the other person of some real or imagined wrongdoing, admitting that you did something (if you did) brings the fight phase to an end.

At that point, the ball is back in her court. She must decide whether to stay, to go, or to stay and pout.

If she decides to stay and pout, then go out for some fresh air. Refuse to sit and watch a woman pout, since that encourages her to drag out that phase and make you suffer for as long as possible.

If she decides to stay and **not** pout, the matter has been resolved.

And if she makes a move toward leaving, tell her “See ya!” In our own experience, more than 80% of the women who threatened to leave us later changed their minds when they could tell by our reaction that we weren’t going to beg them to stay. The mere fact that it wasn’t a big deal to us either way enhanced our alpha credentials and that made us more attractive to them.

And if she does leave, you’re better off without her anyway. It’s a no-lose situation for you.

**Just For Being Alive:** The least alpha men apologize just for being alive. Not literally, of course, but they come close.

Here’s a simple test to determine whether or not you’re in this category:

If you’ve ever found yourself apologizing to a woman before she’s explained why she’s pissed off at you, then you’re at the bottom of the barrel, apology-wise.

And not only is this **humiliating**, it’s also one of the more reliable ways of causing women to **lose interest** in you. Just like using weak **Qualifier Phrases** in conversations, this is another behavior you should drop like a hot potato if you’re presently using it.

## **The Birth Of A Salesman**

If less successful men beat around the bush for a while before asking for a date, they’ll still occasionally get dates (although maybe not with the hottest of those “hot prospects”).

But many men don’t even get that far. They beat around the bush for a while -- and then compound their error by **not** asking the woman for a date!

How does this happen? Many men approach dating in exactly the same way that most women approach dating. They’ll beat around the bush and hope that the other person will take the hint and ask **them** out. That way they avoid the risk of rejection.

This is a nice fantasy, but it generally doesn’t work very well (at least, not for men).

Most of the women you're chatting up won't take the hint. They're certainly **aware** that you're hinting, but there's no way they're going to take you up on it.

And why not? The fact that you're simply beating around the bush and merely **hinting** about your interest tells her that you're not much of a catch, confidence-wise. Game over!

What's worse, the women who **do** take the hint will usually be ones who are **Hard To Place**. They'll be the ones who don't get asked out by the confident, desirable men who can do much better. So they've reached the point of desperation where they can either jump at hints or spend a lot of Saturday nights at home washing their hair.

Those of you with a background in sales may recognize the dynamics at work here. So let's talk about the sales profession for those who aren't in sales.

It's useful to divide salespeople into two categories:

- α **Order takers:** who sell to the customers who come through the door on their own (and therefore the salespeople have no responsibility for generating leads)
- α **Prospectors:** who go out and find customers to whom they can sell

As you might imagine, it's a lot easier being an order taker. You go down to the store each day, man your cash register, and wait for customers to show up and buy the vacuum cleaners that your department sells.

Every big mall will have hundreds or even thousands of salespeople filling the role of order takers on any given business day.

As an order taker you don't run the risk of rejection, but you'll also draw a modest paycheck (perhaps even the minimum wage). After all, you're just another "warm body" and your main job qualification is that you show up for work on time and sober. Low risk ... low return. You won't make \$200K a year being an order taker.

And you won't get many dates if you remain the dating **equivalent** of an order taker.

To excel in the dating world, you have to become a sales prospector. And (fortunately for those of you already in sales prospecting) the skills needed are not all that different than for selling any other goods and services.

Pretty much the only major difference is that in dating, you're both the salesman **and** the "goods and services" being sold.

To succeed in sales, you have to be able to:

- α Handle rejection, and
- α Ask for the sale

It really is that simple. Pick up the "Help Wanted" section of your Sunday newspaper and browse through the Sales jobs. You'll see two buzz words that pop up over and over again. Most organizations seek people who are "motivated" and who are "closers."

- α "Motivated" means that you don't give up at the first sign of rejection.
- α "Closer" means that you aren't afraid to ask for the sale.

So to get dates, you have to be **persistent**, and you have to **ask for** the dates. Be a prospector and stop hinting ... ask!

### **"How's It Going?"**

When people meet, it's standard practice to exchange a pleasantry.

If you're being formally introduced to that person for the first time, you might respond with "How do you do?" or "Pleased to meet you."

With friends and acquaintances, you'll usually say, "How's it going?" or "How are you doing today?" or something similar.

Just for fun, notice how the people you know answer that question. Most individuals treat this one as a throwaway and therefore miss an easy chance to convey a more successful image.

