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Secrets to Success with Women

Michael W

The Dating Wizard

Secrets to Success with Women

By Michael W

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Introduction

Having awesome success with beautiful women is not a matter of luck. It's a matter of specialized knowledge, practice, and guts.

This book has been **battlefield tested**: It has helped men who were far from good looking, and far from wealthy, to attract gorgeous women who were complete strangers. I use this book myself, and I've personally seen it work for hundreds of other guys.

In a crucial way, learning to attract women is similar to learning a martial art. A martial artist knows that on the street, a confrontation lasts only seconds, and situations are unpredictable. In order to be triumphant, the martial artist realizes that he must react ***immediately***. In training, he acquires not only specific "moves"; he also studies the ***principles*** behind the techniques so he can apply them to ***any*** situation. Finally, he ***practices*** until his reactions become instinctive reflexes. Similarly, when you are interacting with a woman, there is no time to "think". More important than learning "techniques" for attracting women, you must understand their principles, reviewing them and practicing till they become ***instinct***.

The system in this book is based on natural male behaviors, so that you can truly feel comfortable using its concepts. Some of the ideas here might still feel a little strange at first. This is natural, because I challenge many myths deeply ingrained in our culture. Only by applying the concepts in this book to your interactions with women, will you prove to yourself that these myths are indeed untrue. When this occurs, you will experience an epiphany.

This book takes you from A to Z: From meeting women, to dating and getting intimate, to enjoying a thriving relationship. It is up to you to decide what you want and how far you wish to take things.

Let me know what you think. I'm interested in your comments and suggestions. You can email me at michael@thedatingwizard.com.

Now get ready for some fun. The magic is just beginning...

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PART I:

THE FOUNDATION FOR SUCCESS WITH WOMEN

CHAPTER ONE:
YOUR PRIMAL MALE MINDSET

The source of your success with beautiful women rests deep within you. It is the natural primal male mindset you were born with, but now lies buried beneath abundant layers of misguided social conditioning.

Right now, at this very moment, you already possess the correct understanding of what turns women "on". You've just been made to think that your understanding is incorrect.

As I awaken this long-dormant, crucial dimension of yourself, you will begin to not only attract beautiful women, but you will also have continued success with them on every level. I mean ***every*** level- whether it's a one night stand, dating, a relationship, or marriage.

The most important effect of awakening your natural male self will be that women will simply find themselves irresistibly attracted to you. And when a woman is attracted to you, you don't have to worry about anything else.
She will treat you right.

And if she is not attracted to you, nothing else on this planet will make one bit of difference- she will treat you like dirt.

I will show you later in this book "the motions" that are involved in actually going up to a woman and getting her email or phone number, or in asking her out, etc. I will show you all that stuff. But to be perfectly honest with you, that stuff is really the easy stuff. And it doesn't mean much, unless you understand how to truly trigger her **desire** for you.

If you just learn "the motions" without truly FEELING and KNOWING what it is to be your natural male self, you will find yourself encountering resistance, obstacles, and disrespect from women very quickly after you get their number, or after you get the first date, etc.

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"THE MAN"

In this book, I will often refer to a man who is the epitome of MASCULINITY, and the epitome of what women want, as **"THE MAN"**.

The entire purpose of this book is to help you become THE MAN. You were always meant to be THE MAN.

If you are ***not*** THE MAN, you might still be able to get a thousand numbers from women, yet the women will quickly lose interest.

When you meet a woman, you have a ***limited window of opportunity*** to show her that you are indeed THE MAN.

She may not be able to detect immediately if you are THE MAN or not, and so she may very well give you her number if she thinks you ***might*** be THE MAN.

But if you screw it up on the first date or whatever, THAT'S IT. You're OUT.

It's quite a job getting back in, and usually not worth the effort it takes. In a way, it's worse than never meeting her at all, because now, you've damaged your image with a bad first impression. Had you just taken the effort to become THE MAN first, it would have been a cinch to attract her.

Let me give you an analogy. If I gave you an opportunity to try out for the New York Yankees, but you were clearly not at the level of the big leagues, don't you think they would be pretty peeved that you were wasting their time? After all, these folks take only the best of the best, and here you are, absolutely unqualified.

Also, would it really matter even if I got you an audition ***with every team in the league*** if you were ***not*** qualified? And would you blame the league, or would you blame yourself?

And let's just say, that two days later, you somehow magically ***did*** have the talent. Do you think they would believe you just because you said so? What are the chances?

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Think of attractive women as the "big leagues". They can spot the "real deal" pretty darn quickly.

And they have little patience for those guys who are not the "real deal". These women know that 99.99 percent of the time, their own ruthless screening tactics are effective for selecting guys that are "THE MAN".

Attractive women have no need or desire to give a second chance to a guy who fails the screening test.

If you are not qualified as THE MAN yet, the answer is ***not*** to keep going up to women, but rather, ***to get qualified***. If you can't throw a baseball at the speeds of a major league pitcher, the answer is not to apply to a different team as a pitcher, but to raise the speed of your pitch.

When you have what the "big leagues" are looking for, suddenly, many teams want you. With beautiful women, it's the exact same thing.

So, yes, we could skip to the "getting her number or email" part. And you might get an "audition" in the form of a phone call or first date. But do you want it to all crumble beneath you at that point?

BEING THE MAN/TRIGGERING FEMALE DESIRE

That is why, first and foremost, I want to teach you the underlying principles of ***being THE MAN***. You will then be able to handle any situation with women- from getting her number, to getting her into bed, to having a relationship. And you won't even have to try to "impress" them, or "manipulate" them, because their desire for you will reach skyrocketing levels and be totally natural.

When women truly want to be with ***you***, they don't want anything else from you but that.

After all, when ***you*** want a woman, all you want is ***her***, right?
You don't need her to kiss your ass for you to want her.

It's pure desire, plain and simple. And isn't that the way you want women to feel for you- pure desire?

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Sexual attraction IS everything.

For men, and, believe it or not, for women too.

But men and women are DIFFERENT, and thus women base their attraction for men on a set of criteria that, in many ways, is FUNDAMENTALLY different than the criteria that men have for women.

The problem is that instead of behaving the way a man naturally would, which is attractive to women, men end up following some politically correct book, or men apply their own concept of attraction to women, who have a completely different concept.

I believe the "equality" movement has confused some men into thinking this way: "If women are so identical and equal to men, then they should have the exact same easy standards for sex that men have!"

But the FACT is that ***women are not the same as men***.

And guess what? Men are ***not supposed*** to be acting like women.
Women want men to be men!

Isn't that a relief?

Women are not the same, and therefore they do not want the same things!
If women were the exact same as men, they would ***not*** want ***men***, they would prefer women!

Most men do not comprehend the massive significance of those last two sentences.

Often, when a man who does ***not*** have insight into what turns women on, he will grow upset and angry if she seems cold, rude, or indifferent to his approach. The temptation is to say that she is a cold b**ch. But then, this same woman may very well ***melt like butter*** with another guy. Another guy that, on the surface, ***seems no better*** than the first guy. Heck, he may even make less money, and be less good looking, than the first guy is.

So what is going on here?

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The answer is that the second guy knows how to be his natural male self. And THAT is the way to interact with women.

Let's begin the path back to your natural self…

POPULAR NONSENSE

First of all, forget all those ideas and books about "communication" being the key to success with women. What is the point in being even the greatest communicator if you don't know how to be a man that women DESIRE?

You can communicate all you want, but unless you ***are*** THE MAN, all you will be communicating to her will be the fact that you are ***not*** THE MAN.

And forget those books on pick up lines. Definitely not natural.

While you're at it, ***definitely*** forget the "being a nice guy" method- that's the ***worst*** strategy.

You've probably tried all those things and you now know they're not the answer to the fundamental question: How does a man trigger **OVERWHELMING DESIRE** in a woman?

Before I delve into the details of what "THE MAN" is, you must be ready to **believe** me.

It's very hard for most people to believe me at first, especially when it seems that all the information out there preaches the ***opposite*** of what I say- whether it comes from books, TV talk shows, movies, or even from women themselves!

It's a real shame that the media is so saturated with bad advice for men. I don't believe it's intentional, but it really is horrific.

Maybe it has to do with the fact that not many men read books on this topic, so men's needs have been ignored.

I will say this, though: ***Women*** sure have learned how to trigger desire in ***men***. Not only do women spend ***hours*** on their appearance, using "tricks"

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like lipstick to make them more attractive, but women also have tons of books and articles in magazines on how to manipulate men through all kinds of behavioral tactics. In general, women spend an enormous amount of time learning flirting and manipulative strategies to influence men.

Guys don't even remotely resemble women in this regard. When guys get together, they watch or play sports, drink beer, or play cards. They don't discuss women problems. And when guys are alone in their leisure time, they watch sports or action shows/movies on TV, and read comics, Playboy, or Sports Illustrated.

As it stands right now, compared to men, most women are far better skilled at the "game of attraction".

But not anymore, for you, because you have this book.

This book is going to get criticized by plenty of women. But guess what? The **greatest pitfall for men is listening to women's ideas** about what women want.

Women have no reason on earth to give away the secrets concerning what they really want, because men could then take advantage of that knowledge!

Think about it – **women** already know what **MEN** want, and are using that knowledge against men to get men to buy them cars, houses, jewelry, or to get men to kiss their ass, etc.

Imagine the power ***you*** would have if you knew what ***women*** really wanted.

Sometimes, a woman may actually want to tell the truth, but she will usually feel overwhelmed by the pressure to be politically correct.
She will then say she wants "a nice guy".

So, no matter what women ***say*** they want in a man, it is not the same as what women ***actually*** want in a man. Often, in fact, what women say they want in a man is ***not*** what they want ***at all***.

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Once you make the mental breakthrough, finally understanding what women find sexy in a man, you will have a massive paradigm switch in your mind.

It will lead to a fundamental change in the way you think and the way you act. It will change the way you dress. Even the way you ***breathe***, walk, and talk. It will affect the way you do ***everything***.

TOTAL COMMITMENT TO BEING THE MAN

The only way to succeed requires that you be totally ***congruent***, in your ***every*** action and every word and every ***thought***. Every bit of body language you project must convey that you are the real deal. Otherwise, you are sending out mixed messages to women, and to yourself, that you are ***not really*** THE MAN.

The good news is that all the elements of being THE MAN flow from one source that already exists within you.

ATTRACTION/INDIFFERENCE/REVULSION ALL OCCUR INSTANTLY

In the first few seconds you interact with a woman, she will sense if you are or aren't THE MAN. She may not completely have cemented her feelings, but those feelings of attraction, indifference, or revulsion are already forming right then and there.

The litmus test to indicate if you are THE MAN or not is simple. It is the answer to the following question: ***Does she feel attraction?*** If she remains cold and indifferent to you, it's a safe bet that she probably does ***not*** feel attraction.

Women don't think about the process of attraction- it happens instantly and naturally. Similar to the way that you instinctively, immediately **feel or do not feel** attraction for a woman, so too a **woman instinctively, immediately, either feels attraction to you or she does not**.

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The difference is that a man feels attraction to a woman **primarily based on her looks**, while a woman will feel attraction to a man based on BOTH his looks and his sexy masculine behavior. As a matter of fact, a man's personality outweighs his looks when it comes to women.

Women are very THOROUGHLY checking out your behavior to determine if you are THE MAN or if you are a "geek".

Unconsciously, and quickly, women assess you, and form feelings of indifference, revulsion, or attraction.

Women will know if you are ***not*** THE MAN by sizing up even the most ***microscopic incongruities*** in your behavior. (They'll even notice incongruities in your attire.)

Women will notice, consciously or unconsciously, if your words sound confident but your tone is not, or if your posture or breathing show any signs of nervousness.

They will sense any cues indicating that you are not THE MAN.

THE JOURNEY BACK TO YOUR MASCULINE SELF

I am about to start you on your journey back to your true self. However, it has been so long since you have been the natural you, that you may not believe it is really you. You might even feel a bit scared or uncomfortable and feel the temptation to go back being the fake you, with which at least you have had years of familiarity.

Kind of like when you are hooked on junk food, you don't fully realize how crappy it is for you till you start eating healthy.

Therefore, at first, to get you in the habit, you must FORCE YOURSELF to adopt the mental attitudes and physical behaviors of THE MAN, until it truly becomes instinct.

I do not believe in "acting". I don't want you to ACT with women.
I want you to just BE.

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But in order to ***be*** THE MAN, you must first ***act*** the part. Imitation is the first step in learning.

And don't just act the part with women. You must be masculine at **all times**, everywhere. Eventually, this will re-awaken your original, natural impulses.

I'll now show you the way THE MAN behaves, and though at first you will be copying these mannerisms, eventually you will BE this person. It is the REAL you, before you got confused by social brainwashing.

CONFIDENCE

All right, first things first: The core of being THE MAN is confidence.

You know all that talk on TV about women wanting a "sensitive man" who is "in touch with his emotions" and "who can cry"?

Screw it. It's total B.S. Totally incongruent with confidence.

Let me tell you the most important thing you must know about women: **YOU MUST BE <u>DOMINANT</u> WITH A WOMAN. FROM THE FIRST SECOND YOU MEET HER, TILL THE LAST SECOND SHE IS IN YOUR LIFE.** (And if you're a "nice guy", you need to be more dominant with everyone.)

Being dominant is not the same as being CONTROLLING. Controlling guys are usually INSECURE guys.

Dominance means that women (and everybody else) have NO INFLUENCE AND NO POWER over you especially **psychological or emotional power**.

It means that YOU have the power, YOU have the influence. And it means that you are not NEEDY for any woman, because you KNOW you can get plenty of beautiful women.

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Dominance means you NEVER give a woman what she asks for, and means you have the confidence to never fail this test. You must never, ***ever***, give a woman ***exactly*** what she asks.

Sometimes, this requires a little humor to prevent an argument.
(See Chapter Four, "Developing THE MAN'S Sense of Humor", p.66, and "Indirect Responses to Her", p.74.)

I repeat, NEVER give a woman what she asks for, unless she is on the verge of a mind-blowing orgasm after endless teasing by you, and she says "God, please, please, please, give it to me!" And then, maybe then, you can give her what she wants, or maybe tease her some more…

The irony of all this is that by NOT giving a woman what she asks or wants, she will actually DESIRE YOU for being strong and not giving in to her demands.

On the other hand, giving in to a woman's demands actually DISGUSTS her, it makes her feel you are a sissy, and she will LOSE her desire for you.

Women love STRENGTH. Confidence and dominance are evidence of strength. (That's what she feels, anyway.)

So, no matter what, NEVER give a woman what she says she wants. Pulling this off right requires both confidence and dominance, which always go hand in hand.

Only when you reach this emotional/psychological level, which women can intuitively sense, will you be THE MAN.

I'm **not saying to turn off your emotions** forever, I'm not saying to laugh at her mom's brain tumor, or to never cry for something horrific, but all that sensitive, crying stuff is really a load of B.S.

No woman on earth is sexually attracted to an overly emotional guy, to a guy who hangs on her every word, or to a guy whose mission in life is to tend to her requests.

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Just observe the guys around you who are good with women, and watch how they are the ones in control, never the other way around. It's the ***women*** who are pursuing ***them***…

Women are ATTRACTED to men who don't cave in to the control of any woman, regardless of how beautiful she is, or how much pressure she attempts to apply.

Although confidence comes with experience, there are a few perspectives that I am going to point out to you right now to help you gain more confidence immediately.

IT'S ALL A GAME

The best perspective to help you relax and gain confidence with women is to look at the entire process as a game. Why? Because, in all honesty, it really is a game, and can be a lot of fun.

In this game, men and women compete for the best member(s) of the opposite gender they can get. It's a game where you have to understand two sets of people- the strategies of competitors (other guys) and also the mindset of your "target" (the women).

Sometimes there are teams, where guys will band together, and women will band together, for the same goal of attracting desirable members of the opposite gender. Sometimes, other guys will play tricks and try to deceive you that they are your friends, when they are really using you. Just remember that women have just as many challenges as they try to conceive strategies for winning as well.

But it's all a game. A game where many, many players can win. That should be a relief, because it's not so much about luck as it is skill. And what's great about this game, is that you **can** get the skill to play it damn well and have loads of fun.

Build up your skills by taking progressive **mini-steps, every day**. This is how you create **unstoppable momentum** for success. At first, just tease ***all*** women, **attractive or not**, without asking them if they have email. As you build your confidence, you can start asking for emails, etc.

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But you must remember, like all games, there are rules and strategies. If you don't know how to play, the other people playing with you will either cream you, or get pissed off, or both!

Unfortunately, most guys who have difficulty with confidence around women treat the topic of meeting women with ***too much seriousness***.

They look at the whole topic as ***grim***, not as a ***game***.

This "seriousness" is, in itself, a huge part of the problem. It really kills the natural sense of playfulness that adds so much chemistry between a man and woman.

Now, I can't say I blame any guy for being serious, because I used to be that way too. After all, what guy doesn't want a hot woman? But, it is crucial to realize that women pick up this "serious" vibe and ***immediately*** detect "desperation".

They know that when you have your choice of a million women, there's no way on earth that you would so quickly be serious about any one woman.

And when you realize that there literally ***are*** billions of women on the planet, it really takes the seriousness out of the situation. Think about it- ***billions***. Billions of women out there, every day.

You're gonna tell me they're all taken?

Every day, millions and millions of girls are just turning 18, 19, 20, and 21 probably close to your area! Every day, millions and millions of girls have just become single again, or have always been single, and are looking for a guy who knows how to play the game!

Think about that. This is not a game reserved only for a lucky few.
All this game asks of you is that you learn how to ***play***.

Another great thing about realizing that it is all a game, is that women will detect that you are having fun and not taking them too seriously. This is very sexy, since it means you're not psyched out, it means you have things under control. It means you are THE MAN. And it means you are FUN.

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Now, I am ***not advising*** that you should turn yourself into a clown. I am ***not recommending*** that you should be smiling to women all the time. For reasons I will explain later, this is actually bad strategy because it appears you are trying to please them and kiss their ass. So even if you feel like clowning around, don't.

What I am encouraging is a relaxed state of being in CONTROL, since you'll know it's ***all*** just a game, a game that you will be ***great*** at playing.

CONFIDENCE AND IMAGINATION

Another step in enhancing your confidence is to **imagine** yourself as confident. If you imagine yourself being confident, you are **experiencing** confidence. This is no different than "real" confidence, for both are completely in your mind! Think about that.

The next step is to learn all the behaviors explained in this book, that really turn women on, and realize that all these behaviors are part of **your original, natural instincts.**

And remember this: The fact that you bought this book means you are internally **ready** to accept knowledge. That puts you in a rare group of people. Moreover, you now **have** the specialized information to **take action now**. This puts you into a very elite group of men on this planet.

Remember that accomplishing goals is usually directly impacted by how important the goal is to you. If the ***reason*** is significant enough, your mind will allow yourself to be confident. And I can't think of a more motivating and positive goal than to be successful with beautiful women. It is one of the strongest goals that man has in every culture and civilization.

There is a way to win with women. Allow this book to change your reality ***just like it has for so many others.***

Forget about your past experiences with women. Forget about the past completely. It was in THE PAST, and the past ***no longer exists***.

Only NOW exists.

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And you can change your reality now, by changing your strategy as outlined in the sections of this book.

Often, the most difficult thing to do is change our current beliefs and behaviors. We will suffer the cruelest punishments rather than believe we must change. It takes a lot of ***hell*** to finally decide we MUST CHANGE.

The "I ***WILL*** succeed with women" attitude comes from getting fed ***up*** with the failures resulting from the weaker "I'll ***try***" attitude.

The "I'll ***try***" attitude is ***not*** prepared to accept all required changes. The "I ***WILL*"** attitude ***invites*** new information, and ***accepts*** change, in order to make the desired PROGRESS.

That is why so many people gain success in their goals only ***after*** suffering horribly- because they get to that emotional point where they just ***can't take it anymore***, and decide they will do ***whatever it takes*** to succeed. **They will even do the thing called "<u>change</u>".**

And the greatest news is that you'll find that this is all about getting back to who ***you REALLY are***, and not some brainwashed version of yourself that popular culture has instilled in your mind.

CONFIDENCE = PHYSIOLOGY AND CONGRUENCY

Another action you can do right now to gain more confidence is to change your **physiology** into the congruent physiology of a confident person. More accurately, a confident MAN. That means actually forcing your body to do all the things a confident MAN would.

Hold your head up high. Put your shoulders back. And now, relax every muscle and take 30 SLOW, DEEP, BREATHS.

Do you speak in a meek voice? Your voice will affect your own self-concept as well as how others see you. LOWER your octave to a more **masculine** level and speak clearer.

Stop listening to sad music NOW. Watch how it changes your physiology, emotions and thoughts.

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Your brain desperately needs ***congruency*** in behavior, physiology, thoughts, and emotions, in order to strongly feel any particular emotion. Without congruency, the emotion is incomplete.

The way to weaken an emotion is to consciously do things that are not congruent to it, no matter how difficult it may seem to do so.

If you are depressed, your brain wants to match that up with congruent behavior, thoughts, and physiology. Congruent elements of being depressed include listening to sad songs, watching sad movies, hunching your shoulders, drooping, looking down, frowning, not moving around much, etc.

Guess what happens when you act INCONGRUENTLY when depressed? For example, holding your head up high, standing straight, shoulders back, smiling, watching upbeat movies, listening to empowering songs, and exercising?

You simply **cannot** feel as depressed. It's like something is missing from the "depression formula".

You may even dislike this and say I ***want*** to be depressed now, and I don't ***want*** to fight it!

Don't give in to this!

If you stick with the incongruent physiology and behavior, it will "ruin" the depression! Stick with it for a few hours, a few days if you have to. IT WORKS.

Throw out ANY and ALL depressing tapes, records, songs, pictures. Burn any pictures you may have of "old flames" that only remind you now of misery. The very act of throwing these things out is a positive action that will have mirroring positive emotions. (Using congruency in your favor.)

Be as CONGRUENT as possible with the **POSITIVE** EMOTIONS. Don't just ***think*** positive, but also ***do positive*** actions in order to wipe out the negative emotions.

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Stop any actions or postures that are less than befitting a man who is totally fulfilled and confident. Listen only to songs that reinforce the idea that YOU are desirable, that YOU have power. Switch stations if girly-man, moping music comes on.

Stop THINKING about sad things, or depressing things, by FORCING yourself to think differently. One way to do this is to change your mental **environment** to a positive one of THE MAN. For example, immerse yourself in movies about men who are in total control. Watch Bond movies. And listen to MACHO music, not whiny, geeky, or sissy music.

Remember, garbage in = garbage out. So feed your mind with a diet of confidence and empowerment.

And, ***in all areas of your life***, stop doubting yourself and GO FOR IT. THE MAN has ambition and passion and dreams, and ACHIEVES his goals. He is not chained down by fear.

Environment plays a massive role in affecting the way you think and act, so you must absolutely avoid hanging around guys who are bitter about women, or bitter about ***anything***. It will be hard for you to not be affected by their thinking otherwise.

Once you have mastered this book, then, MAYBE, you can then go back and help them, as long as they are POSITIVE about learning: You cannot FORCE someone to learn.

On the other hand, do try to find guys ***who are great with women***. Hang out with these dudes. Observe how they interact with women. Watch how CONGRUENT these guys are with women in every last detail. You'll start to adopt their successful mental attitude, physiology, and behavior.

Offer these guys a reward for helping you. Or just tell them you respect them and seriously want to learn. These guys often don't mind helping out if they know that you are serious.

Don't worry if you can't find these guys. This book is also "being in the right environment". And even though I haven't met you in person, I am communicating to you, via these pages, every last detail required for you to become awesome with women.

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AND IF ALL ELSE FAILS, REMEMBER THIS

I hate to resort to this, but the fact of the matter is that if YOU don't go up to women and date them, some other guy, probably an asshole, WILL.

Unfortunately, women are TERRIBLE at judging character. They WILL go out and have sex with men of HORRIFYING character.

These men succeed because they are not afraid of women, or even if they are afraid, they DON'T SHOW IT. It is your DUTY, as a decent guy, to go up to these women, or some jerk or psycho might do it instead.

Too many good guys are too freaked out to go up to women. Yet if you knew how easy it was, and how women are often so pathetically and easily manipulated by total creeps, you would take more action, even if you weren't so totally confident. You would go up to girls without a second thought, because you would know how often women are fooled.

Why should you sit on the sidelines when it's so easy? Why should you let all the creeps get all the women?

Women want a guy with confidence and a guy who is NOT an asshole. But usually the guys coming up to women are assholes, since they are the only ones with confidence, even if it's FAKED confidence!

I wish women had the magic ability to detect a jerk when they saw one. But the unfortunate truth is that even murderers can fool women, so you can imagine how easy it is for a "harmless" jerk to fool a woman.

Ted Bundy was never afraid to go up to women. Women didn't suspect him. He never let himself get stopped by any fear of women, including the possibility that maybe a woman would detect his true character.

Women don't have any magical ability to detect your character; they can only detect SIGNS of fear and nervousness. So even in a worst case scenario where you don't FEEL confident, at least ACT it until you have the experience to BE confident for real.

You are your worst critic, so stop thinking lowly of yourself and go approach women!

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CHAPTER TWO:
BEING A "NICE GUY": FORMULA FOR DISASTER

One of the primary behaviors that an unbrainwashed man exhibits is a focus on **achieving tangible goals**, with great **aggressiveness**.

Nothing stands in his way. He isn't a **nice guy**.

This doesn't necessarily mean he is a jerk.

Understanding this concept is a crucial component of the de-brainwashing process and fundamental to the recapturing of your masculinity.

Simply put, women are **REPELLED** by "nice guys".

When I say repelled, it MEAN it. I am NOT exaggerating.

It's kind of a sad fact of life, but it's ONE HUNDRED PERCENT TRUE. Women equate "nice-ness" with INFERIORITY.

Women are attracted to **masculinity**, which embodies **strength** and **power**. Being NICE is synonymous with HAVING **NO** POWER.

When you are nice, you send the message "I have no power" to a woman. Which means, to her, that you are giving all the power ***away,*** to her!

A "nice" example of a horrifying self-inflicted wound is when a man tells a woman he hardly knows that he loves her. This is NOT attractive, for she feels she has the power over such a man.

Women **cannot** feel attraction for men who need them, or for any man who exudes weakness in any form. "Niceness" is basically a kamikaze act, a suicide to your future with her.

Nice guys have another BIG problem: Competition from "Bad Guys". "Bad Guys" know a great deal about how to be in this savage, ruthless, and competitive world, which includes the world of women.

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I'm not saying women are savage, but because women must carry a baby for nine months, women are FAR MORE RUTHLESS than men in their selection of sexual mates. It boils down to survival and to evolution.

"Bad Guys" often appeal to women on a visceral level that only **evolution** can logically explain: "Survival of the fittest" = female attraction to tough, ruthless men.

Most men these days, especially "nice guys" don't know why women seem to only desire "bad guys".

Nice guys **really believe** that it is an **exception** each time they see a woman with a jerk, even if they see it a thousand times.

Nice guys believe that women **MUST** like nice guys because it **seems** to make **sense** that women **SHOULD** like nice guys.

I really believe that if men knew for a **fact** that women did **NOT** like nice guys, then they would stop shooting themselves in the foot each time they met a woman.

Well, it is a fact. Women don't like nice guys. Women don't usually like abuse, and I'll show you how to be successful without being a real jerk, but get this through your head one more time:

Women don't only "not like" nice guys…
Women are REVOLTED by them.

Let me explain to you a little more **why** women detest nice guys. Being overly nice is NOT natural. It ***inhibits and hides*** your instinctive sexuality and masculinity.

The problem is that being nice SEEMS to us to be natural, because we have been SO DAMN BRAINWASHED into it. And it really feels bad at **first**, knowing that you simply CANNOT be nice to a woman you desire.

It actually feels UNNATURAL at first.

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But I assure you, it is good and natural to be more "bad" with women. Being "nice" makes women feel guilty and inhibited about sharing their "sinful" sexuality with a "nice" asexual guy like you.

"Nice" is fake. Masculine is real. Masculine is sexy.

Being nice is weak. It ensures you pander to women, in the hope maybe they will give you sex. It is repulsive.

Ironically, "nice guys" wonder as they complain, "I don't know what happened. I was so NICE to her, I treated her so WELL. I was **everything** for her. I took her places, I bought her things, I LOVED her. I told her I loved her a **thousand** times. I **never** looked at other girls," etc.

Yet it was actually this "niceness" itself that ***ruined*** everything!

"Bad Guys" used to be the only ones who knew this. They snickered to themselves as they watched nice guys get shot down by hot women who were bored to death of compliments and ass kissing. These women had no reservations about rejecting the nice guy for a bad guy and having sex with the bad guy on the very first night.

And of course, these women complained about the "jerk" that dumped them for another woman the very next day. And the "jerks" laughed even harder at this, because they knew she wouldn't change a bit, and that she would fall for another jerk, again and again.

Well, no more.

This book is going to really stick it to the "Bad Guys" by teaching good guys every damn little secret that bad guys already know.

And you won't even have to be a jerk. Think of it as my contribution for world justice.

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"NICE" DISASTER PART II: COGNITIVE DISSONANCE

There is another reason why being "nice" is such a calamity, and why being the dominant, alpha male, known as **THE MAN,** is so crucial.

Not only are women attracted to the sexy masculinity of THE MAN, but women are forced to be **suspicious** of whatever good feelings they can muster for a "nice" guy.

Sounds crazy? Not really. Here's why: "Nice guys" unknowingly instill **resistance** in women by being so good.

When a guy is "NICE" to a woman, then even in the rare case where she may feel desire for him, she will interpret her desire as NOT BEING DESIRE. Rather, she will interpret her feeling as "debt", or "guilt".

She will think she is only feeling emotion because she owes the guy, or that she feels sorry for him. In other words, she will be convinced that she feels no real DESIRE.

Whereas, if a guy is a typical ***jerk***, she thinks the guy's very "jerkiness" is the ***proof*** of his ***sexiness***.

After all, the jerk doesn't even TRY to impress her, so he must be ***so sexy*** that he doesn't ***need*** to try! She then feels **no** guilt, **no** debt, and **no** pity. And if she feels ANYTHING, then whatever she feels will be interpreted as RAW, UNADULTERATED, PURE **DESIRE**.

And the more he acts like a jerk, the more he reinforces her desire, through the following never-ending cycle of "chick" logic: She becomes convinced her desire is pure, that it is ***her*** who loves ***jerko***, because it surely isn't ***jerko*** who needs ***her***! And if jerko is so "un-needy" that he can actually continue to be such a jerk, it **must** be because he is so desirable that he can get away with it.

This makes her desire for him even greater, and as she shows him this desire, he (as a jerk) makes sure to NEVER reciprocate, which makes him seem even sexier because most guys would kiss her ass at this point. She, of course, then desires him even more, and so on and so forth…

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Do you get it? If not, read it again, it's crucial.

This phenomenon is known as Cognitive Dissonance, first expounded by professor of psychology Leon Festinger in 1957. What it means is that humans seek inner harmony, also known as CONGRUENCY.

We don't want resistance and conflicting ideas in our head. It doesn't feel good. So we explain our behaviors, and feelings so they **seem** congruent. Cognitive Dissonance is very powerful stuff. A woman simply will not feel DESIRE for a man if she has reason to think it's actually a feeling of debt or guilt.

On the other hand, if a man does not give a woman any reason to suspect her own desire, she will trust her feelings and believe it **is** desire.

In order to ensure that a woman does not question her own feelings, and does not doubt your sexiness and desirability, you must NOT buy her things, do her favors, kiss her ass with compliments, or be submissive in any way.

As a matter of fact, always make it clear to a woman that you do EVERYTHING on YOUR terms, not hers. For example, even if she asks you to kiss her, make sure you don't. Don't start an argument either. Rather, keep cool, sly, and in control by telling her something like "I'm not done hugging you". After hugging her, you can choose to kiss her or not.

The point is that EVERYTHING is under YOUR will and power.

If you stay clear of all forms of kissing up, then she will be forced to know that it is HERSELF who has come up with these feelings of lust for you. You must apply this concept **all the time** with women, forever. Even smiling too much can be a sign of you seeking her approval. Don't do it.

ANTI ASS-KISSING 101
"I LOVE YOU" = ATTRACTION SUICIDE
"YOU'RE SO BEAUTIFUL" = ATTRACTION SUICIDE

In a similar vein: DO NOT TELL A WOMAN YOU HAVE RECENTLY MET THAT YOU LOVE HER.

Second worst, don't tell her "You're so beautiful". Or anything like that.

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Most guys tell an attractive woman that they love her, or they comment on her beauty, way too soon. Or they just kiss up to her in a million other ways- it's NEVER justified.

Saying, "I love you", before at least knowing a woman for a few months, makes you look desperate and it makes you look stupid.

How can you love someone you barely know?

She knows what you really mean is that you ***lust*** her.

That means ***she*** is in control.

This also takes away all the positive sexual tension that could have worked to your benefit had you NOT given over all the power.

You have given her the entire deck of cards, so to speak.

THE MAN is confident in his own sexual worth, and does not say things like "I love you" for at least a few months.

And even ***after*** this period, when a woman has shown she is worthy of love, he does not become a geek and start kissing her ass with frequent compliments and statements of "I love you".

Kissing up to women makes you your own worst enemy. It makes you look like an **inferior** who has to kiss ass to get love. It's also unoriginal: Every guy already kisses her ass- she doesn't want another ass-kisser!

Let's say you're at a bar or wherever, and you decide to sit beside some woman. Don't project that you are trying to get her approval. For example, don't even face her with your body. You can turn your head, but when you talk to her, don't even turn your body UNTIL she shows you some good feedback, or gives a good smile, etc.

In other words, when with a woman, show that you are not under her spell.

Common ways to show you are NOT under her thumb are NOT smiling much, not getting excited when she talks to you, not giving her your ultra-focused attention, playfully teasing her, and my favorite is…

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Letting her know that she must pass YOUR standards.

Not only does this eliminate her potential inner resistance, but it also makes you appear HIGHLY IN DEMAND by other women.

You can **combine** the concepts of not being a "nice guy", and cognitive dissonance, in the bedroom:

When a woman initially performs a type of sex that you enjoy, such as oral sex, don't jump to telling her "I love this", or she will think she is doing it FOR YOU, and not because SHE enjoys doing it for you. Instead, ask her "Do you like sucking on my cock?" If she is in the heat of the moment, she might very well answer "Yes". You can then go on to say "Tell me how much you like sucking on my cock", and she might very well TELL you. And then, she will later THINK to herself, "I actually DO like SUCKING HIS COCK!"

All in order to preserve inner harmony.

Another example of combining these elements would be regarding a sexual treat you want a woman to perform that she may be uneasy about. Tell her "Just pretend to do it, and tell me how much you enjoy doing it. Pretend."

By pretending, she will still PSYCHOLOGICALLY experience the act.

And if she is PRETENDING that she IS enjoying it, then she actually IS enjoying the act psychologically. And because she will want to match her actions with her current thoughts and feelings, there is a much higher chance that she will then DO THE ACTION for real, and enjoy it!

Is this manipulation? No, because ***if she really didn't want to***, ***she wouldn't***. You're just helping her eliminate artificial resistance.

Anytime you ask a woman to do something for you, you're back to ass-kissing behavior. To her, it means you are politely asking for something, because you don't believe she really wants to do it for you on her own. And women interpret your "asking" as you not being worthy of her wanting to do it out of her own desire.

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Better to help her realize it's HER pleasure as well.

In general, by not kissing a woman's ass, you show that it is **in her interest** to try to build rapport with YOU, and that you do not need to get on your knees to build rapport with HER!

Remember that women are not your guy buddies. With guy buddies, you don't have to prove much. You don't have to prove that you are THE MAN. (**Although you should *never* be a "pushover" *anywhere*.**)

Women WANT A MAN WHO DOESN'T GET ON HIS HANDS AND KNEES FOR THEM. A man who does not NEED OR BEG for things.

Women want to feel that their desire for a man is CARNAL. They do not want to feel that their desire stems from "I owe him". "I owe him" is weak and pathetic. CARNAL is overwhelming.

Picking up girls is really one of the easiest things on earth once you understand that women WANT MASCULINE MEN very badly. They want MEN, not effeminate ass-kissing creatures!

Women want to have wild sex with real men.

It's that simple. Once you realize that, your world will change.

Every time that you catch yourself thinking that women like "nice guys", get this image into your mind: Women at a **strip club (where the *men* strip)**, including **hot** women and girls, who **don't need** to be there since they could get plenty of men easily.

These women are horny, yelling, screaming their heads off, getting loaded and trying to **grope** these naked men.

Are you going to tell me that you believe women when they say they go just for **fun**?

As if it was non-**sexual** fun?

Well, let me tell you something: Women are SEXUAL, LUSTING CREATURES.

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And if they met a masculine man, they wouldn't have to go to strip clubs to get a fantasy of one. Real men are tough, and DON'T DO FAVOURS for women to get their approval. Remember, being nice is **ugly**, and it also creates **resistance**.

Instead, just enjoy the greatest privilege that comes with being a man: TAKE CHARGE AND DON'T GIVE A DAMN WHAT WOMEN SAY.

WOMEN **ONLY** LOVE MEN WHO **DON'T** LISTEN TO THEM!

Nice guys are always doing what women say, and women despise this weak behavior. If a girl ever calls you a jerk, *breathe a sigh of relief*. Casually reply, "Thanks for the compliment." Show you don't give a damn what she thinks. (Besides, it is a compliment since women love it!)

NICE GUY DISASTER PART III
NICE-GUY EQUALS GOOD-BYE

For millions of years, nice guys got demolished by bad guys, and often starved to death from losing out to the competition for resources.

That meant that the women who were attracted to nice guys would probably starve as well, and not reproduce as successfully or often. In other words, with time, there eventually were no women left with the trait of feeling attraction for "nice guys".

It took evolution a million years to fully weed out any women who liked nice guys. The situation has become so dangerous, that it has reached the point where men **must** embrace the following creed as pure scientific FACT:

WITH WOMEN, NO GOOD DEED GOES UNPUNISHED.

From an evolutionary point of view, the "war of the sexes" has meant nothing less than immortality or annihilation: Reproduction by having sex, hopefully with someone who has awesome (read: sexy) genes is our only chance to survive beyond our own deaths and into eternity.

This means that it only makes sense to find the best sex partner you can, and also to seize any opportunity to ***gain control*** in any way possible.