Many people respond with a shrug and just say "Not bad" or "Getting by" or "I'll survive." Responses like that brand you as someone on society's lower rungs.

In contrast, highly successful people share at least two traits:

- α They're enthusiastic.
- α They don't belittle their own success.

If you ask a successful executive "How are you doing today?" he'll look you in the eye, smile broadly, and say "I'm doing great!"

Women are drawn to successful men, so give the same response when women ask you how **you're** doing. And just so you won't sound like a broken record after a while, here are several "power" responses to pick from:

- α "Doing great!"
- α "Couldn't be better!"
- α "Fantastic!" (while stretching out the first syllable)
- α "Very well" (with the emphasis on "very")

Once you get into that habit, you can customize your responses to fit any variation a woman comes up with. For example, here's one interchange we've used with a woman:

**Q:** "Are you having a good day today?"

**A:** "Of course! I haven't had a bad day since October 27, 1989."

**Q:** "What happened on that day that was bad?"

**A:** "I can't remember." (said with a mischievous twinkle)

Don't waste the opportunity to make an alpha impression and get a conversation started.

When women ask you how you're doing, let them know **enthusiastically** that you're a successful man. With a well-chosen word (or two or three) that's delivered with an upbeat tone and a confident smile, you'll pique their interest.

And that's what gets the ball rolling.

## Compliments

There's an old cliché which maintains that, "Flattery will get you nowhere."

But as anyone with much experience dating women can tell you, the opposite is a lot closer to the truth.

Women crave compliments, so much so that they'll regularly fish for them. If you weren't aware of this, then you haven't been paying close enough attention to the women around you.

Women won't just come right out and say, "Compliment me, damn it!" since the resulting compliment would seem insincere. So women are a lot more indirect about soliciting compliments.

We knew one very attractive woman who had long beautiful hair that came down to her butt. She was a real head-turner and she basked in the steady glow of male attention. But even though she'd kept her hair long ever since she'd hit puberty (and loved male attention **way** too much to chop it all off), she'd regularly threaten to do exactly that.

She'd adopt a pensive look (as if thinking out loud) and say, "I'm thinking of getting my hair cut short."

And of course, she was thinking nothing of the sort. She was fishing for compliments instead. She wanted everyone within earshot to say, "No, no, no ... don't do that! You look so beautiful with your hair long."

You can demonstrate to yourself that these types of comments from women are just fishing expeditions by not giving her the answer she wants. Say something

like, "Hmm ... yeah, I guess you'd look okay with short hair" or "It's your hair, do whatever you want with it."

Watch her face. Before she hides her natural (and most honest) reaction, you'll see that she was hoping for a different response.

We're not in favor of rewarding compliment-fishing any more than we think it's a good idea when parents buy something for their toddler each time the toddler whines, "Buy me this!"

It just rewards begging and leads to increasing demands in the future.

So if a woman fishes for a compliment, don't give her one at that time. We prefer to give compliments when they **haven't** been solicited.

And let's expand on that point: We also prefer to give out compliments sparingly. In life, we value that which is scarce. That's the opposite approach from what most unsuccessful men practice (which is to compliment early and often, under the "more is better" strategy).

Compliments lose their impact if given frequently, so limit them. Spread them out and pace yourself.

Compliments are like a currency -- don't debase it by turning on the printing presses.

## **Flexing**

In nature, bluster plays a very large role. If an animal can frighten off its predators by engaging in histrionics, it might save its own life.

And during mating season, much of the male jousting for mating rights involves posturing and shows of ferocity. Males can therefore agree on their relative rankings while minimizing bloodshed and possible death.

In such cases of determining male rank, three patterns commonly emerge:

- $\alpha$  No fight ensues.
- $\alpha$  Brutal combat ensues.
- $\alpha$  Spirited posturing ensues.

If two males come into contact and one is clearly **much** more powerful than the other, no fight will erupt. Each of the males knows who would win if they did fight.

And so the less dominant male will adopt deferential behavior toward the more dominant male (rather than risk certain defeat), while the more dominant male needn't break a sweat. Their relative ranking in the local pecking order is already obvious, so there's nothing to be disputed.

At the other end of the continuum, the really brutal fights (where one of the combatants is seriously injured or killed) tend to occur only when the two males are almost **exactly** evenly matched.

The last scenario (confrontations) occurs between **somewhat** closely matched opponents. Unless the two opponents are exactly evenly matched, there'll be a great deal of bellowing and posturing and shows of strength but relatively little real carnage.

Whichever male can establish a more imposing presence will end up "the winner" because the other male will withdraw cautiously to fight again another day.