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But in women's minds, there is a specific irony: "If a man is controllable, he probably is a bad genetic catch not worth exploiting for genes!" But if a man is controllable but usable at least for his **"nice-ness", for his favors, money, etc,** that he will provide for her (future) children, a woman **will exploit** these superficial elements that are ***not as integral to her genetic survival***, and yet ***not feel attraction toward him***. (In her brain, it's hard-wired like this: The most important thing she can get from a man is WINNING DNA, in his sperm. If a man is not confident, he seems like he probably has LOSER DNA in his sperm. Therefore, he would create loser children who may not survive and reproduce. Therefore, no attraction toward him.)

Of course, a man who relies on money and "niceness" may not even be the real father of "his" children! ***This is why it was so important for men to be the ALPHA MALE/the dominant male/the best catch/THE MAN, since otherwise, the chances of raising someone else's child increased.***

If you act like a pathetic man, forget it. **You're history**. When women act pathetic/meek/nice, it isn't so harmful, because as long as they got pregnant, the child was theirs for sure.

But the best assurance a man could get that the child was his own, was to have sex with many women, and/or to simply make himself so desirable that a woman simply would not likely feel attraction to anyone else. He had to make himself a good catch, **which meant becoming more courageous, a better hunter, defender, etc**. ***In other words, for sexual value, a man relied on his "masculine" characteristics and LEARNED ABILITIES***. These abilities and character traits are what women needed from men.

Whereas a woman's sexual worth primarily came from her looks, a man's value came from what he could ***do***. ***And acting without confidence makes a woman think you can do NOTHING***. ***It is suicide to your success with women***. That is why your behavior is so important.

So not only is "nice-ness" the opposite of masculine, not only is it totally unsexy to women, but women will definitely EXPLOIT it even though they feel no sexual attraction to it.

Sucks, huh? But it's true.

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A woman will usually interpret a good deed as a sign of ***weakness and inferiority***. She will lose attraction to you, and see "an opening", an opportunity, to use you only for your favors. She will slowly wrest all the power away from you. She will try to use you as far as you will allow.

The more you let her push, the more she will feel you are an inferior male, therefore the more attraction she will lose for you. Simultaneously, she will try to use you more and more ***exclusively for your favors***, since those favors are the ***only use*** you have to her. Also, there will be no reason left for her to even ***pretend*** that she likes you, since you are **already** giving her **everything- and it seems to her like you always will**!

Giving a woman "everything" once seemed like a logical way to make her like you, right? I'm glad that now you know it's a sure-fire way to make sure she feels NOTHING for you but **revulsion**.

NICE GUY DISASTER PART IV: THE PROVIDER

There is another disaster that occurs from being a "nice guy". **Specifically**, from being a nice guy that BUYS a woman things.

Here's what happens when you buy a woman things:

STAGE ONE: A woman will start to treat you like crap.

STAGE TWO: She will demand that you buy her more and more things.

STAGE THREE: She'll secretly search for a man who turns her on.

This does not make women "evil". Let me state some facts before I explain my theory of why this happens:

1. Women have depended on men for a million years for food/shelter.
2. These days, **money** is that link to food and shelter.
3. Of course, women have **also** always needed men for **sperm**.

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However, throughout all this time, a woman could go to **one man** for food and shelter, (and grudgingly accept his sperm), and secretly go to ***another*** man **especially** for what she has been genetically programmed to "know" is his superior-gene-carrying sperm.

In other words, a woman could use one man for providing, and secretly have sex with another man she "knows" will give her superior children. (And sometimes, even more rarely, women use more than one man for **each** purpose. In general though, women do not desire as many partners as men desire.)

Here are the two clinchers:

There is evidence to show that when women have orgasms, they retain more of the sperm inside of them.

It is also a fact that most of a male's sperm is designed not to impregnate, but to destroy other men's sperm that may be inside a woman.

If women were so faithful, men would never have evolved to the point that their own sperm has become very much a weapon of self-defense used to counter-strike women's evolved strategies of "cheating".

Think about it: If a woman mates with a man that she is using just for food and shelter, and if she is not sexually attracted to him, she would not as likely orgasm. Thus, she'd not as likely retain his sperm.

She could then secretly have sex with ***another*** man she ***is*** attracted to, be more likely to orgasm then, and retain this other man's sperm. This would increase her chances of having ***his*** child.

My research indicates that women are actually most likely to cheat at the very time they are ***most fertile***… Evolution's way of creating superior children, though it often screws up.

By the way, I'm not saying that all women cheat, and I'm not stating that women ***purposely*** cheat at the time they are most fertile. These processes are not conscious.

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Attraction is based on basic on cues of genetic health and superiority, although these cues sometimes are not accurate indications. A person could easily be attracted to someone and have a child, only to find out later that the father/mother is genetically diseased.

Nonetheless, this is what is built into us as instinct.

So, if you start buying things for a woman, especially if you do it right away, you activate a very powerful instinct in her that blares "**Not sexy, but worth using**." This happens to her on a subconscious level, which seems subtle, but is actually devastatingly powerful in its effect.

Better to NEVER buy a woman things, so at least if she is not interested in you, she will not **pretend** to be interested in you. You will **know** where you stand. But if you buy her things, she may pretend to be interested, as she tries to use you for money, since the idea of using men as providers is pretty ingrained.

Don't you want a woman to desire you in a **sexual** sense? Then DON'T make her think you are a provider. Make it clear that ALL you offer is YOU, which is the ULTIMATE pleasure.

Now, I'm not saying all women are bad. And I'm not saying that after going out for a few months, you can't do something nice or romantic. At that point, it will be clearer that you are not doing these things to win her desire.

I'm just saying how evolution seems to have worked, and that therefore you should use this information to make sure you DON'T trigger the wrong instinct in women. If you want to find out more about this, read "Sperm Wars", by Robin Baker, Ph.D.

THE MAN is the ultimate reward for a woman.

He gives her nothing else.

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NICE GUY DISASTER PART V:
WOMEN HATE "EQUALITY" GUYS

You must ABSOLUTELY ABANDON the idea that you should make women feel "equal".

Women don't **want** to be equal with you, and, logically, they are even **more** repulsed by the idea of you making them "number **one**".

I know this is all contrary to popular belief, but remember, it was popular beliefs that screwed up most guys in the first place.

NO, NO, NO.

Women desperately want a man who is SUPERIOR to them.

Men and women are NOT the same. Nor ***should*** they be. Nor do they ***want*** to be.

Trying to make a woman feel "equal" to you will only make her feel that you are therefore an INFERIOR male.

Does a superior kiss the ass of an inferior? Does a king bow down to his servant?

No!

I'm not saying women want to be your slave, but they DESPISE the idea of being equal.

If you show a woman "equal-ness", she will feel ZERO sexual desire for you.

You will be going ***right against nature*** and ***destroying*** any attraction she can feel for you.

NO MORE "EQUAL-NESS" WITH WOMEN.

TAKE CHARGE- THAT'S WHAT WOMEN WANT.

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Over a million years, women evolved to NOT feel attraction for weakness.

And, just as men are ruthless in their desire for a sexy looking woman, women are just as ruthless in desire for a man who is DOMINANT with her and with everyone in his life.

TOTAL CONTROL OF HER WORLD

You must wield ***all the cards*** in the game; your deck has to be ***stacked***.
SHE MUST KNOW AND FEEL THAT HER ENTIRE WORLD IS YOU.

Her HAPPINESS is the privilege of having you.

Her MISERY stems from NOT having you.

How do you make this clear?

Simple:

First, be THE MAN always. And then, at the first sign of misbehavior, DROP her. Make it clear, without anger, that you mean it.

If you have been THE MAN all along, she will seriously regret what she has done. More importantly, the cause of that regret is the loss of YOU.

Then, when she comes back crying, KISS HER.

This will RAISE her spirits tremendously and totally throw her off balance.

And you will have clearly given her the lesson and the feeling that both heaven and hell are in your hands alone.

Does that sound cruel?

Well, the alternative is to become a doormat by not being in ***total*** control.

Women LOVE to turn guys into doormats if ***ANY*** opportunity for it exists.

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By the same token, women **WORSHIP** a man who IS in control. They CRAVE such a man, just as a man craves a hot looking woman.

As a matter of fact, women are more ruthless in their quest for a dominant man than men are in their quest for a sexy looking woman, because a man typically can have sex with many women, and yet not invest much.

But a woman, by sheer biology and the dynamics of pregnancy, is investing much more in sex than any man, and therefore must be more ruthless in her search for the "right" partner. And the "right partner" for a woman has always meant a MAN, in CONTROL of everything.

It's a fact, and better you hear it now than never.

I once thought women did like "nice" guys. After all, I thought, "God could never have created a world in which those lovely fair creatures called women could actually sexually desire bad guys".

Well, they don't like abuse, but they do like "bad guys".

WHY DO WOMEN LIKE BAD BOYS?

Well, it's not because they really want a bad person. It's because they want THE MAN. They want a MASCULINE man.

And it's harder for women to find "nice" guys who are masculine than it is to find bad boys, who are almost always masculine.

A specific example of masculinity common in bad boys is their total dominance, particularly in the arena of sex. Some women go for bad guys because these women feel guilty about their sexual desires. By being with an aggressive "bad boy" who takes full control of the reigns, women feel like they are shirking all the guilt and all the responsibility to him. In this way, women can fully enjoy sex and not feel guilty. Moreover, almost all women, even those without guilt complexes, desire dominant men.

Also, bad boys make their sexual desires clear from the start. Nice guys, on the other hand, steer away from sex conversation, which makes women feel like nice guys are asexual.

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If a woman already feels guilty about sex, you can imagine the **impossibility** of her having sex with a guy who seems to feel just as guilty about it.

Bad boys, in a CONFIDENT WAY, make it clear that sex is important. A woman has to make a decision about sex **quickly** with a bad boy or a **more willing woman will quickly replace her**. However, a woman can often string a ***nice guy*** along for ***years*** without even making out with him! The nice guy will patiently wait for her, and end up dumped for a bad guy who she sleeps with on the first night!

But more than any single characteristic, remember that women go for bad boys because women want a man who will control them, and who will be in control of everything in his life.

They want a MAN.

Bad guys are usually not sissies.

For millions of years, man has been the hunter and defender for the family unit. Women want a man who will be the "hunter", who is strong, who will produce strong, healthy and sexy children.

Evolution has selected the forces of sexual chemistry between man and woman. Since women needed tough men for survival, that eventually became what all women were attracted to in men.

Makes sense, doesn't it? Suddenly, women don't seem so evil anymore, right?

No more evil than men.

Men desire hot looking women, because basically, sexy women often gave birth to healthier and superior looking children.

By desiring such women, men had a better chance of carrying on their own genes. Their children then grew up to become sexy adults, thus attracting sexy mates of their own and continuing the cycle in perpetuity…

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Sexy looking women's hip-to-waist-ratios have remained constant throughout all cultures and times. That's because men's preferences have been instilled by evolution, and because these ratios usually mean "well suited to breed superior children".

Women are allowed in our society to prefer tall men, rich men, or men higher in status. (Even though I know that what women really want is THE MAN.) If this is so, then why should it be any less acceptable or "bad" for you to want sex with a woman you feel is hot?

You are allowed to BE A MAN.

As a matter of fact, you MUST be A MAN or women will detest you.

If that makes you a "BAD BOY", so be it.

Half the time, "bad boys" are just being ***natural*** men, and women love it. When ***women*** state their natural preferences, for money, looks, or status, (the reality behind all these preferences is that women seek a dominant man) our culture does not label women as immoral or shallow.

The fact is, I am all for a society of good guys and good women. I just want you to realize that women love masculine, tough men. Don't act like some sexless, spineless person or you will not attract women.

Stop acting like a geek if you are in any way doing so. You don't have to be abusive toward women, but you must be completely DOMINANT, calm, and cool. And SHOW it through your actions and tone of voice.

WOMEN AREN'T "NICE"

It is critical to realize that women are human beings and ***not made from sugar and spice***. They are just as competitive, manipulative, conniving, game playing, merciless, and ruthless, in their quest to **get** the ***man of their choice***. Once they "get" their man, they will try to **control** him.

The irony, of course, is that women **detest** men that can be controlled by women. However, women WILL try to control you. Sometimes, women are only trying to CONTROL you as a **TEST**: To see if you are THE MAN. ***If you permit them to control you, you FAIL the test.***

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The desire for control, for both sexes, stems from the massive stakes involved, but it's far more devastating for a man to submit to control. It destroys his sexual attractiveness.

For a man, it's ***always*** self-destructive for him to submit to any control whatsoever, no matter ***what*** the woman's reason is for attempting to control him. And no matter what, a man ALWAYS ends up coming out ***more*** attractive by ***not*** submitting.

Since women are not "nice" and since they will attempt to control you with ingenious tactics, it is imperative you keep your guard up and not let any power or control slip through your fingers.

One of the most tragic mistakes a man can make is to let a woman know that something she did actually bothered him at all.

You know all those books on "communicating honestly with your partner"?

Forget about it when it comes to attraction, **especially in the initial stage**.

You MUST understand that there is just too much at stake for both men and women to play nicely "by the rules".

If you let a woman know that something she did hurt you, she will simply use that knowledge AGAINST you, to CONTROL you.

She will try to see **how far you will go, in terms of kissing her ass**, to try to prevent her from doing it again. And most guys resort to this pathetic bribery. It's as if these guys are saying, "I'm kissing your ass so you will like me enough to not do that mean thing again."

An example of this phenomenon is when a man tells a woman that it bothers him when she talks rudely to him. Then, not only does he now seem needy, which is unsexy, but also, she can then use extortion in subtle ways. For example, she might hint that you should do this, that, and whatever else for her or she might do the hurtful thing again.

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She may use psychological warfare, and act kind of distant, to see how scared you are of her repeating this behavior, and what you will do for her to prevent it.

You must not accept **ANY** crap from any woman, **EVER**.

As soon as she acts up, you must show how calm you are as you deliver the punishment, the figurative SPANK.

This way, she will sense that it is HER problem, not yours, for acting up. She will know that you can easily get another, **better** woman than her.

This is the punishment: Dump her immediately, and tell her not to call you until she shapes up. Or, tell her clearly you will not tolerate that, and then dump her if she does it again, with the same message.

Of course, if she did anything serious, then dump her and forget about her immediately. ZERO second chances for any real serious shit.

NEVER explain to a woman that she should treat you right.

If she doesn't know that, DUMP her. She is not worth keeping if she does not treat you right. Tell her not to come back until she shapes up.

And she will usually come running back to you when you throw her to the curb for misbehaving.

It's called you having self-respect.

And if women sense that NOTHING bothers you, then there is NOTHING they can use against you. And, after testing you to see if you can be hurt or not, and seeing that you indeed cannot, they will usually kiss your feet.

If a woman **does not** show an immediate massive change, kick her out.

Does that sound like a mean, bitter statement about women?

It's not. It's the prescription for **reality**. 99.999999999 percent of the time.

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You might be tempted after a few good weeks with a woman to think that if she does something out of line, then you could just tell her that what she did hurt. After all, "She loves me, so she wouldn't want to hurt me again".

Nope.

If you show her she hurt you, she'll keep it in her arsenal.
And she will use it again.

Think about it like this: 99.99 percent of the time, if somebody is being a prick, they **know** it.

Women **know** if they are doing something wrong to you.

And if they really don't know, it's probably something trivial and not worth you mentioning to her anyway!

So if you DO indicate something hurt you, she will just know how to activate your "hurt button" in the future.

So here's my recommendation:

Keep your cool at all times.

Don't let her know that ANYTHING bothers you.

Always, ***calmly*** tell her she misbehaved by doing the specific thing she did. Tell her you won't tolerate it.

But don't let her feel it actually bothered you.

NEVER argue with her about it. It will NOT HELP, only make things worse. I guarantee it.

Now of course, if you have been with a woman who has been **great** to you for years, and once in a while she acts up a bit, well that's perfectly normal- you probably aren't perfect either. You've both earned a bit of slack.

There is a BUT, though.

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But heed this warning:

Women will sense a guy that they can get to kiss their ass, and will take FULL ADVANTAGE OF HIM till he is barely even a rug to walk over.
And women will **deny** this till the end of time, even coming up with **brilliant "**excuses" for their bad behavior.

Now that you know this, it's time to stop taking any crap from any woman. You are responsible from now on if you put up with anything that doesn't feel right.

Think about that the next time you're about to be "Mr. Nice Guy" with any woman. Women understand, relate to, and **demand** mental toughness more than you realize.

(Notice I used the word ***mental*** toughness. Don't EVER get PHYSICALLY VIOLENT or even upset with any woman, I'll explain later why this is so important to your success, and goes way beyond just the law.)

Don't be Mr. Nice Guy. And don't be Mr. Angry. Neither one is cool.

So you know now not to be a nice guy. How exactly **should** you be?

Pound this short answer into your head: Be "THE MAN". In the macho, cliché sense.

Oh, I really hope that doesn't hurt you or insult you.

It shouldn't, because if you haven't been THE MAN, it's ***not your fault***.
For a long time, I didn't think like THE MAN. It ain't easy in our inane, politically correct culture.

A lot of guys don't believe me when I say that being THE MAN, **inside**, mentally, and even more important, **emotionally**, is THE VITAL KEY to sparking and sustaining a woman's desire. These guys think that their looks and money are more important. These are LIES, and you need to be de-brainwashed about these matters.

Let me address the looks issue right here and now:

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CHAPTER THREE:
THE MYTH ABOUT LOOKS AND MONEY

A MAN'S LOOKS ARE NOT THE MOST IMPORTANT THING

Although women DO appreciate good looks, women are LESS into looks than you would believe. I'm sure you've seen beautiful women with less than good looking guys who were NOT rich.

Next time you see this, watch how the guy behaves. Is he nerdy? Or masculine?

Think about Al Pacino in Scarface. (A great movie example.) He is not supposed to be the best looking guy in the movie, but he gets the hottest woman, Michelle Pfeiffer's character.

That's because Scarface is THE MAN.

He projects POWER.

From the moment he arrives in America, he is determined to rise up.
He kisses no one's ass, even when he has nothing. (And if you think it's all about money, you're wrong- I'll explain later why.)

Now, this is no excuse to not LOOK YOUR BEST. That's why I have included a section regarding this topic. ("Physique" p.78, and "More on Looking Your Best and Not Being a Geek" p.79)

But once you have finished making the best of your looks, remember this:
A man's appearance is not ***nearly*** as important to women as you think.

Ironically, a powerful **proof** that men and women are different in this regard (as well as others) comes from the behavior of homosexual men and women. Lesbians tend to be far less discerning about things like age and appearance in their partners. They also tend to have very few partners.

On the other hand, homosexual men tend to be EXTREMELY concerned about looks, and weigh this consideration heavily in choosing their partners. Also, gay men tend to have many sexual partners.

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You can see how men and women differ:

Homosexual men accentuate looks when choosing a partner, just like heterosexual men do when choosing a woman: Men care about looks.

And homosexual women are less concerned with a partner's looks, just like heterosexual women: Women don't care as much about looks.

As you can see, men and women will always be different, no matter what. So just because you think one way does not mean women think the same.

Guys tend to be worried about their "looks" because they assume women are the same as them. But they are NOT.

It's MEN who are ***obsessed*** with looks. Women appreciate a sexy looking man, but looks alone is **neither sufficient nor necessary for** turning on women.

As a matter of fact, a guy with "looks" who's ***not*** THE MAN will be toast.

In contrast, a hot looking woman, even if she acts **unfeminine**, will still be highly desired by most men.

Men primarily developed this attraction to a woman's appearance because the stereotypical image of a "sexy" woman usually did mean she had an ability to produce strong, healthy children.