A similar dynamic occurs among humans. If you're truly powerful, those around you know it and therefore you don't have to yell and scream and "lay down the law."

It's not uncommon for a high-ranking executive to go through his entire career without ever having to raise his voice to his staff members. **He** knows he's the boss and **they** know he's the boss so there's no need for bluster. He can calmly tell them "I need \_\_\_\_" and his staff will get right on it.

That's **real** power.

Where you tend to see the most flexing and posturing in the corporate world is from low-ranking managers, especially if they've just gotten their first managerial position. They don't yet know how to inspire their team to greatness, so they reach for the two-by-four instead.

They'll yell and scream and rant and rave and threaten. Perhaps you've met a few in your own career?

This tendency is often referred to as the **Young Lieutenant Syndrome** because it's so common in the military. Young men fresh out of college (and the R.O.T.C. program) started their military careers at the rank of Second Lieutenant. For most of them, this was the first time in their lives that they had people reporting to them and it sometimes went to their heads. They flexed because they **could**.

So the need to flex (or not) is one of the more reliable ways of judging someone's rank on the alpha scale. If a man flexes frequently and lords it over others (especially over people who are **required** to be nice in return, such as waiters and clerks), that's a pretty good indication that he's relatively weak.

So if you're prone to grumble frequently (especially to waiters and sales clerks and stewardesses) you're broadcasting the message that you're a nobody who's trying to trick those around you -- through bluster -- into thinking that you're a somebody.

There's nothing wrong with complaining when it's warranted. But if you lose your temper in the process, you're exposing your weakness to all around you (including your date).

Strong men don't have to flex. So be strong and keep your cool. You'll usually come out ahead by not losing your head.

## **CHAPTER SEVEN: The Reality of Dishonesty**

Men tend to be very good at gathering most types of information, analyzing it, and using it to find solutions.

We're also very good when it comes to providing information in an honest and forthright manner because we **have** to be.

We're society's problem-solvers, after all. This usually requires teamwork on a large scale and chaos would result if we couldn't count on getting accurate information from other members on our "team." Whether we like the man standing next to us or not, we all have to sing from the same page or we won't get the job done right.

And so it's no surprise that most organizations where men play a major role have strict honor codes. That would include the Boy Scouts, West Point, and the business world among others.

Even a fly-by-night company that swindles its customers and fleeces its suppliers still has an honor code within the company -- try to pull a fast one on your boss and you'll get fired in a heartbeat. In life, there's honor even among thieves.

That's not to say that men never lie. We do.

It's just that we're usually not very good at it, as it doesn't come easily to us. We've learned that lying is always wrong.

We can certainly also **learn** to become devious, and some men do turn into rather accomplished con men. But having said that, we remain mostly Boy Scouts at heart.

We at least **attempt** to live by a code of honor.

### **Gender Differences In Lying**

Unfortunately, women don't approach "honesty" in quite the same way as we do.

Unlike men (who are brought up to work together as a team), women aren't raised to work together on a battlefield, a playing field, or other settings for the greater good. Women's traditional role (wife and mother) can be thought of as an individual sport.

And like most participants in individual sports, women do compete vigorously (even viciously, if need be). Their competition is other women and the prizes are the **Alpha Males**.

They generally don't hesitate to cut corners to gain a competitive edge for those prizes. One corner that's frequently cut is "total honesty."

Perhaps you've seen courtroom dramas on TV where the characters swear to tell "the truth, the whole truth and nothing but the truth?"

Women might tell the truth fairly often but they'll tell the whole truth virtually never. And as for "nothing but the truth?" There are quite a few loopholes.

Like skilled politicians, women gradually become masters of the half-truth. They can and will:

- α Practice selective withholding of details
- α Remove facts from their context
- α Attach noble motives to ignoble behavior
- α Trumpet that which makes them look good
- α Deny that which puts them in a lesser light
- α Tell you what they think you want to hear
- α Renege on promises
- α And so on

Here's some applied examples. Women often:

- α Pretend to be less interested in a man than they actually are (i.e. play **Hard To Get**)
- α Pretend to be less sexually experienced than they actually are
- α Wear makeup to fool men into thinking they are more beautiful than they actually are
- α Wear padded bras to fool men into thinking they're bustier than they actually are
- α And so on

You'll see this going on every day, and most men rarely complain about it. It's just accepted as part of the reality of dealing with women.

### **Would You Blame A Lion For Eating Meat?**

We'd like to make it clear that our purpose is not to castigate women for lying and scamming and cutting any corner that might give them an advantage.

Women are going to do whatever women are going to do, regardless of whether we approve of it or not. That's the way Nature functions -- it's solely about what works. Wishing that something worked differently is not the path to success.

So woman-bashing is pointless.

It might make you feel good for a few minutes, but it's not going to get you a date, and it's not going to get you laid, either.

We find it very interesting that the nastiest **male**-bashers out there are women who have failed miserably to attract quality men (i.e. hardcore feminists and their followers). All their spiteful invective -- generally focused on how they **think** we should behave as compared to how we **do** behave -- hasn't made the slightest improvement to their own personal situations.

And on the flip side of the coin, we've also noticed that men who rant and fume about women don't experience any real success either. A man who doesn't have a good word to say about women (including certain categories or certain nationalities of women) will not be a winner with the ladies.

Whining and wishful thinking are the refuge of the weak and hopeless (i.e. non-alpha) individuals of the world, so don't be one of them.

Look at the **truth** instead of merely wishing, and examine and understand what works. If you don't like the score, work on improving your game.

### **Sauce For The Gander**

Our point about female dishonesty is that if it's okay for women to do it, then it's okay for you to do it too.

Don't lie when doing business with your partners or colleagues or customers, but all's fair in love or war (both of which are part of dating at one point or another).

If you can gain a dating advantage by:

- α Being selective with the truth, or
- α Peppering your approach with a few little white lies, or
- α Perhaps throwing in some whoppers every now and then

... there's ample precedent. You're merely following the rules that women have established for themselves.

That certainly seems fair to us.

If you earn \$30K a year and a woman asks you how much money you make (a nosy question in the first place), just tell her \$75K if you want. Consider it the male version of wearing a padded bra.

The lesson is to approach honesty with women in the same way that a public relations firm might. It's all about putting on your best face and (when necessary) practicing damage control.

Women do it routinely. Why shouldn't you?

## **CHAPTER EIGHT: Verbal Tricks For Fun & Self-Defense**

In this chapter we cover a few handy verbal tricks you can use in your daily life, especially when dating. We've found them most helpful at creating unusual opportunities we can exploit to our advantage.

But because they tend to be a bit more advanced than the other principles we've covered, treat this chapter as a grab bag of advance methods and ideas that you can use once you've acquired the necessary confidence to go for it.

So let's get started:

One of the most powerful communication tools we've stumbled across is one that we call **The Doctrine of Unexpected Responses**.

Here's how it works. In any given social situation, the other party will expect you to behave in one of only a few possible ways.

For example, if you meet up with a buddy on the street and he asks, "How's it going?" he'd expect you to say something like:

- α "Great"
- α "Fine"
- α "Not bad"
- α "Can't complain" ... or maybe even
- α "Crappy"

None of those answers would faze him because they're all reasonable and typical responses.

But suppose that you answered him by saying:

- α "Animal husbandry"
- α "Meat loaf" ... or maybe
- α "61347"

You'd leave him momentarily speechless because you answered outside of the "normal" range of typical responses to that question.

He has a comeback that will fit a "normal" response but won't have one for an "abnormal" response. He'll draw a blank and he'll have to start over again as he tries to figure out how to respond to you.

It's analogous to playing chess with a very skilled opponent who can plan his strategy six moves ahead. If you make a totally unexpected move, he'll have to go back to the drawing board and redo his strategy.

You've short-circuited his thought processes. Only for a moment, of course, but that's enough to totally upset his timing and momentum. And this will give you the upper hand.

After using **The Doctrine of Unexpected Responses** you can calmly look the recipient in the eye and watch them as they struggle awkwardly to regain their cool. Act perplexed if you want, as if you can't understand why the other person is surprised or confused. (This can be extremely entertaining if you can keep a straight face!)

Of course, we wouldn't recommend answering "Meat loaf" when your friends say "Hello." That's just an example to illustrate the concept.

But this technique comes in handy when someone is ragging on you. It's an easy way to deflate their balloon.

It's not good to use it on your boss or on your wife, however. They might retaliate in ways that cost you some serious money. But here's whom it **can** be used against:

- α Acquaintances who are a thorn in your side
- α Women you date who become excessively bitchy toward you
- α Surly sales clerks or other paid "help" who cop an attitude toward you
- α Telemarketers who won't stop pestering you

### **The Beta Hypothesis**

We have many years of experience using unexpected responses and so it's not hard to come up with entertaining ones.

Because the range of expected responses is so limited, that means the range of unexpected responses is extremely large. There are plenty of un-funny responses mixed in with the ones that are laugh riots.