All this happened through evolution, so it has nothing to do with us being conscious of the reasons for our desires.

It simply means that men who were attracted to beautiful women were able to reproduce better than men who did not feel this type of attraction for women with these features.

Those men who felt this attraction for these women survived and those who did not were wiped out.

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For all the talk about beauty being in the eye of the beholder, think about the fact I stated earlier: The waist-to-hip ratio for what is considered a sexy woman is the exact same now, in every culture known to man, as it has been over all recorded history.

Beauty is NOT only about personal taste. It's largely **ingrained** in our brains, because it was the ONLY way to ensure choosing the right mate for the survival of our genes.

And just as men evolved with these tendencies, women evolved different criteria in order to feel desire for a man. Those criteria are what this book is all about! Mostly, what women want is a MANLY man.

Your looks are a very small factor in the formula for attracting women.

MONEY IS NOT THE MAIN FACTOR IN ATTRACTING WOMEN

A lot of guys are also convinced that having a lot of money is necessary for success with women, especially if you don't have great looks.

Again, untrue.

Women have evolved to feel attraction for men with power.

Money is a form of power, but depending on how it is used, it could even make you seem ***inferior*** to other men!

Women are attracted to men who seem to hold the promise of awesome genes that can be passed on in perpetuity. "Awesome genes" mean genes that can **create offspring that will eventually attract the best (read: most sexy) of the opposite gender for reproduction purposes. (Remember, what is sexy is different for men and women.) This is an endless cycle, for the progeny then carry on the legacy of sexiness, attracting the best sex partners in every generation.**

A man who makes a lot of money seems to be a man whose genes have enabled him to figure out how to do this. Those same genes may likely enable his children to have the same ability, a legacy of his DNA.

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So don't be a pathetic guy. You should be passionate about your ambitions and dreams and goals, and you should go for them with everything you've got. Passion, backed up by a serious plan, is sexy.

Most of what holds people back is fear. That is why fear is so unsexy, especially for a man. Fear means being held down from all you can be.

What is considered sexy to women is all about survival and power.

That's why money is sexy to a certain degree.

But remember it is ONLY ONE SOURCE OF POWER, and **an indirect** one at that. It is very possible that the money will be gone and/or was acquired in a way that has nothing to do with his ability.

Evolution is a powerful force, and did not allow for such an unstable and ambiguous attribute to have a very powerful effect on women's attraction to men.

The fact that many women marry for money means **NOTHING** in terms of their **attraction**. Many women marry a man they don't care about for money and security, but will have sex and even children with the man they truly desire. When a man uses money to impress a woman, it signals to the woman that he has nothing else sexy about him.

So don't be so thrilled about money on its own.

Henry Kissinger, the famous American Secretary of State, once said "Power is the ultimate aphrodisiac". Yet when wealthy men use their wealth in a way that shows they believe they have nothing else, (kissing up to a woman by buying her things all the time, etc.) these men DESTROY THEIR ATTRACTIVENESS TO WOMEN.

It is not so much a man's actual **possession** of wealth in and of itself that has any sex appeal, but rather it is his ***power*** to amass riches.

And certainly, ***spending*** your money on a woman does not mean you have ***any*** power, especially if she knows you DON'T have a lot of money.

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Then it just means you are kissing her ass (SIGN OF WEAKNESS, NOT POWER) and giving up your hard-earned cash for her exploitative ass.

Even a billionaire, if he shows WEAKNESS, or any ass-kissing tendencies, he will appear ***powerless*** in her mind, extremely NON-masculine, and she will NOT SEXUALLY DESIRE HIM.

So as far as money goes, DO YOUR BEST to make a lot of cash, but all that really matters to most women is that you are not **limited in your life** because of a lack of money.

In other words, if working at the checkout at McDonald's is your grand vision of the future, you won't seem sexy, to say the least.

There's no good or bad here, just simple evolution. If women evolved to like men with no power in any form, be it looks, wealth, courage, or any other power, women would then have children who would starve to death from no food or money, or their children would have no qualities to eventually attract sex mates. In essence, these women would have their genes wiped out from the genetic pool.

If you don't have money, you should be in the process of making it.

A good rule of thumb is to pursue something that you love and market it on a massive scale. I know that is an oversimplification, but it's true.

You can lie to women about your economic standing, and usually get them into bed with the lie, but why not just really be a man and ***do something about this to make a respectable amount of money so you won't have to lie***. That way, you can be totally congruent since you will know it's true, and you will have even more success with women.

Women find men without ambition to be mentally weak, for these men seem to possess a lack of power even in the future.

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CHAPTER FOUR:
BEING *THE MAN*

WHY BEING *THE MAN* IS THE CRUCIAL FACTOR

Women are unconsciously attracted to power in **all** its forms, but not all its forms create the same kind of desire or even the same degree of desire.

A sexy appearance is a SIGN of power in the sense of vitality/good genes.

Wealth is a SIGN of power in the sense of secure resources for her children.

But when it comes to creating RAW SEXUAL DESIRE in a woman, these are all INDIRECT signs. They give ***indirect*** directions on her mental map. They say, for example, "I am good looking, I may therefore have good genes, you may therefore want me". And maybe she will, maybe she won't.

It's like me giving you directions to go right, then left, then right, then make two lefts, and on and on, when I could have just told you to just cross the street to get to the damn place! Maybe you'll make it there the first way, maybe you won't!

The most important power you can have is knowing how to DIRECTLY stimulate the "nerves" of her SEXUAL desire, through your DISTINCTLY MASCULINE SEXY BEHAVIOR that indicates you are her ***other half***, ***required for her to feel complete***. Think yin/yang here, the masculine balancing the feminine and vice versa.

By behaving in a masculine way, you create the CLEAREST CONNECTION TO A WOMAN'S SEXUAL DESIRE.

It's like your sign ***now*** reads: AS YOU CAN **FEEL**, I AM YOUR **SEXUAL** DESIRE INCARNATE.

It's like waving a glass of water to a man dying of thirst in the desert!

No explanations and no interpretations are necessary!

I WANT THAT WATER, NOW!

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When you behave as **THE MAN**, you are giving her the most DIRECT "SIGN" of your sexual worthiness - the sign that says you are her ***missing component***, you are the masculine to balance her feminine.

The other "signs" of power are like a roundabout route to a destination instead of the direct route. The other signs are unclear from a sexual perspective, since they are not distinctly sexual. After all, a woman can have money, and a man's looks may be deceiving.

But a man's **actions** speak **louder** about his sexual attractiveness than his wallet, his looks or his words:

If he BEHAVES like a MAN, he probably IS.

DING! Sexual desire in a woman is now stimulated.

Think of it this way:

Great looks/great wealth/etc. = ***signs*** of power = ***possible*** sexiness

BUT

BEHAVING as A MAN= "proof" of power = ***definite*** sexiness

By directly stimulating the "nerves" responsible for triggering a woman's sexual desire, you BYPASS all the inefficient methods and create an ***expressway*** to attraction.

Behaving in a MASCULINE way means being relaxed while also being confident and dominant, and not having emotional reactions to things.

And what do all these behaviors have in common?

The answer is EMOTIONAL STRENGTH.

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EMOTIONAL STRENGTH

My theory is that women respond to this like nothing else on earth because the truth is that ***this is the greatest sign of power***, and the most difficult to achieve, the most difficult for a woman to find in a man.

You see, money can be given or lost by sheer good or bad luck, looks can fade and be deceiving, but emotions are the **great equalizer**. Everyone is challenged by their own fears, so the man who conquers his own emotions is usually the ultimate victor.

For example, let's say you are faced with a great challenge in your life. Whether its financial, social, or anything else, the fact is, if you are emotionally secure, calm, cool, and confident, you will usually end up conquering the problem and getting back on top of things.

But if you start to fall prey to negative emotions, you will be at the mercy of whatever happens to you and you will be relying on your luck. We all have heard of successful people who have had it all go down the drain and then commit suicide. Do you see how your emotional strength is the truest sign of your personal and inherent power?

A guy who does not get emotionally "messed up" or "bogged down" by life's challenges, is a guy who will overcome those same challenges.

He will be a man in FAR GREATER CONTROL of what happens in his life, than a man who is a millionaire and is not an emotional winner.

A guy who has his emotions under control and has banished his fears has ***the power*** to achieve almost **anything and overcome almost any obstacle**.

Women understand this on an intuitive level, beyond the conscious.

Women desire to be with this type of man, because he makes them *burn* with *pure sexual desire*.

As I explained before, at first, you may have to just ACT like the MAN. This is a good start. But don't stop practicing until you ***become*** THE MAN, instinctively.

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The irony of it all is that when women sense that you are THE MAN, you will then suddenly be flooded with all the things you have learned NOT to need- affection, support, love, sex, kindness, etc.

Being emotionally strong means you don't ***need*** any particular girl, it means you don't get jealous, it means you ***dump*** "problem" chicks ***immediately***, and don't play into their games since you ***know*** you can find ***better***.

It means that you do not do anything to "win" a girl. You are **THE MAN** and that's enough. This means not ever buying a woman something out of the fear that if you don't, she will "like you less". If you allow such fears to show, to exist, she will think ***lowly*** of you. Put simply, she will think you must be pretty inferior if you feel you need to buy her things.

Most guys talk too much and smile too much in an attempt to win a woman's approval. **Forget the song and dance.** All the extra effort to please women comes **from fear or belief in romantic lies**.

And it always backfires. Women are repelled, feeling that these guys are UNSEXY or they would not be trying so hard.

That doesn't mean you should not make ***yourself*** as good looking, intelligent, and accomplished as possible. But notice these traits have nothing to do with ***her***. You make ***yourself*** sexy by concentrating on improving ***your*** confidence, ***your*** looks, ***your*** personality, etc.

Now, there is a difference between doing something out of ass-kissing and doing something because you would do it for a buddy. Women can tell the difference, and if you do something friendly that you would do with a guy buddy, it's all right. But it must be clear to her that you are only doing it because you ***felt*** like it, and ***not*** because you felt you needed to impress her.

When you first meet a woman, be safe: NO FAVORS, COMPLIMENTS, OR GIFTS. For at least 3 or 4 months. And have NO emotional responses to things, period.

If/when a woman says you are so cool and distant, ***don't you dare*** change and become too mushy, because the truth is SHE CRAVES A GUY WHO IS COOL AND MASCULINE.

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SIGNS OF EMOTIONAL STRENGTH

TAKING THE LEAD

Do not fear taking the lead and making decisions.

If you don't take the lead in all situations, you are giving a woman all the power, and women ***despise*** men who don't have the power/control.

This does not mean forcing yourself on her physically- it means not asking for her approval to make decisions and to take action, regarding her or anything else.

If men were not naturally supposed to take the lead, then women would ask MEN out. Women DO NOT approach men. Men approach women, because men take the lead. That is just the way it is. If you are not prepared to take chances in this way, to risk a little rejection, you are not living up to your natural role.

But believe me, most of the time, women ENJOY the fact that a guy has the guts and desire to approach them, if he is THE MAN. (By the way, approaching women does not mean kissing their butt!)

This is the irony:

The less you fear her reaction, the more successful you will be.

It is absolutely imperative to throw out the "equality" type modern thinking. Women do not want a man who gives them "equality"; they despise such men as less than male.

Do not mistreat women, but do not become "feminine" YOURSELF!

Women want a MAN. A guy with fortitude.

How else should you take the lead?

SHOW THAT YOU MAKE THE DECISIONS YOURSELF.

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If you are deciding where to go or what to do on your date, don't ask, "What would YOU like to do?"

I know, I know… You would think asking THEM shows how nice you are, and you would think that women would appreciate the fact that you want them to have a good time by taking them where they want to go…

But you forget that women want a MAN. A man is in charge.

I know that a lot of women will write in saying how evil I am, but you probably already know what happens when you let women make decisions like this. Women end up getting irritated as hell that you aren't a MAN.

Instead, make up your mind what YOU WANT, what YOU think is good, and tell her "Let's do x." She can always tell you if she has an idea of her own, but don't wait for it, or expect it, and don't even accept it!

A MAN LEADS THE WAY, GOT IT?

He's not afraid of what will happen if someone disagrees, he's not afraid of what will happen if he makes a mistake. THE MAN knows he makes good decisions.

A close relative of taking the lead is….

DOMINANCE

Yup, here comes dominance again. Dominance means more than only dominance over women. It means you are THE DOMINANT MALE, even among males.

So if you are in a group of guys, you are the leader. You make the decisions there as well. Wherever you are, you must be the ruler and not take crap. (This doesn't mean getting into fistfights wherever you are, because that would mean you are unable to control your emotions and unable to handle things smoothly.)

And if you are amongst a loser set of friends, get the heck out of that NOW. It's not about being the dominant loser; it's about being dominant over everyone.

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Notice how all the hard-rock stars don't seem to try to impress anyone? Even when they are being given awards, or interviews, they show up in crude dress, cuss and speak however they want. They know they are the ones in control.

Dominance affects the way people, especially women, will perceive you. Think of Superman/Clark Kent.

Clark Kent is the exact same guy as Superman. He has all the height and muscles and everything. Lois feels NOTHING for Clark Kent.

But she feels EVERYTHING for Superman.

You think this is just a joke? You wouldn't believe how many guys, who look like Superman but act like Clark Kent, can't figure out why they have no "luck" with women.

Notice also how macho guys don't talk much and never ask for approval. That's because most people are talking out of nerves or desperately trying to win someone's approval. THE MAN has no such need, and when he talks, it's something solid.

It's true in real life, and it's true in macho heroes on screen. The Terminator isn't famous for long conversations. Guys who are successful with women are not always what you would expect physically. What counts is their personality, their totally congruency of being in control.

RELAXED MOVEMENTS

THE MAN is in control. He is not nervous or fidgeting, etc.

He doesn't tire himself out by expending emotional or physical energy in a non-efficient way, even and especially when attracting women.

People who are calm, stable, and confident don't have rapid, erratic movements at all. **Every** move is smooth, slow, calm, and deliberate. Even the way they pick up a morsel of food with their fork and eat it. Try this for practice, and observe how different you feel and look. Yes, even eat slower.

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When CIA trained professionals look for cues indicating a person is lying, they don't just look at facial expressions or movements, like darting eyes, for signs of nervousness.

Instead, they watch for ***everything***- a tapping of the foot, jerky hand movements, etc. These cues are called "leaks" for they **leak the truth**, even if the liar's face seems calm.

Even though beautiful women may not necessarily take the CIA course on analyzing what's going on in your brain, they do have a lot of experience seeing nervous guys. Therefore, I recommend that you behave with women as if they ***are*** CIA agents. Do your best to not show ***any*** signs of stress.

Besides, you are THE MAN, right?

You don't ***get*** nervous.

It's all a game.

So SLOW it down and take it easy, man. Breathe nice deep slow breaths. Move your whole body slower.

Remember the power of congruency: Your actions (slower movements) will create congruent emotions (calmness), and vice versa.

THE MAN'S MINDSET APPLIES TO EVERYTHING

I want to stress that it is important not only to ensure that women see you as THE MAN, i.e. never losing your cool in front of them, but that you actually ***stay THE MAN*** even when ***not*** in the presence of a woman.

Allowing yourself to turn into an emotional weakling when women aren't around will make it difficult to be THE MAN when women ***are*** around.

Be THE MAN at **all times**.

A perfect example of keeping your cool with women is not getting into a long or emotional argument with your woman. If you are REALLY wrong, admit it clearly once- and once only- and move on. If you are not wrong, then say your point once and that is it. Stay silent if you have to.

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Do not fall into the trap of having a long argument, because it shows you are getting emotionally out of control and too emotionally attached to the outcome of the argument

THE MAN tackles **all areas** of life with confidence. He does not beat himself up with low self-esteem. Yet he also makes no excuses for failure in any arena of his life. He realizes fears are nothing more than just that.

And he controls or obliterates the fear; the fear does not control him.

Women are not attracted to pathetic guys. Women may feel sorry for pathetic guys, but women do not feel attraction for them.

Do not be unfairly harsh on yourself, but do NOT make excuses for failure, or the excuses will never run out.

If your ambition is to serve fries at McDonald's, you really are going against your genetic programming to be a man with power. And by going against your masculine nature, your are turning off your magnetism.

Lack of ambition/ lack of discipline is not sexy to women.

Sure, you can **fake** that you are THE MAN for a while. Just FAKING that you are THE MAN ***works***. You can fool a lot of chicks, but believe me, the power is **nothing** compared to what you can have if you actually do everything in your power to ***be*** THE MAN, instead of just acting.

You must be the type of guy who asks himself "How do I get what I want?" rather than "Why am I not getting what I want, why am I such a screw up?"

Notice the difference in self-esteem and self-confidence.

When it comes to success with women, your attitude, about everything, really does determine your altitude.

Psychologically, if you think negatively, you will fuel negative emotions and thoughts, and nothing is more devastating to your success with women than having a negative outlook.

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Women can sense a loser mentality far faster than a man can.

And this makes sense, because for a million years of human history, mating with a timid male would be disastrous for a woman. Much more so than for a male to mate with a "timid" female.

In the savage environment that defines most of human history, a timid male implied a male who would either die of starvation, be killed, or at best, he would be a lower status male. He was a man who did not inspire much faith in his ability to defend, conquer, or provide.

Possibly, he would pass his weaknesses down to his children, if he had any. In other words, such a man spelled eventual EXTINCTION to a woman's genes if she chose him.

Also, remember that a woman carries a baby for nine months inside of her. She simply couldn't afford to screw up with her choice of mate, or she would be up the proverbial creek without a paddle.

Men never had this burden.

So if you want women, you simply cannot afford to be negative or weak in any sense. Women are repulsed by weak men, and logically so.

You absolutely MUST be a positive person, without any negative thoughts, and most especially, without fears. FEAR, anger, jealousy, insecurity, MUST be absolutely abolished from your mental arena.

THE MAN is not afraid of ANYTHING that life throws his way.

His emotions are not up to the mercy of whatever event is happening to him.

Strive at all costs to become a man who is under control of his emotions, because ***nothing gets more to the crux of your masculinity than this***.

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BEING THE MAN IS FOR LIFE

Important, this next point: Even ***when she is showing you how much she is into you***, you must ***CONTINUE TO BE THE MAN forever***.

I swear to you, if you stop for a second, if you start to think that now you have her, and that now you can "soften up"…IT WILL BE ALL OVER unless you STOP THIS MISTAKE immediately.

So many guys start off right, being strong, and then when the woman shows her affection, the guy thinks he can now be his "real" self.

NO, NO, NO!

The reality is that women LOVE IT EVEN MORE when you CONTINUE to defy their attempts to SOFTEN you up. It makes them CONVINCED that you are THE ULTIMATE MALE. Do you get me? Do you fully, 100 percent understand what I am saying here? I am trying to help you, so please, please, please, ***listen*** to me.

No matter what she tells you, do not start constantly reciprocating her compliments with compliments, or it will be the end of you ever getting compliments or anything else good!

The thing to remember is that this is NOT what you have been taught since kindergarten, the "you scratch my back, I'll scratch yours" psychology.

On the surface, it SEEMS the natural thing is to REWARD someone who did something good for you, right?

But if you were really THE MAN, you wouldn't fall for this "trick" logic.

Here's why:

Women LOVE men who don't feel the need to reciprocate every compliment back, etc.

EVEN WHEN WOMEN COMPLAIN THAT THEY DO WANT EVERY COMPLIMENT BACK, THEY REALLY DON'T WANT IT!

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So if you REALLY want to reward women, BE the kind of man they LOVE.