The **Beta Hypothesis** is a useful tool for winnowing down that list of possibilities to something more manageable. The **Beta Hypothesis** says that to get an opposite response, it would be logical to provide the opposite stimulus.

That's a handy shortcut to take if you need to come up with something unexpected for a response. Say the opposite of what you'd normally say. That will usually have the desired effect.

Few things fluster people more than bizarre responses. So if you want to fluster someone, respond bizarrely.

Using "animal husbandry" or "meatloaf" or "61347" are great responses in these kinds of situations.

Or if you wish to push the envelope, we have one friend who's fond of responding, "Have you ever tasted human flesh?" when harassed. That tends to stop most pushy people dead in their tracks.

### **Verbal Jiu-Jitsu and Female Logic**

We've always liked one of the underlying principles in the martial art of jiu-jitsu: Use your opponent's strength to defeat him. We admire that kind of efficiency.

You can do the same when dating by using **Female Logic** at opportune moments. Of all the techniques we've come up with over the years, we enjoy this one the most.

It's perfect for extricating yourself out of those awkward moments that develop in relationships, especially toward the end.

Women don't expect men to use **Female Logic** and so you get a similar short-circuiting effect as you would with any other unexpected response.

But this technique is more powerful still because women can't fault your logic, however crazy it might otherwise seem. After all, they've used the same logic against **you** to excuse their past excesses and indiscretions and so they have no effective defense against it.

But first, what **is Female Logic**?

Most men dismiss **Female Logic** as just another oxymoron. They see no pattern to it and therefore assume women just invent it as they go along.

But it's very logical if you understand what it really is: It's a way for women to mask the double standards they impose on the men they date.

Here's a case in point: Both men and women have evolved to crave some action on the side every now and then. Of course, the catch is that we don't want **our** mates to get any on the side even if **we** are.

If your woman catches you in bed with another woman, she'll read you the Riot Act. To hear her tell it, there's no excuse for what you did. Furthermore, the episode proves you're absolute scum ... or worse.

But if you catch your woman in bed with another man, that's a different story. It won't be **her** fault. Of course not! They were "just talking" (and then "**One Thing Led To Another**").

In other words, it "just happened."

There are many different variants on **Female Logic** but they all have the same format. **Her** behavior will be described in terminology that absolves her of all blame, while **your** behavior, although identical to hers, will be described in different terms that (surprise, surprise!) paint you as Satan and her as a perfect angel.

Now and then, we've found it extremely useful to borrow **Female Logic** and use it ourselves.

In the above example where your mate catches you in bed with another woman, explain to her that you were just sitting there innocently talking (and then "**One Thing Led To Another**").

The possibilities are endless. For example, if you decide to break up with a woman and she blurts out indignantly, "But you said you **love** me!" our favorite response is "Oh, but I **do** love you ... I'm just not in love **with** you."

We're not quite sure what that actually means, but we've heard enough women use that line when extricating themselves that it seems to be the right thing to say at a time like that.

In one instance, a woman that one of your authors split up with asked point blank: "So what the hell is that supposed to mean?"

He looked her in the eye and answered, "The exact same thing it means when **you** say it."

One of the most common examples of the female double standard is that the woman wants the man to make and keep commitments, but not be held to any commitments herself.

And make no mistake -- a woman will remember every commitment you've ever made to her (even if you didn't realize at the time that she was going to hold you to it or that it even **was** a commitment).

How do they weasel out of being as trustworthy as they expect **you** to be? **Female Logic** ... they just use different language to describe what you're mistakenly assuming to be commitments on their part.

Have you ever tried to pin a woman down, only to get one of the following?

- α "I'll try"
- α "I think so"
- α "Maybe"
- α "We'll see"
- α "I should be able to" or
- α "I'm pretty sure"

Those are all synonyms for "No." It sounds like she's promising a high degree of likelihood that she'll come through for you, but (surprise!) nearly every time, whatever it was doesn't come to pass.

If you call her on the carpet about her failure to meet her commitment, she'll point out that she made no guarantee of performance (just that it **might** happen).

That's considered fair play for women to do to us, so we consider it fair play for us to return the favor.

If she wonders what time you'll get home that night, tell her "I'll try to get there as soon as I can." Voilà! You have just carved yourself some wiggle room (both "try" and "soon" are wonderfully imprecise).

If she's wondering when she might expect an engagement ring from you, you could say "Maybe next year."

Or there's our personal favorite: "How about the first of April?"

The more time that you spend with women, the more examples of **Female Logic** that you'll see. This is yet another benefit of learning to be a good listener. There's nothing better than using her own justifications and reasoning against her when she crosses the line.