Women RESPECT and DESIRE men who RESIST the urge to MELT for them. Not melting makes you sexier.

I am not saying that you cannot be nice, but you must maintain dominance.

Otherwise, she will see how much power she has over you, that all she has to do is act nice and you will kiss her ass! Put simply, you must be pretty damn indifferent to her, for that is the sign of how MANLY you are.

If women really wanted "equality" from men, then they wouldn't constantly prefer men who make MORE money than them, men who are TALLER than them, or men who have MORE status than them.

BUT THE REALITY IS THAT WOMEN ***DO*** HAVE THESE PREFERENCES.

Now, ***the reality behind this reality*** (how's that for deep?) is that women don't so much need these **specific indicators** of superiority, as they need a ***man who they feel is superior***, period. And the strongest impact a man can make to show that he is superior, is by ensuring that he BEHAVES as a superior. As THE MAN. This is far more powerful than height or wealth.

So you must realize that if women don't want equality, but rather want a man who they feel is SUPERIOR to them, then obviously women ***don't*** want you to return every compliment.

Get it?

How can you be superior if you keep acting like an equal?

The next time a woman speaks to you about equality, observe if the men they prefer are higher or lower in status to them.

But as I said before, it is YOUR BEHAVIOR that indicates your superior status more clearly than any other "sign" such as height or wealth.

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It's kind of sad that many men spend their entire lives amassing wealth in order to impress women, when all they had to do was just behave like a man.

Now I know that millions of women will call me anti-women for all this.

But look around you and tell me what you see: Attractive women want MANLY MEN. THOSE ARE THE MEN THEY CHOOSE.

MANLY MEN do not melt when women act nice. As a matter of fact, they turn up the tension ***even more***, by ***not*** thanking them and by saying something slightly ***arrogant*** in response.

(Remember, never anything with a MEAN tone, or you will seem angry and insecure, so do it in a humorous way.)

With this in your mind, you will not require any magic "lines" when approaching women. Women will simply sense your overall awesome masculine behavior and they will be attracted to you.

So heed my warning: Once you are THE MAN, be ***ever on the alert*** for signs of caving in, or signs of emotional weakness creeping up on you and ***banish*** these from your soul.

In this book, I teach you how to meet women, how to date them, and how to have a successful relationship. And in every single stage, you MUST ALWAYS be THE MAN, even after "success" has been achieved.

Even if it is your ***thousandth date***, your thousandth phone call with her, you MUST be EVER VIGILANT and not let your DOMINANCE fade one bit.

When you are with a woman, it is simply not the same as being with a guy buddy. The significance of this point is far greater than it appears.

When you are out with a buddy, the stakes are limited- friendship, company, etc. But when you are with a woman, no matter how "nice" she seems, any non-manly behavior you exhibit will trigger evolutionary, ruthless emotions and decisions in her mind. These reactions occur because her survival depends on them.

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HER STAKES: EXTINCTION OR ETERNITY

After all, "love" is a game where the stakes are nothing less than **genetic immortality**. Even though these processes are unconscious, they are overwhelmingly powerful.

If your behaviors trigger her built-in, unconscious, early warning radar system that signals, "INFERIOR GENE REPRODUCER", she will naturally lose interest and seek someone who will more likely ensure her genes' immortality.

But you are no different, in your own way:

The internal system you use to instantly judge whether a woman is attractive or not, has formed over a period of a million years. This system gives you the ability to instinctively feel attraction toward women who are more likely to give birth to healthy children who themselves will likely grow up into desirable mates, thereby ensuring the future of your genes.

It's nothing less than a war, for immortality. Both of you are fighting for the best chance to win this prize.

Think about that the next time you're tempted to get lazy about being THE MAN.

ONE MILLION YEARS OF RESULTS CAN'T BE WRONG

There is a reason for the male stereotype: It was necessary for survival.

Men were never designed to be weak, timid, and scared.

If they were, how would they have had the courage to go out into the wild, to hunt beasts, and to fend off other men?

Men that could not hunt or battle were not the GRADE "A" MEN. They were inferior, and less desired by the women. They were not "ALPHA MALES".

It would be impossible to be an ALPHA MALE, or what I prefer to call "THE MAN" with weak personality traits.

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In human history, it is recorded that the "top" males often hoarded the best looking females, and the majority of females, for themselves. The other males either had to fight for what was left, or had ***nothing***.

Clearly, men had to be tough.

Women are attracted to masculine men for very "logical" evolutionary reasons.

Be a real man, and dump the idea that men and women are the "same".

We AREN'T.

Follow the path that has been the right one for over a million years.

DEVELOPING THE MAN'S SENSE OF HUMOR

Okay, we are into fine-tuning THE MAN here. But still, having the right sense of humor is **essential**.

Developing this particular sense of humor (which I will explain) will accelerate your transition into being THE MAN.

The right sense of humor helps you relax about situations that other people get stressed out about, and keeps you firmly rooted in the dominant, superior spirit of THE MAN.

It shows women that YOU are in CONTROL. After all, if you are THE MAN, then EVERYTHING is a joke to you.

HUMOR AND POSITIVE SEXUAL TENSION

Crucial to understand: By showing that you are in control, perfectly at ease, and that you are dominant, you create a POSITIVE sexual TENSION.

Women LOVE this type of tension, because it makes the thought of having **sex** with you so much more **thrilling**, since you have made it clear you are so masculine, so sexy, and so ***not easy***!

Sexual tension is crucial in creating passionate desire. Sexual tension, and hence attraction, is created by the presence of obstacles to sex. Think about

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the most popular love stories: Without exception, the lovers must overcome seemingly insurmountable odds to be with each other. I remember the caption for TITANIC: "Nothing on Earth Could Come Between Them".

Whether it's a social taboo standing in the way (Titanic, West Side Story, Romeo and Juliet) or just someone playing cool or "hard to get", the strength of the desire is put to the ***test***, and hence amplified to the MAX.

That's how you create PASSION. This actually works for just about any human desire. Often, people will desire an expensive item simply because it costs more: It has become ***hard to get***.

Although just about any obstacle will create this sexual tension, some obstacles can create more problems than they are worth. For example, infidelity can be tempting because of all the taboos and other obstacles involved, but it can also screw up your life. That's why the right type of humor is crucial, for it is harmless, yet **immensely powerful** in creating the perfect sexual tension.

It will make her feel that you ***must*** be such an awesome stud, because you if you can ***tease her***, you must not be NEEDY, you must not be intimidated by her beauty. You must already have hot women banging down your door.

The idea of YOU making LOVE to her soon becomes a great challenge, her DREAM FANTASY. She starts to imagine how sweet the pleasure will be when she can finally make love to you.

Think about this: Even you, a man who wants sex 24/7, wouldn't appreciate a woman who was no challenge. So imagine how women, who are far more **demanding** in their standards, will equate an easy catch with a bad catch.

And of course, remember that women want a man who they feel is HIGHER in status than them, who is more dominant than them. Being hard to get helps convey this point as well, since it indicates you are busy with more important things or even better women. It indicates that YOU are the selector, not her.

And this is why it is so important that you REALLY GET INTO IT. Don't just superficially get into this type of humor, but really ***dig in deep***.

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And just how do you ensure that your sense of humor conveys that you are in control?

By TEASING her in a humorous way that is not cruel. You can also apply this smart-alecky attitude to other things besides her, to show you are confident and **very selective** in general, not just with women.

For example, you can joke about the restaurant you're both in when you meet: If her steak is not done properly, you can say something like "That steak is so rare, it needs bandages. Let's get out of this joint".

But it's best in the beginning to especially focus your teasing on her, to show her that she does not intimidate you.

I warn you though, that a cruel sense of humor only means you are not fun, only very insecure. The wrong sense of humor will show you are the ultimate loser, not the ultimate man.

So practice being a smart aleck. For example, if her shoes are some grungy new weird trend, ask her if she bought them at the Salvation Army.

Do you see how this shows that you are in control, that you are THE MAN? You aren't kissing up to her. And yet you are not being mean to her.

It's pretty clear that you don't REALLY think she got the shoes at The Salvation Army. (Just enough to make her wonder…)

But never, never, engage in self-deprecating humor or it is YOU that is being put down. Women will just think you ARE a loser, they won't think you are just joking that you are a loser.

Here's a great tactic when you are talking to a girl: Use ***whatever she says*** as **ammunition** for your smart-ass remarks.

If you've just met her and she says, "I'm going to work-out now", you can say "Hey, already trying to look good for me, huh? Well, that's good, make sure you keep it up."

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If she says back to you, "Oh my god, you are SO mean", DON'T apologize, because she is testing to see if you are really dominant enough to say your remark without saying sorry at her slightest protest.

Instead, you can give her a sly smile and say, "More like a lean mean machine". You can keep on going with this stuff…

Do you catch my drift here? Just watch and see how women love this.

It shows you are THE MAN, bursting with confidence, a guy who takes everything as a compliment, because of his super high self-esteem and positive self-concept.

It is crucial to ***permeate*** your whole life with this sense of humor. Think of James Bond, who always has something smart-assy to say no matter how insane the situation. He's a confident man always in control. Think about how he talks with women that he has barely met, incorporating innuendoes and double entendres.

This sense of humor will keep the "juice" and the fun in your interaction with women, (and everyone else) and it will actually help you realize that there is no point in getting stressed out over anything. That makes you even sexier.

In other words, this sense of humor actually helps you BE the MAN. With practice, this sense of humor will come naturally to you as a result of your confident attitude.

USING THIS SENSE OF HUMOR AS A FORM OF LANGUAGE

This particular sense of humor should become like a fluent language to you. It is an extremely powerful mode of communication, because it hammers home to her the most important thing she should know: THAT YOU ARE THE MAN.

Using humor in this particular style is far more effective at conveying your point than by directly explaining things or by arguing.

Trust me on this one.

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If a woman asks you questions that feel like a trap, definitely use humor:

She asks you, "How old are you?" You respond with your age.

Then, you ask her "How old are you, in woman years?"

She asks you, "What?! I'm 22!"

You reply "Oh…I see, so in woman years that's about 29".

Do you understand this? Good. You've conveyed far more of YOUR POWER, and DESTROYED her power, no arguments, nothing, just laughter and overwhelming results.

As a matter of fact, anytime she says anything, you could use it as ammo to tease her.

Now, don't do this 24/7 or it will get tiresome. But use it. A lot.

It shows YOU are in CONTROL. And it makes life FUN.

What woman doesn't want to be with a guy who she has a GREAT TIME with?

Again, I warn you, ***don't be fooled*** when she says things like "You're so mean" in response, or if she gives you a punch in your shoulder, whatever.

Usually, it's a test. If you're really THE MAN, you will NEVER cave in and NEVER start to say "Sorry, I didn't mean it".

The FACT is she LOVES a man who is totally in control and relaxed.

BE UNIQUE AND ORIGINAL

As you progress up the ladder to being a full-fledged MAN, there is another distinction you must possess. It is the difference between being THE MAN, and being the ULTIMATE MAN among the best.

Even amongst great competition, each guy who is THE MAN stands out from other guys who are also THE MAN.

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How does he accomplish this?

By developing his own unique traits and strengths into a style that is his own, while simultaneously being consistent with all the principles of being THE MAN.

That way, you will truly have no competition on earth.

By developing your own style, you will be UNIQUE in a POSITIVE sense. The more things about you that are UNIQUE and POSITIVE, the more you will stand out.

If you have a talent for anything, let her know in a subtle way that doesn't look like you are showing off. (Showing off looks insecure) If you can play music really well, great. If you are ambitious as hell, let her know.

But most importantly, maximize YOUR particular strengths and skills and combine them into your own style. For example, if you are a creative type, and funny, then ***especially*** develop and use ***that ability*** to ***uniquely*** communicate that you are THE MAN.

Use it in your teasing and sense of humor. If you have athletic ability, optimize it in the gym and develop your physique and wear the right clothes, and choose gear that is cool but ***not like everyone*** else.

Always, always strive to be ORIGINAL and EXCELLENT.

By sheer definition, THE MAN is uncommon, because STRENGTH is uncommon.

The "common" behavior among guys who strike out with women is their weak behavior. For example, if you are in a bar, and you offer to buy a girl a drink, you show you don't have the guts to go up by yourself. And of course, you are being absolutely unoriginal.

If you are in a restaurant, and see her at another table, and you send her a drink via the waiter, this is also both weak and unoriginal. Not only that, you make her feel cheap that you think you can just buy her attention. Plus you make yourself appear insecure, by being indirect and spending money to get her attention.

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But even in more subtle ways, be original. If you have a choice between two equally fashionable items of clothing, CHOOSE THE MORE ORIGINAL ONE. Be original as much as possible. Show you don't need to follow everyone else and show also what makes you unique in a good way.

It just makes sense to make yourself unique- you then become irreplaceable and indispensable.

WHY PREFABRICATED LINES ARE A DISASTROUS MISTAKE

"Lines" are, first of all, unoriginal, and women KNOW it. Also, YOU know it, and it shows. You end up saying a line without feeling, and you seem like everyone else. Second, pick-up lines make her feel cheap, and if she responds, she'll feel like she's acting kind of cheap herself. (See: ANTI-SLUT IMAGE SHIELD, p.100)

But most of all, why on earth would THE MAN use "lines" that ANY moron could just memorize? Do you really think THE MAN succeeds with women because he memorizes the right pick-up lines? Does the man need a "crutch" to mentally lean on?

Women know INSTANTLY that you ARE NOT "THE MAN" if you use pick-up lines. Instead, use your natural ability to assess the situation and say something that shows your confidence and humor.

And if you screw up, so what? You'll be better with the next woman. Practice is the only way to get better.

BE UNPREDICTABLE

THE MAN naturally does whatever he feels at the moment.

He is wild and loves new things.

Keeping things new is not only fun, but keeps the spice going in any relationship. Nothing should be a "routine", whether it's the way you make love, or the places you go out to with your girl.

This means constantly changing things, while still being THE MAN.

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There is a giant benefit to this: Being unpredictable gives you POWER.

When you are predictable, you are actually giving a woman control.

She will feel that she KNOWS YOU completely, and therefore she will not only get bored, she will even use what she feels are "certain behavior patterns" against you.

When you are predictable, she feels that you are not the WILD MAN she fell in lust with.

How do you make sure you are unpredictable?

One great way is to reverse "punishment" and "reward".

Let's say you've been having a great first or second date, and she leans in to you. Push her away and tell her "Not so fast".

Then, just as she feels you ***don't care***, ***kiss her***.

There are infinite variations of this:

If you've gone out a few times, smack her suddenly on the butt with a frown on your face. When she asks, "What was that for?", tell her it's because she's being **good**.

If you're out and she compliments you, tell her you can't be flattered into going to bed with her. This is actually funny, confident ***and*** unpredictable.

Don't always be available, and don't be available always at the same regular time.

Keeps her guessing and off balance, which means she is too busy worrying about what is going on and does not have the opportunity to gain control or to start looking for things to criticize about you.

A human being can only be focused on one thing at a time, so keep her focused on making sure SHE IS BEHAVING, as opposed to criticizing you.

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Now, since I believe that being THE MAN does not require manipulation, the point of these examples is NOT TO MANIPULATE HER, but to highlight the importance of not conforming to HER expectations.

Sometimes you have to force yourself to do unpredictable things, because you get conditioned to behaving in a regular predictable way that is not really you. It's just conditioning – i.e. every Saturday going for drinks is not natural, it's conditioning.

Stay away from routine.

INDIRECT RESPONSES TO HER

In a similar vein, a woman gains CONTROL (power) over you if she knows she can get ANY information from you, especially **by just asking, whenever she wants**.

Also, she gains power over you if she knows she can trigger certain clear behavioral responses from you from certain behaviors of hers.

You want to make sure that you are ***beyond*** control and that ***nothing*** she does will necessarily result in any predictable response from you.

Therefore, if you are direct in your responses to her behavior or to her questions, she could use those questions to be very manipulative.

You don't have to be dishonest, but don't let her feel that she can push any buttons on you, good or bad. Her asking questions is a privilege you ***grant*** her, but it's ***not your obligation*** to answer ***any*** question.

For example, if a woman asks you, too early, how many women you've slept with, she may be trying to label you in a way where you know the answer does not reflect the truth about you.

Let's say you've slept with many women, but you are now ready for a serious relationship. If you answer that question directly, she may feel you are a user. Or vice versa, if you are a virgin, she may feel you are too inexperienced.

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No need to lie in either case, but no need to answer directly either. You could go on forever with answers like "Oh, about ten women a week, for the past three years…."

You can then take her responses to your answers and give her back more indirect answers that give her the point not to ask you, and she will give up.

Even if the truth is fine, don't answer directly. This makes it clear that you answer when you FEEL LIKE IT, and that YOU wield the power.

Plus, by not being direct, you will force her to pay more attention to you, since understanding you requires more mental involvement on her part.

I am not exaggerating the importance of being in control. Women will take the TINIEST "opening" of a perceived weakness in power and push, push, push for control.

Ever watch those scenes of Marines-in-training being yelled at by their superior? Who is in charge there? Who is asking the questions? Who has to answer whom?

Similarly, if a woman does a certain behavior, good or bad, let the response be indirect. She should know that even if she does something good, the response will ***not*** be something she could predict or control.

In other words, ***whatever she does*** has ***no direct effect*** on you or your behavior. You are uncontrollable, unpredictable, and a mystery.

Important as hell, that.

EVERYTHING FLOWS FROM THE SOURCE

All the elements of behavior that I have explained so far flow from the **overall mental attitude** of that remarkable being known as THE MAN.

Sometimes, I like using the term "Alpha Male" for THE MAN. It's a good term, because it assumes that not all males are equal, and keeps you aware that there is a STANDARD of MALE EXCELLENCE that you must maintain at all times.

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When it comes to being a man, your behavior and attitude are the crucial elements, and this is what makes a woman feel attraction. There is no excuse for you not to be your ultimate in masculine behavior, because you can control this more than you can control your looks. (Although most guys can also massively improve their looks through dedication- exercise, diet, wardrobe, etc.)

No matter what type of interaction you have with a woman, be it talking, trying to pick her up, dating, initiating sex, you must possess this "ultimate male" mental attitude at all times, ***even when she is showing you how much she loves you***.

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CHAPTER FIVE:
THE TRANSITION TO *BEING* THE MAN

Before I continue, I want to repeat that "acting" as THE MAN is only the first level. I encourage you to ***be***. By acting, you will eventually assimilate the knowledge into your subconscious and you will ***be*** THE MAN.

CHANGING THINGS IN YOUR LIFE

Now, if you have major aspects of yourself that are ***extremely*** NOT THE MAN, you must do something about it to ACTUALLY CHANGE yourself.

YES, YOU MUST CHANGE TO RETURN TO YOUR TRUE SELF.

That means CHANGE your behavior, not just cover up it up.

Even though you may think no woman will ever know, and that you can lie about it, you will be far more successful if you truly BECOME THE MAN.

Being a loser is not being yourself.

Once you become THE MAN, you will realize that BEING THE MAN is your TRUE self.

THE MAN simply cannot be content about cleaning the floors at McDonald's. Even though the way he carries himself and acts STILL makes him very sexy, he REACHES FOR EVER GREATER HEIGHTS.

He HAULS HIS OWN ASS and gets moving up in the world.

If you regularly watch TV every night for 4 hours and have not visited the gym in months, again, it's time to haul ass.

You knew that, right?