So borrow your partner's **Female Logic** liberally. It's the closest thing to stealth technology that you'll find in the dating world today.

## **CHAPTER NINE: If You Must Get Revenge**

Sometimes the real skill in communication comes from knowing when **not** to say something and from knowing what **not** to say.

That will seldom be more true than when a woman dumps you, especially if she's exceptionally attractive.

Perhaps you've been through this experience:

- α You meet a new woman.
- α You quickly end up in bed together.
- α You spend a wild weekend or a wild week or a wild month or a wild year together.
- α Then, out of the wild blue yonder, she dumps you unceremoniously.

It's over between you. Chances are good that you gave her no cause to leave you. Instead, it's likely that you treated her exceptionally well and did anything and everything to make her happy. But ultimately it was to no avail.

Perhaps she:

- α Gave you a flimsy reason for leaving
- α Told you that she just needed "some space"
- α Fell in love with someone new who's taken your place in her heart
- α Simply left without giving you any reason at all

So you pleaded with her to take you back. You begged her to tell you why she left so that you can change (in the hope that this will bring her back). You pleaded. You reasoned. You cried.

And perhaps she did take you back -- for a while -- until she was gone again.

Or perhaps all your entreaties fell on deaf ears and it was all over. Period.

If you've dated much, you might recognize this scenario or various parts of it. That was **you** we were describing. (In the past we've been there ourselves more times than we would have liked).

That's why we know that it's one of life's most unpleasant experiences. You feel empty, alone, perplexed, angry, bitter ... and a few more unpleasant feelings that you don't even have names for.

You also don't know when you'll get laid again, and the possibility that it might not be for a while does nothing to improve your disposition.

At times like that, it's natural to want to lash out and to strike back at the person who caused you that much pain. You wouldn't be human if you didn't want to even the score by somehow causing her some pain also.

### **Is Revenge The Answer?**

Let's be clear about this: We're not in favor of taking revenge on other people in return for real or imagined wrongs. That's not to say that there are never times when revenge might be warranted

Perhaps there might be.

But seeking revenge for getting dumped is a very poor strategy for a man to follow. You'll end up hurting yourself more than you'll end up hurting her.

Nevertheless, a man who's been unceremoniously dumped will typically heap some verbal abuse on the woman who's dumped him once it's clear that she's not going to take him back.

He'll call her the "B" word and the "C" word and just about any other name that he thinks might hurt her. He'll lob his choicest insults and comment brusquely on all her many faults. He may even tell her loudly that he never liked her in the first place and that he'd faked all of his orgasms.

The script has many possible forms, but the intent is to make her feel as badly about herself as possible (in retribution for her causing such emotional pain for him).

But guess what? It doesn't work.

In fact, it has exactly the **opposite** result from what was intended.

### **Is She Ice Cream Or Strained Liver?**

Most men find that statement to be rather puzzling, so we'll demonstrate the concept with a simple example:

Let's suppose you have a ten-month-old nephew. You're over at his house and he's sitting in his high chair being fed. There are two bowls of food on his tray: a bowl of strained liver and a bowl of strawberry ice cream.

He's too young to verbalize which bowl he prefers but there's an easy way for you to find out: Take one bowl away from him. If he's like most children, he won't bat an eye if you take away his strained liver. But if you take away his ice cream, he'll scream bloody murder.

So which food does he like more: liver or ice cream?

That's a no-brainer -- it's **definitely** the ice cream! You know that because he didn't care one way or the other if you took away his liver, but he was beside himself with rage when you took away his ice cream.

A woman comes to exactly the same conclusion when she breaks up with you: The greater your histrionics, the more you must therefore still love her. The madder you get at her and the more verbally abusive you become, the more she'll conclude that:

- α You're still crazy about her
- α She "matters"
- α She's "special" and
- α She's "irreplaceable"

To a woman, love and hate both send the same message: that you care. The more you cuss her out and speak ill of her, the more that tells her that you **do** care about her. So if your goal is to shred her ego, you'll get the opposite result. You'll instead inadvertently **boost** her ego.

And that's the best reason not to vent your feelings at a woman who's wronged you. You don't want to give her the satisfaction of knowing that she mattered to you.

So if you really want to deflate her ego, don't become angry at her. Become indifferent.

Don't treat her like ice cream. Treat her like strained liver.

That will require you to do a convincing acting job, but you'll be amazed at how effective it can be once you master it.

The more nonchalant you seem, the more dramatically her ego will be deflated.