Being THE MAN is a powerful aphrodisiac. After practicing it for a while, it should be in your DNA, the way you carry yourself, the way you talk, the way you act. The way you plan your future as well as the present.

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The alpha male mentality has **dimensions outside your interactions with women**. It means that you are trying to get ahead in life. You are trying to increase your power and wealth. And you are succeeding.

By being THE MAN in every sense, you have greater congruency in your behaviors and it will be evident even in minor details of your behavior that you might not notice, but women will.

Plus, you will have greater confidence in yourself, since you will KNOW you are the man and not just acting.

…Now that you have the core, which is the crux of the matter, I'd like to also help you with the superficial stuff, since it makes some impact on women as well.

PHYSIQUE

Join a gym, get a serious workout regimen and good diet, and start busting your ass. And do the free weights, not the machines, you'll get more mass.

You'll need to work out at least 4 or 5 days a week for an hour at a time to get serious results. Do your cardio (cycling or step machines) after weights.

Focus on the compound movements that use many muscle groups together, as these give you more muscle mass. That means exercises like bench presses for your chest, barbell shoulder presses, squats for your legs, and chin ups for your arms and back.

Split up your routine so that you work on only one major muscle group a day. For example chest, back, legs, arms, and shoulders. Each muscle group requires an exclusive workout in this system and allows you to maximize results. Hire a personal trainer for ***one*** session, to learn proper technique.

Remember to warm up thoroughly by doing several extremely light sets of the exercise first, and with each set, GRADUALLY work your way up to the heavier weights. No matter how strong you are, always do this. Do about ten sets for 6-12 reps for each muscle group, starting with a light weight for 12, and proceeding to heavier weights for fewer reps. Rest a couple of minutes between sets.

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You'll need a good diet, high in protein and moderate in carbs, very low in fats, and free of all fried cooking. And stay away from additives and preservatives for your overall health.

Here are good sources of lean protein:

Skim Milk, Egg Whites, Skinless Chicken, Canned Tuna in Water, Lean Cuts of Beef.

Below are good sources of carbs:

Yams, Potatoes, Rice, Pasta, Beans, Salads (you can have huge salads, as salads are low in carbs- just stay away from fattening dressings)

And eat a lot of vegetables and fruits, it really does make you feel good.

To gain muscle mass, you should eat three good meals a day, plus take a whey protein supplement 3 times a day, between meals.

If you need a trainer to know what you are doing, you don't need to spend a lot: Hire one for just a couple of sessions to show you how to do the exercises properly and safely.

Taking a martial arts class is a good idea too, if you have the time- but these days, everyone has a gun, so don't get cocky about this, or you'll end up decorating the sidewalk.

Go to bed at a reasonable hour.

Being in good health helps keep you in the right frame of mind, and gives you the energy to be on the ball and not make stupid mistakes.

MORE ON LOOKING YOUR BEST AND NOT BEING A GEEK

Keep excellent hygiene- shower a lot, and brush and floss for God's sake.

Whiten your teeth with a safe whitener, like Colgate White-Strips.

Keep your breath at maximum freshness at all times. Use Breath Assure after meals, and use those mint strips by Listerine.

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Take acne-medication if you need to. Make an appointment with your dermatologist if necessary.

Get yourself a decent wardrobe. Check out GQ, and if you don't like that look, go for more casual, but NEVER bummy.

Keep fingernails as short as possible. And get a fashionable haircut.

Use good cologne and deodorant. Right now, I like Dolce and Gabbana. But the scent of a cologne depends on how it reacts with your body and skin, so try sampling it on your wrist and give it a minute to dry before sniffing.

A MINOR THING CALLED INTELLIGENCE

You don't have to be a genius in intellect to attract women. As a side note, most great discoveries seem to be more the result of persistence or accident than just genius. You know what they say about the light bulb and how many attempts Edison made before he finally succeeded.

However, do your best to be as articulate and informed as possible. Read something besides Archie comic books to stimulate you.

It's far more important to have emotional control and to let your natural masculinity shine through your behavior.

BEING THE MAN: PIVOTAL MOMENTS

They say we learn by example. So I thought I should give you some examples of behavior that suits the man in various situations.

The thing to remember is stereotypically ideal masculine behavior- being calm, relaxed, cool, and tough, emotionally.

That means you don't get easily impressed by anything, because you are pretty awesome yourself.

For example, you don't stop your life just because a girl "rejects" your advances. (The rejections won't happen often, though, once you are THE MAN.)

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It also means you ***don't*** get so excited when a girl ***wants*** you. After all, you're a great "catch" if you are THE MAN, so ***what's the big news*** that she wants you? So what if she gives you her number, or goes out with you, or has sex with you? It was her pleasure as much as it was yours.

The more masculine and cool you are about everything, not just on your outlook on women, the more women will want you.

Also, you must be able to ***laugh***, almost in sympathy, at a woman who tries to test you, or who is cold to you, as opposed to getting angry with her.

When women are cold or are testing you, these situations are ***perfect*** opportunities to show that you are THE MAN. Yet, most guys "lose it" and in the process, find that they are no longer THE MAN.

99.99 percent of the time, if you are being cool and being THE MAN, then a woman will DESIRE you.

Which means that ANY "strange" behavior a woman exhibits is not intended to make you upset, or to hurt you. (If you were being THE MAN)

Remember that the battle of the sexes has huge stakes, and so there will be a constant battle for each side to assume control. But women really don't want you to be the type of man who would let her win. I'll say it again: If SHE wins and dominates, she will be certain she is with a girly-man, a bad investment of her genetic resources.

She will test you to see how far she can push you.

At worst, her "bad" behavior is her testing your sense of confidence and self-respect. In other words, she is testing your MASCULINITY.

She wants to see what happens when she tries to control you, and she doesn't want to see you give in to her bullshit. She observes:

Do you remain in control, yet calm, cool and sexy?

Do you get angry and lose self-control?

Do you kiss her ass and lose exterior control?

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She needs to know how you will handle her: To see if YOU are in control of her or not. If you are ***not*** in control, ***she*** will begin to take control.

And of course, sometimes her behavior may not have been a test or intended to mean ***anything*** at all. In that case, if you got angry, you'd look like a real moron and insecure loser.

So no matter what the situation is, getting ANGRY, or having any other emotional reaction, makes NO SENSE and is actually the worst reaction you could possibly have.

By the way, I believe men test women as well…

The reaction of women to our tests affects our feelings toward them. Have you ever felt your attraction for a woman decline when she constantly seemed insecure? Have you ever felt your attraction for a woman go up when she made sure to not be too easily available to you?

Women know very well that by "giving in" too easily to a man, a man will appreciate them far less. That is why women usually play hard to get, and why you should too.

Okay, back to how women test you.

Getting angry means you actually link your state of happiness to one specific individual, which is absurd, when there are so many beautiful women on this planet.

Getting angry means you don't realize how easy it is to get more women.

And most importantly, getting angry conveys to a woman that you are insecure, weak, and that you are NOT in control of your life.

In general, when an attractive woman first meets you, she'll test you to see if you are manly or not. She may try to see if you get jealous easily, she may try to see if you put up with her misbehavior instead of calmly putting her in her place.

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The more tests you pass, the fewer tests she will give you. Her conclusions will be more final and so testing becomes less frequent, that is, unless you give her reason to subconsciously believe that she needs to test you again.

I must point out, however, that these tests will NEVER cease completely, and they will be a continuous part of life with ANY woman.

The key to remember is that these tests can be immediately neutralized if you just stay in control.

Remember, these tests are subconscious, she doesn't even know she is giving them to you, but she registers subconsciously whether you pass or fail the test.

A guy who is THE MAN is not needy so he naturally passes the "test".

He can take her or leave her, either way she does not make a huge difference to him. Therefore, he does not have strong emotional responses to her behavior, but only logical ones.

THE MAN's feelings don't get hurt easily, but at the same time, he never puts up with garbage. He is under complete emotional control.

The MAN KNOWS that he can get tons of girls. So, therefore, you, THE MAN, will never act clingy around any girl.

If you are THE MAN, you are a guy who, if "rejected", will not repeatedly try to win the same woman's attention.

You know there is another, even better woman, right around the corner who would love to be with you.

If you are a man, you are not apologetic about your interest in women, and you don't try to hide it, though at the same time you are not desperate for any one woman.

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WARNING:

AVOIDING THE NUMBER ONE TRAP

There is a number one trap for most guys, into which THE MAN ***never*** falls. When a guy falls into this trap, it's the clearest sign on earth that he is ***not*** THE MAN.

It's a situation that happens so often to guys in the beginning of their journey to becoming THE MAN, that I had to devote a section to it exclusively:

No one girl is worth wasting your energy on if she is clearly not interested.

I don't care how beautiful or special you think she is, the fact of the matter is you are only thinking that way because you have not yet mastered the science of attracting beautiful women.

I'm not saying she has to jump into bed with you in order to show interest, but she must be showing you she "digs" you.

Asking you to do her homework, or to listen to her endless problems, etc., is NOT a sign of attraction.

A sign of attraction is more like if she's flirting with you, giving you body contact, smiling at you, finding excuses to be around you, etc.

But guys who are NOT THE MAN, the world over, continue to spend all their energy after some individual girl who is not interested, and this prevents these guys from succeeding with ANY woman!

It's a vicious psychological circle when guys get hung up on one woman who does not show that she is strongly attracted.

This often happens when the woman in question is beautiful, and the guy feels something "special" for her. The guy usually has not been successful with attractive women and does not understand how to create attraction. In reality, she is not so unique or "special", except in his own mind.

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What is happening is that the guy does not realize there are ***other*** women more beautiful, (because he is so focused on her) or he does not believe he can ***attract*** them. Therefore, she becomes more precious in his eyes.

If he did know how to attract many beautiful women, this one woman would have far less impact, and he would not get caught in this trap.

If you pursue a woman who is not interested, the following disastrous results occur:

1. You feed negative thoughts to your brain and to your emotions.

2. This results in negative and distorted pictures of reality, where you will start to feel unworthy, unsexy, and question your own ability.

3. Also, the longer you pursue this person, the more you fool yourself and convince yourself that they must actually be worth pursuing, since after all, you have spent so much time on them and the brain wants to justify the spending of so much time and energy on them. We don't like to believe we are wrong, even when we are!

4. Moreover, the more you pursue this person, the less attraction they will feel, since they will see your behavior as desperation no matter what you may say to them. The only way to prove that you aren't desperate is to immediately stop the insanity and get the hell away from them!

5. Also, by pursuing this woman without success, you create your own personal obsession for this woman, which mentally blocks you from being free to feel any attraction for anyone else, including girls TEN TIMES HOTTER and BETTER in every way!

6. And you're too busy with her to have the TIME to look for others!

So, without a doubt, DO NOT EVER fall into this trap. If a girl does not seem interested, do not let yourself fall into the overwhelming mental illusion that she is special, because the reality is, ***she is not!***

END OF WARNING

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INSPIRATION:
THE HARD ROCK OF SALVATION

In order to be THE MAN, you must feed your mind and your emotions the right fuel, the right input.

One good way to do this, in addition to observing and interacting with guys who are awesome with women, is to avoid any sappy music and listen only to the right stuff.

In other words, listen to hard rock.

"Hard rock" or "heavy-metal" stars are famous for having supermodel girlfriends. No matter what these guys look like, they always get the hottest babes. I mean, have you seen some of these guys?

Don't tell me it's all about fame. That may be a part of it, but I can tell you tons of famous people without hot women at their side. It's not the fame.

And don't tell me it's about the money. Women might USE some men for money, but they are not attracted to money. And don't forget, these supermodels don't need money, and they could date almost anyone on the planet. Why do they especially choose hard rock stars?

Think about the image these "hard rock" stars project. Think about their lyrics. Think about Def Leppard, Metallica, Aerosmith. I'm hard pressed to find any geeky songs amongst them. No crybaby guys here. And these guys don't repress their sexuality one bit.

Ever hear "Put Some Sugar on Me"?

No apologies at all for sexual desire.

And yet, not at all in a needy tone, either. Notice that?

Listen to "Magic Man" by Heart, to learn how women ***really*** think.

Or listen to "In Da Club", by 50 Cent, for another example of THE MAN.

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So next time you find yourself struggling to get into the right mindset, think hard rock, not sugary sappy pop. As a matter of fact, ban any sappy music, (especially songs where some pathetic guy has fallen in love with a girl who hasn't even shown interest in him) from entering your ear canals and your mind for at least 3 months.

If a girl is truly worthy of you falling in love with her, you can wait till she has proven herself to you. Do not turn into a pathetic mushball before you know if she is even worthy of a phone call.

Now I'm not saying to go up to a girl and tell her "let's fuck" (although I do know guys who have succeeded this way) but don't try to act like you are a robot and that you are not interested.

INSPIRATION II:
THE MAN ON SCREEN

There are many excellent models of THE MAN on screen. The trick is to sift for those, and stay away from the sappy movies.

James Bond. The Terminator. Mel Gibson in Payback. Vin Diesel in XXX. These are a few great examples of THE MAN. Rent these flicks and analyze their behavior.

Feed your mind a diet of movies that nurtures THE MAN'S state of mind. Watch heroes totally in control of their emotions and everything else.

Watch how they interact with women and how they handle even the craziest situations. Listen to how they speak.

Hollywood has had a hard time replacing the likes of Sly or Arnold.

Do you know why? These guys' characters were the epitome of macho. Rambo gets the mission done: No excuses, no whining.

The Terminator doesn't even feel, period. Now, I'm not saying to never show tenderness, but that tenderness means a lot more to a woman when it's coming from a guy who has already shown that he is UNSTOPPABLE AND COOL AS HELL.

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You would never see Stallone in Cobra sweating or stuttering over a girl. Could you even imagine James Bond anything but smooth with women? Could you picture him geeking out? Like buying her things to try to get her to go out with him?

It's laughable, not because of his looks, because it defies his entire character- his calm cool demeanor no matter what, and his attitude that he doesn't lose, ever. Women want him, and he knows it. It's a self-feeding cycle, act like you know it, and the women know it too.

And that is the kind of man women want: A man who really does not need them, and would never supplicate or beg for them.

If you stop to think about it, you will be hard-pressed to find any examples of men who women love, who are NOT dominant and in control and would never kiss butt.

Imagine YOU are these guys on screen in real life when you interact with women and everyone else.

Talk in the same totally cool calm way, act the same way. These guys don't have to smile in a submissive way to gain a woman's approval. These guys act like they already KNOW women want them, and so should YOU act the exact same way.

When you KNOW women want you, then you only smile when you FEEL like it. When you KNOW women want you, you know that you are ***making her day*** when you go up to a woman. She's NOT doing you a favor by talking to you or giving you her email.

HOW WE WERE ALL BRAINWASHED

It's not your fault if you haven't been acting like a "real man" with women.

After all, we have had terrible education in this arena:

We were told women are delicate, special. Our moms told us how to treat a woman, with great respect, etc.

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Another environmental force that screws up good guys is the entire field of entertainment and popular culture- movies, TV, comic books, etc. In entertainment, good guys get the girl. In reality, good guys masturbate.

We've all seen movies where men were bad, where the guy was a terrible guy. Where the poor woman was mistreated, and how evil men are, that men are just a bunch of rapists and womanizers, and that we men must show that we are so good, and so much better than those evil men.

I think most of us derived the wrong lessons from fantasy shows, movies, and comic books, etc.

The lesson we *should* have learned was act more like the leading man, who is usually confident, heroic, and brave, and not afraid of talking to women. Think Tom Cruise in Top Gun or Mission Impossible.

Or think about the character in Braveheart. Sure, he loved his woman. But when she was killed, after he took vengeance on her killers, he quickly found another woman. No sobbing for this guy.

But the FALSE point a lot of guys take from movies is: The good guys win in the end. Well, they don't. Not because they are good, anyway.

I want the good guys to ***win***, really.

That's why I'm writing this book, so you can smarten up and win.

Good guys have been conditioned to think that they must be ultra-cautious when approaching women, or the women might think you are planning on kidnapping them for a crazy psycho crime.

This leads to good guys who end up thinking that "I have to treat her especially well, I have to earn her appreciation, her love. Women want a guy who is nice, who constantly proves to them he is not a psycho/ jerk, by doing things like showing her how much he appreciates her, by paying for everything, by buying her things, by giving her compliments, by telling her how beautiful she is, etc."

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But this niceness and cautiousness is registered by women as “kissing up” or “inferior male/loser with fear of women”. What women really want is a guy who is confident, clear, funny without making fun of himself, and totally in control of everything in his life.

You don’t have to be a jerk, just remember what jerks are doing right- not kissing up, and being smart-ass.

You can do all these things without crossing the line into being abusive, and they’ll love you even more than they love the jerks. (Although there are many women who really will take the abuse, these women need psychological help and in my opinion are not much fun to be with because they have such low self-esteem.)

So for now, forget the comic books, TV shows, the fantasies, the bullshit.

Enjoy them later after you have your ten awesome women in bed.

It’s now time to change your reality, and to do that, you have to be weaned off the crap that got you in the mess in the first place.

Remember that the PAST does NOT equal the future.

Change your present behavior, and you will change your future.

THE NEGATIVE EFFECTS OF RELIGIOUS BRAINWASHING

Religion can be a good thing. Brotherhood, charitableness, equality of all human beings under G-d, etc., all seem like pretty good ideas to me.

But good guys sometimes take religion too literally and end up getting screwed by just believing in destiny and that a woman will eventually come into their lives.

Bad guys take life by the reigns, they say “fuck destiny”, and so should you.

The way I look at it, religion taken in the wrong context can screw up good guys in two ways:

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First of all, a lot of us have been made to feel that it's just not a morally "right" thing to want to have mind-blowing sex with hot chicks.

As if God does not approve of men enjoying mind-blowing sex with awesome women. As if God does not want you to even think about mind-blowing sex with gorgeous, bodacious, tantalizing women.

Unfortunately, this leads to good guys who behave sexless in front of women. Women who these guys believe are "angelic, pure," etc.

These good guys pretend like they have no sexual drive when they are talking to a woman, and therefore come across as boring, insecure, and emasculate.

Now, of course, you should not go up to a hot girl and say "hubba hubba", but in subtle ways, you should show you are comfortable with your sexuality, for example, in a sly smile of confidence.

You can exude sexuality without coming across as desperate.

Not coincidentally, 'bad" guys seem not to give a damn about G-d.

Or at least they don't believe G-d cares about their sex lives, if they even believe in G-d at all.

Of course, this makes them much more natural around women, and women pick up their sexually confident vibes and get turned on by it.

Another problem with religion is that good guys sometimes believe that they should not have to "change" themselves in order to attract women.

As if ***kissing up*** to a girl is ***more*** "natural"?

These guys believe that God will take care of them since they have been "good", and that there is justice, etc.

This is small comfort when you are alone Saturday night. Because God never brought me a hot girl to ease my loneliness on a Saturday night while all the assholes I knew were banging the most insanely gorgeous virgins that rejected "good guy" me.

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See how the real enemy for good guys is internal? Good guys COULD have babes in bed, but they prevent themselves from succeeding.

Good guys believe they shouldn't be pursuing hot women. Good guys have a guilt conscience, hiding their sexuality, hoping that one day a woman will finally just come into their lives like in a romantic movie, because they have been good…

It really is pathetic. And tragic.

Meanwhile, the bad guys are laughing all the way to the bedroom where their harem is just waiting…

I'm not trying to get you angry with anyone for brainwashing you, not at all. But I am trying to show you reality, and how there is no reason on earth why you have to finish second place to anyone else just because you have been brainwashed in the past.

Now, I'm not a religious person, but I like to believe in God.

Thing is, my definition of God is Truth.

I believe God is Truth.

And the truth is, if you want to get women, you better do what works, and not anything else. That is truth, and that is Godliness.

I'm all for belief in God. And if God loves you, as most religions preach, then God wants you to have happiness.

Therefore, God does not want you to be a pushover, or you will end up with no woman.

Pushovers aren't sexy, and now you know why. Either stronger men or wild beasts destroyed pushovers.

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BUT WHAT IF SHE ACTS UPSET WHEN I AM BEING THE MAN?

This is one of the most important parts of this book. Because the confusion sets in when she actually tells you she wants you to behave like a girly man, but the fact is you know that all the advice here says DON'T LISTEN TO HER.

If she ever says she is upset, or acts upset, because you are not acting emotional enough, for example, not saying "I love you" a lot, JUST TELL HER THAT'S THE WAY YOU ARE.

Don't try to explain it to her. That's a huge mistake.

Don't have a conversation about it. That's also a huge mistake.

Don't apologize. Bigger mistake.

Because she'll really hate you if you turn into a nice guy. If she doesn't like it, she can leave.

DON'T ARGUE ABOUT IT.

That is the end of the conversation/ phone call/ whatever.

And if she acts upset at all or if she says that's the end of the relationship, calmly (not sarcastically) say, "Okay, good luck to you". And mean it.

Don't get upset if she acts like she is unhappy with you when you are THE MAN. You have to understand she is simply trying to gain control of THE MAN, and you can't blame her for trying. After all, THE MAN is so awesome, she is insecure of you leaving.

But the irony is that it is this very fact that you are UNCONTROLLABLE and NOT A NICE GUY that makes you sexy. So use her complaint as a chance to show her that she could try all she wants but it's hopeless to try to change you.

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She will come RUNNING BACK TO YOU sooner than you could believe.

Because ***she will be enormously attracted to the fact you cannot be controlled and that you cannot be changed into a girly man.***

Now, I am not saying to NEVER say things like "I love you" once you are already in a relationship, which should be at least a few months after you meet a woman.

But if you start becoming a girly man and start telling her "I love you" all the time, like she asks you to, or if you start calling a lot, or acting needy, ***trust me she will suddenly start becoming less interested in you.***

So do not listen to what they say. ***Rather, watch what practically every single woman on the planet Earth does to men who act "nice".***

It's actually a crime that this universal truth was hidden from us good guys for so long. By the way, if you want to know why women say they want a nice guy, it's mostly because of superficial conditioning. When it comes to the deep level, they DESPISE "nice" guys.

MORE ON BEING EMOTIONALLY DETACHED FROM THINGS

Anyway, one fringe benefit of not getting all emotional in an argument is that you will be better able to see things objectively.

You may find out that she is actually right, (if you have MAJORLY SCREWED UP) which saves you the embarrassment of looking like an idiot if you had argued for ten hours that you were right when in fact you later must admit you are wrong.

YOU must be in control of your emotions, not anyone or anything else.

Trust me, if you can conquer your emotions, the rest is a cinch.

Here's another important example of strength as well: You do not get over-excited and over-smiley by the fact a hot girl wants to talk to you either.

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You enjoy it, sure, but if you feel you need to smile a lot to show her how much you like her, what you are feeling is that you need to give her your approval. She'll sense this and interpret it as you saying the following:

"I am so happy you are talking to me, can't you see? I'll kiss your ass and enjoy it. And I will always be happy as long as you even just talk to me, because I love you so much since I could probably ***never*** have a girl like you and I know it."

Now, maybe in some societies, smiling is interpreted otherwise, I really don't know.

But I do know that you probably don't smile nearly as much when an average looking girl talks to you, so why are you doing it for the hot chick?

And let me tell you, the hot chick definitely knows why you are smiling so much- because you think she is God.

So unless you are smiling because you truly are a super-friggin happy person all the time, do not do it. As a matter of fact, if you are such a happy person, I recommend you hold back a bit, just so she does not mis-interpret it as weakness.

And don't become a nervous chatterbox.

If you really have a lot of cool stuff to say, sure. But if you are just talking out of nerves, STOP IT. Most guys talk way too much and dig themselves deeper and deeper into "no-pussy land". It's because they are talking nervously, fast, and it shows.

STOP all that NOW.

It might help if you realize that not only does hyper-smiling for her approval make you a geek, but it also makes you look dumb. After all, you don't even know if she is WORTH your smile.

Maybe she is a piece of rotten garbage as a person, so why are you kissing her butt without even knowing her? No wonder hot chicks abuse nice guys, they aren't really that nice after all, they're more like morons!

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Also, some girls will think you are just being nice so you can get them into bed, which will really make you look worse than a moron, it will make you look like a desperate jerk, which is far different than a fun cool jerk.

Don't get upset, I was a moron once too, and if I could learn, so can you.

Do not ever interact with a beautiful woman as if she was superior. Do not ever treat them as if they are angelic creatures, as if you are an inferior ingrate who must show and prove to them that you are not an evil creature.

This means never offering to do her favors. It is YOU who is good enough to get her attentions, not YOUR FAVOURS.

In nature, there are plenty of female animals that mate with one weaker male for resources, and when the male is not looking, they mate with a stronger or more physically desirable male for breeding strong sexually attractive children.

Doing favors shows you are a sexual loser, who must do favors to get sexual attention. The irony is that by not doing favors, you will come across as sexually more superior, and therefore more desirable.

Moreover, don't let her know you are a "nice" guy with ***anyone***, even your buddies, or she will think you are ***weak***. In nature, the altruistic individual eventually goes extinct, because other individuals take advantage of this and therefore the good individual suffers.

Being "nice" therefore is a sign of evolutionary weakness, and who knows just how in tune with this reality the female human mind is. Don't take chances and don't let her ever start wondering if she is with a male of inherently weak traits in his genes.

Don't be a nice guy with anyone, and if you are, at least do not ever let her find out.

Treating women extra "nice" is therefore the kiss of death, because it signifies weak character, weak behavior, that may be in the genes, and that she may pass on to her children, therefore risking their survival. All because you, the idiot, had to be a nice guy.

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So, as far as women are concerned, guys who treat women like they are female angels are just showing these women what pathetic guys they are.

Moreover, these women really don't deserve special treatment on account of their being born with good looks. They are not perfect and they know it. Also, treating women like they are on a higher plane than yourself creates a desperate mind set for you, which is a formula for disaster with women, as already explained.

I quote from "The Art of War"- "All battles are over before they even start."

Remember that.

If you possess any mental weakness, the battle is over before it has even started.

A NEW PARADIGM OF WOMEN FOR YOU

So…this gives you a whole new paradigm.

Women really aren't so delicate.

They aren't holier than men.

Attractive women are actually often spoiled rotten to the core by the fact they get endless attention by men. They are desperately waiting for a REAL MAN WHO DOES NOT KISS THEIR BUTT.

Most attractive women are not afraid in the slightest of men, and even toy with men to see if they are real men or not.

Women are far more intuitive about your fears and insecurities than you ever thought.

Picture what is going through the mind of an attractive woman when a good guy like you starts to treat them like they were a goddess, as if you felt like garbage in comparison.

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This is what they think:

Pathetic loser # 500,023 so far in my life, and he's just salivating at the thought of worshipping me, kissing my feet and ass, this guy probably hasn't had sex in his entire life, he must be garbage, after all, not all guys treat me like I am god, only desperate guys treat me like I am god….ugh, he's so …so non-masculine, so unsexy, so uncool…how the hell do I get rid of this guy as quickly and maybe, just maybe, politely as I can. After all, I don't give a damn about him, but I don't want to destroy his feelings, at least not at this given moment.

Women do not want a man with self-doubt. And there is really no reason why you should be doubting yourself in the first place. Because the reasons you are doubting yourself are not even true.

(Note: I am referring to attractive women who are typically secure. However, for women that are **insecure**, even if attractive, you will have to tone things down, by a notch or two, or she will feel offended or hurt.)

What counts MOST – your mindset.

Women want A MAN.

A MASCULINE guy, who is not afraid of anything, and a guy who does not lose his cool over anything, no matter what.

Can you imagine the President of the United States swearing at traffic in public? The most powerful man on earth, reduced to mediocrity and helplessness?

Neither should you act in a way that shows you have been reduced to mediocrity.

YOU CAN MENTALLY RE-CONDITION YOURSELF.

START NOW!

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Women can sense when you are under their spell, and when they sense it, they will take full advantage of that fact and quickly lose interest in you.

This means you must never show jealousy, anger, fear, resentment, etc.

If they sense you do not submit to these tempting emotions, they will feel like you are the most masculine person they have ever met, and they will begin to feel massive attraction toward you. Suddenly, they will be touching you playfully, smiling more, calling you more, teasing you in a friendly sexual way, etc.

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PART II

APPROACHING WOMEN AND DATING

CHAPTER ONE:
THE ACTUAL APPROACH

Many times, a woman may very well ***WANT*** to talk to you, but her ANTI SLUT-IMAGE SHIELD may be up, and she will be forced to act cold.

THE ANTI SLUT-IMAGE SHIELD

The ANTI SLUT-IMAGE SHIELD is triggered by a woman's need to maintain the image that she is not a slut. (Even if she is one.) In her mind, this image must be preserved for her friends, for society, and even for you. Sometimes, you may be 100 percent THE MAN, and a woman will WANT to give you her number, but she will feel forced to restrain herself for these social reasons.

Therefore, if a woman is in the presence of any "moral" authority, she will be less inclined to speak to you, or give you her number or email. Often, even if a woman is only in front of her friends, depending on the environment, (i.e., women are far more open-minded at friend's parties, since they assume no one there is truly a stranger, and the atmosphere lends itself to meeting people) she may still be cold to you, in order to assure her friends that she is not a slut.

You must be aware of this in your interactions with women.

Many women ***need to be at least partially isolated*** so they know that ***no one is particularly listening to*** or closely watching your conversation with her.

For example, if you meet a woman on the subway, if no one is sitting right beside her, she will be easier to talk to than if she is surrounded.

In this chapter, I will show you how to approach women in isolation, and also how to overcome the obstacles presented by group situations.

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In general, a woman's Anti Slut-Image Shield is up at its strongest when she is in front of her parents or friends, especially if she is very young, like 21. Of course, if you meet at some kind of closer-knit event like a school or community dance, or a tightly knit ethnic event where you are a member of that ethnic group, then this does not apply.

Also, the ANTI SLUT-IMAGE SHIELD can be triggered even if she only thinks that she appears like a slut to YOU.

That is why buying a girl a drink not only makes you look meek and unoriginal, but she feels cheap and slutty if she feels you think she should talk to you just because you bought her a damn drink! You actually make her feel more SPECIAL by going right up to her and talking to her, and just showing you want to communicate with her like the human being she is. (Note: Communicate does not mean act like a girly-man and giving compliments, etc.)

THE ACT OF GOING UP TO A WOMAN

So you've got the mindset. You know what it means to be THE MAN.

You will no longer ever act nervous around a woman, or kiss up to her with compliments. You don't walk around looking anything less than your best.

You are emotionally strong, confident, and content with life. You are a relaxed person.

And you should already be TAKING MASSIVE ACTION to make yourself a successful person in all arenas of life – your finances, your body, and your hobbies.

Now, for the action. This is actually the easy part, if you've got the rest of the stuff we spoke about above.

It doesn't matter where you are- if you see a girl in a restaurant, mall, clothing store, bus stop, subway station, - I don't care where you are, you can easily approach women in almost any setting.

The bottom line is that you MUST approach women.

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Don't give yourself EXCUSES. THE MAN does not give himself EXCUSES. He TAKES ACTION.

Remember that with every approach, it gets easier. And in your mind, you should have NO DOUBTS about your ability with women. Since you are THE MAN, women WANT YOU.

Even though it may take a few women to get the hang of it, and some women may have boyfriends, etc, YOU WILL SUCCEED. Forget the attitude of "I'll try". Think, " I WILL".

I remember a line in the movie "The Rock" with Sean Connery and Nicolas Cage. Cage's character says something about "trying his best". Connery retorts something like "Geeks try. Winners take home the prom queen and fuck her".

Remember the winner's attitude. And it really is very easy.

Okay, so how exactly do you do it?

Simple.

I'll break it down into three easy steps and then elaborate on each step:

1. Establish eye contact (unwavering, not nervous) and walk right up to her.

2. Talk to her for a minute or two in a fun, ***non-submissive***, confident way. It's a giant plus if you **can playfully tease her**. As I already explained, there are multitudes of reasons for this sense of humor.

3. Tell her you have to go and ask if she has email in a relaxed, confident voice. "What's your email?" is fine. Emails are very easy and low risk, because they don't require her to answer. If she seems nervous, you can just ask her if she **has** email. This is the old getting your foot in the door technique. By asking her this, she is not under pressure. She'll answer yes. And then, as she is already on the topic, and you can ask her what her email is.

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The bottom line is no desperation and no pretending you are not interested. You have nothing to hide; you just want her damn number to see if she is worth spending time on.

Don't you dare start kissing her ass, because that means you think she is so great, and you don't even know her yet! She'll sense you are weak and desperate and have not had too many women, and therefore reject you.

The awesome thing about going up to a woman is how simple it is.

As long as you don't make a jackass out of yourself, you will do fine.

If you have NO SOCIAL SKILLS whatsoever, if you are totally uncool, then do a little observing of the way cool people act. Watch how they talk, what they talk about, the way the handle themselves, etc. Cool guys don't act formal and uptight. They don't go up to a woman and say "Pleased to meet you". They say something like "What's up?"

Remember that you are not about to launch a thermonuclear war. You're just going up to a woman. This is an act that in reality is as natural as life itself.

As long as you are THE MAN, calm and relaxed, you'll do fine.

For those of you who feel you would prefer a text book analysis, here is elaboration on the above: (Pretty soon, you shouldn't even need to have such a formal approach to it, just walk up as THE MAN and let it flow.)

For step **ONE**, when I say walk right up to them, I mean do it ***immediately***, but CALMLY, as soon as you establish eye contact.

This immediacy accomplishes many magical things:

First of all, it makes you appear ***spontaneous***, which is extremely sexy to women. The "moment" seems romantic, unrehearsed, and natural.

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It also prevents the following disasters that occur from ***not*** going up ***immediately***:

The longer you think, the more you are going to freak yourself out, especially if you are new at this. You will come up with more and more reasons not to do it, more and more fears and negative thoughts. The fuel for this negativity is time. So eradicate time from the equation.

Secondly, the longer you stand there, the more likely ***she*** will think you don't have ***guts***. And that is a recipe for failure. Women want MEN, remember?

Guys that are afraid of anything, including being afraid of going up to women, are not the kind of men they want.

You don't ***have*** to come up with something teasing to say, just something interesting and not desperate. You will get the hang of this if you try it a few times, and soon you will be able to be funny right off the bat.

And of course, never ***follow*** a woman, and never tell her something like "I've been watching you at that window there for the past three days". You'll seem psycho.

The most important thing is not to come across like you are ashamed you are interested, or that you are in need, or that you are nuts. Be light, casual, and cocky, and confident in your sexuality. Let the vibes do their thing.

There is absolutely no excuse for not going right up to any woman anywhere (use some common sense, if it's a gorgeous female police officer in middle of arresting someone, leave her alone) because women actually get more turned on by the fact you had the guts to approach. The longer you wait, the less guts you seem to have, right?

There are a million excuses you could give for NOT going up to a woman, everything from "she looked busy", to "she looked like a bitch", to "she just couldn't possibly be interested in a guy like me". It doesn't matter, though, they are all unacceptable, all excuses. Excuses will not get you girls.

I have to be firm about this: It is much easier to geek out, and say, "Man, it would feel good to just forget about this right now, maybe tomorrow."

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But if you say "tomorrow", tomorrow will never come, because the psychological fact is that saying "tomorrow" is a way to relax, and it works. So why would you want to get stressed out if you could relax?

You will ***always*** choose the easier option of "tomorrow" if given the choice.

So "tomorrow" is NOT a choice.

Unless you decide to break through that fear, the fear will always win, because it is so easy to back down. After all, no one is pushing you, and all you have to do to relax from the pressure is not approach the woman.

Okay, so that's settled.

Now, when you walk up to them, remember that YOU ARE THE MAN, in every detail. When you are THE MAN, you are so awesome, it's like overkill: ***Of course*** she's gonna want you!

Think of it as being so easy, that ***very low energy is required*** from you.

That means even the way you walk up to them OOZES with confidence and assurance and masculinity. No jittery walking, just a smooth calm ***slow*** walk, taking your time as you get up to her. Every bit of physiology speaks volumes about yourself, so your body language, voice tone, breathing, should all be calm, cool, and relaxed.

EVERYTHING must be consistent with the concept of being the MAN.

Women will not forgive a man for not being masculine. So you must banish all inner doubts to TRULY BE THE MAN. Slap yourself silly if you need to, but there is no room for weak minds in the game of attracting women.

The good news is that by first consciously applying the correct physiology, you will then actually affect your psychology as well, and you will become even MORE confident, creating a positive cycle.

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Okay, step **TWO**- talking to her:

At this point, you have already separated yourself from most guys because you had the guts to go up. But the battle isn't over yet.

Now, remember, these women are bombarded by men who want them, guys that talk to them, so these women are VERY experienced with sizing up a man's manliness and can tell if you are A REAL MAN or not right away.

Think of these attractive women as recruit specialists for a Fortune 500 company. Bombarded with people who want to work for them.

These recruit specialists have learned to rely on common signals and cues that they use to "detect" instantly from an interview/ resume whether you are even worth looking at, or whether you should be rejected immediately.

So how do you do the best "resume/interview" with women?

Well, some of the cues that attractive women rely on to instantly confirm that you are ***not*** THE MAN are:

A nervous demeanor, mumbling words, sweating, jerky eye movements, jerky body movements, rushing the words, compliments, staring at her before you even go up to her, etc.

THE MAN makes eye contact and ***keeps*** it.

His eyes don't nervously dart all over the place.

THE MAN can break eye contact, but only because he is ***bored*** with a woman, not because she intimidates him.

What comes out of your mouth is only part of the test. ***How*** it comes out, and the message your ***body language*** conveys, will have an even greater impact on your success.

Your voice tone and your body language MUST BREAK her negative pattern of thinking and MUST SHOW HER THAT YOU ARE THE MAN.

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This is the thinking pattern that she currently uses:

Guys come up to her, she already knows that 99.99 percent of the time they are not masculine, and so she gets automatically goes into defensive mode and just gets rid of them.

The solution is to break her pattern by ***immediately projecting*** the fact that you are ***THE MAN*** through your behavior and demeanor. If you can ***also tease her playfully***, you further INTERRUPT HER PATTERN and force her to do a double take. And the teasing helps create rapport so she'll feel comfortable and "in synch" with you.

Now, simply being calm and cool and in a good mood works wonders. But the "killer" touch is if you also show the teasing style of THE MAN'S sense of humor.

Remember, playfully teasing a woman creates the ***perfect sexual tension***; it shows you are THE MAN with confidence and sexual experience, (you're not afraid to play around with women), and it also simultaneously shows that you are a ***fun*** person. She'll picture smiling and having sex with you.

And of course, the teasing also BREAKS her "throw out all approaching guys" state, because it SURPRISES her and INTERRUPTS whatever she was thinking/feeling at the moment. And it's done in a playful way, not a psycho-on-the-loose type of way.