### **The Bigger The Ego, The Bigger The Fall**

There's an added bonus with this approach.

The hotter the woman, the more effective will be this technique. The hottest women tend to be those who are cute, friendly, and easy. They attract men like flypaper.

In fact, they often **collect** men. It's not at all unusual for such women to have broken dozens of hearts during the course of their lives.

As a result, many of these women have never been dumped by a man and have never had a man that they dumped not try anything and everything to get her back.

So when they dump a guy, he'll be hysterical. He'll rant and rave. He'll go ballistic. They always do.

Until you, that is.

If you're the first man who seemed indifferent about her decision to bolt, you'll instill considerable self-doubt in her mind. And the hotter she is, the more unprecedented (and therefore more traumatic) that will be for her.

So if you **must** exact revenge, this is the most effective way to do it: Be indifferent to her.

### **What To Say If She Phones You**

If you've been in many relationships, you will have noticed that women will usually call you up at some later point in time after the relationship has ended, either on a ruse (e.g. "I was just checking to see if I left my jade earrings over at your place") or else "just to touch base."

They'll usually ask you how you're doing.

If you respond with "Lousy, you blankity blank blank!!!" that tells her that she really did matter to you and that you've been unable to find someone else as wonderful as her.

In other words, it's music to her ears. Her ego gets a nice boost out of a heated exchange like that. She'll feel warm all over.

After all, the purpose of her call was to find out if you've gotten over her, to see if she's been replaced yet and (if so) replaced by whom? Women are far more curious by nature than are men -- they simply **must** know.

And so they'll eventually call you up and feel you out.

So if she calls, be indifferent to her. Here's how:

Back when you were dating and she would phone you, she probably didn't identify herself by name (as in "Hi, it's Heather"). She'd just say, "Hi, it's me."

And of course, you had better know who "me" is, otherwise you'd have caught an earful about "How many girlfriends do you have?"

But if she calls you after she's dumped you and says, "Hi, it's me," then **don't** recognize her voice. Call her by a **different** woman's name.

If her name is Heather, answer back with "Jennifer?"

She'll either say, "Who's Jennifer?" or "No, this is *Heather!*"

If she asks who Jennifer is, come back with "Oh, I'm sorry, I thought you were someone else. Who's calling, please?"

That will usually prompt an angry, "This is *Heather!*"

Either way, that's your clue that it's working. Now **she's** the one who's getting flustered, not you.

By your response, you've shown that she was eminently forgettable and that she didn't matter to you. That giant "whoosh" will be the sound of her ego deflating.

Here's an alternative tactic to try if not much time has elapsed since the break-up:

Just respond to her "This is *Heather!*" statement with a calm and casual, "Oh, hi ... what's up?"

If she asks if she left her jade earrings at your place, just answer casually, "No, I haven't seen them."

If she asks how you're doing, respond with "Doing great!"

At that point, she'll be stuck for words. She'll allow a few seconds of silence in hopes that you'll rescue her from her discomfort by taking the initiative (such as by asking her how she's doing).

Don't oblige her.

Let her twist in the wind for a few seconds and then ask in a businesslike manner, "Was there anything else?"

She'll hem and haw a bit and then perhaps stammer that "No, I was just wondering how you are."

Just give her a calm and businesslike, "I'm doing great, and thanks for asking. Goodnight!" Then hang up the phone without waiting for her to respond further.

In other words, brush her off much like you might an insurance salesman who was trying to draw you out so that he could pitch you on one of his policies.

However, if **considerable** time has elapsed since she dumped you, go even further.

When she gets to the "This is *Heather!*" part, pause for a moment or two (as if trying to place that name) and then ask "Heather?" as if that name doesn't ring a bell. If you're feeling playful, you can add a nonchalant, "Refresh my memory, please ... *where* do I know you from?"

She'll get flustered and add "Your old girlfriend!" (since she'll assume that this will clear up any uncertainty).

Give that one another slow "Hmm..." as if you're still trying to place her, and then add a tentative, "You're the one who works at \_\_\_\_\_, right?" (fill in the name of a company other than the one where she works).

She'll say, "No, I work at \_\_\_\_\_!" (the place where she actually works).

Give that one another slow "Hmm..." and then add tentatively, "How long ago was that?"

Once she tells you, just mull her answer for a few more seconds and then respond uncertainly with, "Oh ... I think I remember which one you were. So, what did you want?"

After that much deflating, she'll likely just say "Nothing" in dejection and hang up.

### **What To Do If You Bump Into Each Other In Person**

If you move around town in the same circles, sooner or later you'll run into one of your ex-girlfriends (or ex-wives).

She'll be dying to find out whether you still miss her, whether you've been able to replace her and (if so) by whom. Her ego depends on that corroboration, so don't give her the satisfaction.

Have you ever been wandering through a mall and suddenly you bump into someone who seems to know who you are, but you can't quite place who they are or where you know them from?

Sure, that happens to all of us.

You can't call them by name (as you would one of your friends), since you can't remember their name. But you want to seem polite and personable, so you'll give them a nod of your eyebrows, a perfunctory smile and say, "Hey, how's it going?" ... and then move on.

If they actually answer, you'll say something bland, like "Great, glad to hear it" and then extricate yourself with a quick "See you around."

That's how we interact with distant acquaintances whom we just can't quite place.

The same approach is called for if you bump into your ex at a mall or on the street. Don't look **at** her and don't look **away** from her. Just look **past** her. Walk on by as if you'd never met her.

Usually, she'll hold off greeting you for a moment. She wants you to spot her first. That way, you'll "show your hand" before she has to show hers.

Don't oblige her.

Once she realizes that you apparently didn't recognize her, she'll call you by name. If she does, give her a puzzled look (as if you have no clue as to who she is and therefore are puzzled as to how she would know your name). Ask with a squint, "Have we met?"

She'll answer with an incredulous, "Of course ... we used to go out together!"

If you want to stretch out her discomfort, you can mull her answer for a moment or two and then slowly shake your head and suggest, "No, I think you have me confused with someone else."

She'll insist otherwise, perhaps by telling you your last name, where you work, where you live, what kind of car you drive, or some other detail to prove to you that she doesn't have the wrong man.

Maintain your puzzled expression and "Well, okay ... maybe we did go out before" (as if unconvinced).

Then add a half-hearted "Good to see you again" and take your leave (as you would if you'd bumped into your friend "Bob" who wants to sell you a life insurance policy).

### **What To Do If She Attempts To Salvage Her Bruised Ego**

One of the interesting things about following this strategy (treating your former girlfriend with total indifference, as if she didn't matter) is that sometimes she'll try to salvage her bruised ego.

How? By getting you to make another play for her.

She may try to seduce you again, and she'll be a lot less coy about it. You'll definitely know it if she decides to go this route.

She'll get flirty and nuzzle up against you and say that she misses curling up with you at night. She'll tell you how much she'd like to come over and spend the weekend so that you and she can "catch up on old times" and so on.

Her come-on will be blatantly sexual, just to make sure that you get the message.

At a time like that, most men would fall to their knees, clasp their hands together, raise their eyes to the Heavens, and exclaim: "Thank you, God!"

But as with many other aspects of dating, your initial instincts are wrong. Don't take the bait, because it's a trap.

Here's why: She's not interested in you personally. She's interested in salvaging her ego.

And the way she salvages her ego is not from actually following through on her "indecent proposal." She gets what she wants merely by you making a renewed play for her. If she can induce you to accept her offer of getting back together for some (promised) wild sex, she doesn't have to follow through and actually provide you with it.

Just the fact that you said "OK" means that you really **do** think she's hot stuff. And that's all she needs to know to walk away on top of the world once again. It's a sucker play.

You'll do much better in the long run if you turn her down. The chances are excellent she wouldn't have followed through anyway and so you won't be missing anything.

But more importantly, by turning her down you proved to yourself that you've got the balls to turn a woman down.

What's the benefit to this? There's both a short-term and a long-term reward.

Let's look at the short-term prize first. When you decline her advances, she'll be very surprised. If she's halfway hot, that will likely be the first time it's happened to her.

She'll be taken aback. To make sure that you **did** get the hint, she'll try to clarify it: "Do you mean to tell me that you're passing up a chance to have sex with me?"

Just nod your head, shrug your shoulders, and make the offhand comment that, "It wasn't that good." That will likely astound her and she may stammer that nobody else thought so. Just shrug your shoulders again and point out that "Maybe they were just being polite?"

Few men ever get to that level in life, but it's tremendously empowering to tell a woman "No." And now here's the long-term reward:

Being able to say "No" will boost your own self-confidence, and that new confidence will show in the way you walk, the way you stand, the way you hold your head up.

Women can spot that sort of attitude a mile away. So even on the off chance that you might have gotten one more roll in the hay with your old girlfriend had you said "Yes," you'll more than make up for it later.

Why? All the women you meet in the future will find you much more intriguing.

So never take an ex-girlfriend (or, worse, an ex-wife) back.

Women are attracted to men with testicular fortitude. Show some!