And how else should you continue to show that you are THE MAN?

After the teasing and the confident relaxed demeanor, you can ease up a bit, as long as you are not ***violating*** the rules on how to be THE MAN.

Don't start complimenting her, don't start kissing her ass, and don't tell her you want to marry her. Don't tell her you are looking for a relationship. (In other words, don't give her reasons to believe you are a "nice" desperate loser.)

And don't pick a negative topic, a lifeless topic, or a depressing topic. You remember what I said about negative guys, right?

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I remember the first knockout blonde who I approached on a subway. She invited me to meet her later that night at a club. She actually complimented me on my approach and told me how a few days earlier, this guy was staring at her and her friends FOR AN HOUR at a café once. Then the guy FINALLY came up to them, and said, "What do you think of the ***garbage***?" (It was a garbage strike.)

Needless to say, he was pretty much in the ***dumpster*** as far as she was concerned. By taking an hour, he already indicated he was nervous, and then his grand entrance with the garbage…. I felt sorry for him, because at one time, I might have done the same.

He was probably a "nice" guy.

By the way, all I did was tease her about some unusual sparkles she was wearing around her eyes. Something like, "So you still go trick-or-treating? A chocolate bar is only a buck, you know." (It was Halloween the night before). She smiled and said, "I don't do that anymore…" I replied, "Sure, sure…then why did you leave your mask on?" Now, it was pretty clear that the sparkles were NOT part of any costume, and she was GORGEOUS as hell, so of course she was secure, and she laughed.

Just being THE MAN would probably have been enough to make her interested and feel safe, but I used THE MAN'S sense of humor to put me over the top.

Keep it simple. Remember that YOUR state of mind is catchy. If YOU are relaxed and secure and totally being the MAN, she will feel safe and happy in your presence.

For example, if you're in a fast food restaurant and spot a woman sitting down by herself, you can just say, "Hi, anyone sitting here?" She'll say no, and you can just casually plunk yourself down and tease her about her choice of food or whatever. You'll see that most times, women are actually quite friendly.

She will know why you are talking to her, so don't worry about what she is thinking. If you didn't approach her like you were peeing in your pants or like you were a psycho, she ***will almost always*** be warm.

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Don't try to hide the fact you are a MAN and interested in her.

Being turned-on, and in a flirty state of mind is ***good***. And it will help her enter into a sexual state as well. Just don't kiss her ass or act desperate.

Now, if you can, try not to talk about things that every other guy talks about. The best way to communicate is to make yourself stand out in a positive way.

Asking for the time probably isn't the most original thing, right?

Try to focus your conversation on teasing her with THE MAN'S sense of humor. Try to see if you can tease her about something she is wearing or something she is doing. Remember, keep it funny, not cruel.

If you can't find anything on her, see what is going on in the immediate environment. If you are in a mall, you have a trillion options, from joking about the merchandise, to making her give you directions to a certain store and teasing her that she gives bad directions, etc.

Once she's laughing, this eradicates any negative state she may have been in., and warms her up. And it makes her feel like she knows you, like a friend who is comfortable enough and ***close*** enough to tease her.

Having humor not only gets her into a receptive mood to talk, but it also makes you seem like a fun guy to be around in the future. And if you have humor that simultaneously shows you are THE MAN, you are really going to be "killer".

But you must make sure that you are **FUNNY**, that you are not trying to be cruel to her. Otherwise, you will seem insecure and needing to overcompensate for feeling intimidated. So do not cross the line into being a prick or a jerk.

Here's the test: If she isn't laughing, it isn't funny.

The reason this entire approach works is because you are conveying you are THE MAN, which is a rare opportunity for her.

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She will definitely be thinking one or more of the following four things after your approach:

1. This guy is not kissing my ass like everyone else, and he seems truly in control of his life, confident, not angry or insecure. He must be pretty damn brave and good with women, he's sexy as hell.

2. This guy is not kissing my ass like everyone else, what the hell is happening? I've never felt so off balance by a guy before.

3. Am I not as sexy as I thought? Damn, I will show this guy just how sexy I am, and then he too will kiss my ass, and then I will feel secure again. So I will actually engage in more conversation with him, maybe even go out with him, to show him how awesome I am, so that he will kiss my ass and then I can feel confident that I'm sexy again. I will not stop pursuing this man until he starts kissing my ass so I can feel in total control of men again. In any case, he must be pretty awesome if he is not kissing my ass.

4. This guy might just be ACTING like he's the man, but I'm WILLING to test him out to see if it's really true. God, I hope it's true, I want a man who is really that way.

No matter what, the above approach makes it clear to her that ***you*** are the "prize", and that you are not desperate. It makes it clear to her that although you have the guts to go up to a woman, you are still ***not easy to get***.

And this is a crucial principle in dealing with women, no matter what your situation, even if you are in a long-term relationship.

I used to wonder, "Why is it that women just can't appreciate a good thing? Why must you show that you are ***hard to get?***"

Well, I realized it's just human nature. This occurred to me once in a strange way that had nothing to do with dating. Did you ever go driving and listen to the radio when a song played that you hadn't heard in a long time, a song that you really loved?

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Before the advent of music over the Internet, when even money couldn't get you certain rare songs, I would think about that song from the car long after I came back home. It would echo in my head.

Now, however, virtually any song can be downloaded, even that "rare" song from the radio. The mere fact that I KNOW I can just download it in seconds often makes me less enthusiastic about the song. It's simple- easy access means less anticipation, less eagerness, less appreciation, less joy.

From the very first moment you meet a woman, and for the rest of your life with her or any other woman, don't make yourself that "song" that is so easy for her to hear.

Let her feel that it takes a lot of EFFORT for a woman to be privileged enough to enjoy the "music" that is you.

She will love you for it.

What's interesting, is that, in all of the above scenarios that can play out in her mind, in each one, if you continue to be THE MAN, the scenarios will almost always all lead to her falling in massive lust with you. (Assuming she is not already in a happy and committed relationship.)

Either that, or in some rare cases, she will be so impacted by your impression that she might just feel a little too overwhelmed, and she might need to just run away. But at least you will know it was because you were TOO SEXY, and not because you were LOSER BOY.

By the way, they usually never run away, because they are too excited by the prospect of being with a real man.

You see, even if your approach causes her to think the second and third possibility, where she just wants to control you, what is actually happening is that you are setting up an obsession. The fact of the matter is, she now ***cares what you think***.

And, if you don't give in to kissing her ass, this will lead to her being obsessed with you, which triggers massive sexual chemistry, and she will actually desire you even though it wasn't what she first wanted to accomplish.

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A little side note here: I used to wonder what would happen if the entire male population ever decided to all act like THE MAN- would there be a shortage of hot women for men?

After all, how could there be enough hot women for every guy?

The answer is there would NOT be a shortage, because what would happen is that women would be working a lot harder for men's attention, and that means there would be more women taking care of themselves and looking hot! Trust me, makeup, hair-do, proper diet, and fitness (and sometimes, surgery!) can make almost any woman ten times hotter than she would otherwise appear.

See how thinking in terms of abundance is the way to go, instead of thinking in scarcity?

Thinking in scarcity makes you insecure around an attractive woman. Thinking in the abundance mentality makes you calm around a woman, no matter how hot she seems.

Anyway, the point is, talk for a bit, show you are a man, but don't talk for long. Two or three minutes should do the trick.

Okay, step **THREE**:

After a short teasing conversation, where you've intelligently used her feedback to carry it on for a minute or two, tell her it was fun meeting her. THE MAN does not have time to waste, so he TELLS HER that he has to ***go***. He casually asks if she has email, she jots it down, and he leaves.

Notice the terminology of the question, "Do you have email?" as opposed to "Can you give me your email?"

The first example creates no resistance. There are no favors asked.

The second example reeks of desperation.

Similarly, you could ask, "Do you know how we can meet again?" Again, no personal request, just an academic question. No favors, no resistance. It becomes her ***choice*** to contact you.

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She will most likely answer, “Here’s my email”, or, “Here’s my number”.

Getting an email is more important than “getting digits”, (a phone number) because she will be less inhibited with email. Also, only with email do you get to think about what you will say and avoid busy signals. Also, email gives you both the luxury of answering whenever is most convenient.

If she puts up resistance, there could be a million reasons why. Don’t dwell on it, because it’s a waste of time. She may have a boyfriend, she may be in a horrible mood, etc. etc.

Congratulate yourself on the fact that you are not afraid to go up to women, because that is half the battle right there.

Just move on, and forget her IMMEDIATELY. Focusing on anyone who does not give you results is a WASTE OF TIME. DO NOT try to convince her to give you her number.

Trying to convince a girl of this is counter-productive for two reasons:

1. You are convincing your brain that she is important when she is not.

2. She will only feel less and less attraction the more you try anyway, since she knows you are trying for her again, and this makes you look pathetic and not sexy masculine.

I allow for a SMALL window period of about 20 seconds, if she is hesitant about giving you her email or number. Don’t panic, be cool during this phase. If she says, “I don’t know, I usually don’t do this…”, then tease her about it, and tell her you haven’t eaten anyone in at least a week.

Remember, you are THE MAN- you don’t get desperate. As a matter of fact, you should show you think it’s kind of funny she is being wimpy.

But the fact of the matter is, if you did it right, most times she will want to give you her number or email unless she is in a real relationship.

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There are times when you can skip this whole step. Sometimes, the conversation will be going so good right off the bat, ***you will be able to arrange a meeting right there***.

For example, if you are in or near a coffee shop, you might easily be able to tell her "We should discuss more of this over some coffee right there". ***It's never too early to "close the deal"*** as they say. Closing the deal early shows her real quick that you are ***overwhelmingly*** THE MAN. Awesome, secure and in control.

If you ever think a situation is too uncomfortable to approach a woman, remember that the woman will know it's awkward and will ***reward*** your sexy courage with more respect because you dared to go where other guys were too scared. (i.e. a woman's lingerie store) So just remember that the next time you think a situation is too awkward- the guts of your decision to go up to her makes you ***that much more*** sexy to her!

Keep the whole approach light, fun, smooth, and CONFIDENT. Remember, if you are really THE MAN, you are not acting desperate or laughing nervously, or trying to get their approval with your nervous smile.

You're James Bond and having a bit of fun with them. You don't care much about the outcome, because there are literally billions of women on the planet, and millions of attractive women, probably right in your own city.

You're just having fun with the process; you don't really care about the particular end result of this particular approach with this particular woman, because there are billions of women on earth. Enjoy the process.

In time, you'll get so used to getting girls' numbers that you will not be concerned about the success of any one specific attempt.

This light and fun, yet masculine approach works because you disarm women with your good mood. Your mood is also catchy. In addition, you come across as a sexy, masculine man that already has his needs fulfilled. You are not a weak man who would crawl on his knees for a woman. Add a sense of humor, and all she can think is that she will be laughing with a sexy awesome guy who can take care of her.

Do it.

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Again, a little **common sense**: If you do moronic things like exclusively seeking women in dark, abandoned parking lots at 1 in the morning, they will usually be too cautious to give you their number. (Although even in this case, I have seen exceptions.)

Also, if a woman is really busy, you have to cut to the chase and just say something like, "Hi, I see you're busy here and I have to go too. Do you have email?" If you say it with confidence, many times she'll give it right to you. I stress email or phone numbers because it's easier, it's lower risk for her, and allows you to both respond when you can.

There is another important scenario you need to understand:

WOMEN IN GROUP SETTINGS

As opposed to women in **isolated** settings who are easily approachable, women in group settings will often be concerned about their image if they give their number to a total stranger in the presence of their friends or associates, unless it is a party atmosphere.

A woman is often concerned that she will appear like a slut to her friends, if she gives you her number. You can decide to just go for the quick and easy isolated women. Nothing wrong with that. Maybe you don't have the time, the need, or the patience for what is involved in group settings.

But if you want to purse women in groups as well, there are three strategies from which you can choose, as detailed below.

The first option is to wait till you ***can*** **isolate** her. She may have to leave the group for anything from using the washroom, to getting something to eat, etc. Once she is isolated, she is free to act on her attraction to you.

The second choice is to initially ***IGNORE*** her ***completely***. Instead, approach ***the group***. ***Ignore her*** and **make the group** at ease and start a fun conversation. Use the environment as a catalyst. If you are in a restaurant, ask about the menu. Make fun of the menu. Nothing serious. This neutralizes the power of the group and even turns them into an ally.

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This will completely drive the ignored woman CRAZY, and she will start to ***fight*** for your attention. Ignore her some more till she **really sweats** for you to focus on her.

Attractive women are spoiled and can't take it when they are not the focus of a conversation, particularly when a man is around. At the point she is going absolutely freaking insane from desiring your attention, you can begin to speak to her, and now you can really let loose THE MAN: Tease her for a couple of minutes, have fun- she'll usually try to keep your attention.

By now, you have made friends with the entire group. They all like you, and they will allow her to separate from the group. She won't seem like a slut for leaving the group, because you are such an awesome dude they are all on your side now! However, you still have to proceed to isolate her to have the best chance of her feeling comfortable enough to give you her email.

She may now ***herself*** try to find an opportunity to get away from the group. She may say she'll be back, she's going to the washroom, or to get something to eat. She may turn her back to the group to face you and create more privacy. ***Be alert to any of these actions*** and ***take advantage*** of the opportunity she is ***purposely*** giving you to isolate her and get her email.

If she does not isolate herself, then you can confidently say to the group in a James Bond type of voice, "Will you excuse us for a second?" and gesture to her to follow you a bit away so you can tell her it was fun chatting, you have to go, and "What's your email?" The worst thing that can happen is she'll feel obligated to stay in the group. In that case, just ask her for her email and tell her you'll only SPAM her a hundred times a day.

If you don't try, you have a 100% chance of no success.

The final alternative is to simply go up to her and speak directly to her. You are THE MAN and can do whatever the heck you feel like. This approach often works on the basis that the woman will be turned on by your sheer guts, by the fact that you do what you want and aren't scared off by her clique.

There. Now you have a formula and method for just about every situation in which you will ever find a woman.

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WHERE TO FIND WOMEN

It's important to go to places where you can find hot women or you're wasting your time no matter how much magnetism you possess.

Here are just a few major sources of hot women: The mall, gourmet coffee shops, trendy gyms, colleges, cafés, movie theatres, the video rental store, public transportation, and trendy downtown fashion districts.

If your daily or weekly routine does not include any places where women are, then you must change your routine. Change the time of day you go to certain places. Change the places you go. Get off your butt and don't stay home or you won't meet anyone!

If you live in a small town with hardly any girls, consider visiting and moving to the nearest city. You have to do whatever it takes to find the women so that you can actually apply everything you know.

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CHAPTER TWO:
DATING

SETTING UP THE DATE

Okay, so you've got her email or number or both. Before, you were mostly just focusing on NOT SCREWING UP by acting like a desperate case. Now, you have to do a ***little more*** than just ***not screw up***.

You have to ***really*** be THE MAN now, because more communication is about to start, giving her the chance to better scrutinize you for your level of masculinity.

Don't email or call her the same day you get her info.

But DON'T wait a week. A couple of days is probably best.

If she is hot, she's giving her email/number out a lot, and waiting too long means she'll have forgotten meeting you, and you will have lost momentum.

I like to **email first**, since it's more convenient for everybody. This is the time to unleash THE MAN. Do not act like every other guy and start asking her about her favorite movies, foods, hobbies, etc.

NO WAY ON EARTH CAN YOU SOUND LIKE JOE SHMOE.

Immediately, **let loose the charm by teasing** her a bit in your email. (Remember, no self-deprecating humor, ***ever***.)

And now, ***get straight to arranging the date***. Tell her it was nice meeting her, and that you should meet at x café. (Or anything ***casual and trendy***, not sleazy. Ice cream, coffee, tea, etc are fine, just stay away from dumps. And, stay away from movies, because it's two hours of ZERO communication.)

Finish by asking what her schedule is like for the next few days, ***and tell her to give you her number***. (Tease her, so it's clear you aren't desperate. Tell her something like "Let me know your number. Unless your homeless and you don't own a phone, then just give me the number at your shelter").

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It's crucial to bring up the date in the first email, to keep momentum.

Keep it brief. Trust me, women keep first replies to new men brief all the time, and it will freak her out when you do it first, and prevent her from thinking that you are a bore, under her thumb, or a carpet for walking on.

This is a sign of THE MAN, who does not waste time getting seriously "into" a girl that he hardly knows and who hasn't shown if she is worthy or not of his time and deep interest. THE MAN doesn't even write or talk much at all until at least meeting her for a date. He's busy with other things, maybe even other women.

If she doesn't return your email, try once more a few days later with another teasing email about how she forgot how to use her computer, or didn't pay her internet bill and so they cut off the service, whatever. Most of the time, this works.

When she returns your email with her number, call her and arrange the exact time and details for the date. And tell her lateness is lame.

By the way, DECIDE THE DETAILS OF THE DATE YOURSELF.

Never ask her for ideas for what to do.

YOU ARE THE MAN, IN CONTROL, OF EVERYTHING, ALWAYS.

Do not arrange a "big deal" type of date. No fancy dinners, etc.

"Big deal" type of dates make you look like another desperate Joe, cost you money, and also make her concentrate on the DATE, instead of on YOU.

Forget the whole DATE mentality, you want her to think about YOU.

You want to keep it light and get to know her, because you DO want to know what type of person you are with, right? THE MAN does not settle for just any woman, he selects for both LOOKS AND PERSONALITY.

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Going on a SERIOUS DATE makes her compare you to other DATES, and you will be lumped together with everyone else in this category. Keeping it light makes her realize she hasn't got her hooks in you, and makes her wonder why she can't, and ups the ante for her. She'll try harder to win you.

Besides, don't you want to know whom the hell you are with before you get any further? The more casual the date, the easier it is to talk, the easier it is for you to qualify ***her***.

DURING THE DATE

During this first date, I suggest you actually observe her behavior, and see if her values are consistent with yours. Don't stare at her breasts, it makes you look desperate.

If all you want is to get physical, you might think her personality doesn't matter, but it is always good to know whom you are dealing with. And if you are looking for a relationship, then this is a CRUCIAL time to be learning about her values.

At the same time, be relaxed and don't stop being THE MAN.

That means being the man in your words, in your body posture, body language, breathing, even in the way you eat. Relaxed relaxed relaxed. Remember that she might not even be worthy of your time, so don't start getting freaked out just because she is attractive.

Do you get me here? Don't tell her how awesome it is that you actually are here together with her. Don't start telling her how beautiful she is, she's heard it a million times before. Forget the compliments. Remember that giving her compliments only makes her think lower of you.

Keep it fun and light, show your sense of humor, tease her because it makes her feel relaxed around you, so she doesn't have to worry about being all formal with you.

Good topics of conversation are the juicy ones- celebrities, TV shows, funny news, and make fun of the people involved, as long as it isn't cruel.

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COMMUNICATING WITH WOMEN

Men are real up-front and to the point compared to women. Maybe that's why men don't talk nearly as much as women. Women simply do not communicate in direct fashion; it's just not their style for whatever reason.

Moreover, you must ensure that you deliver maximum impact that you are the MAN in your communication. If you really want to get your point across, be INDIRECT, in a way that makes them REALLY THINK ABOUT your message. Engage her mind.

Be dramatic in your articulation. Use anticipation: "You know what they say about redheads like you" She'll say, "What?". And just pause….

Learn how to handle bad behavior in this engaging way of communication.

For example, if she's telling you all the time how to drive, don't tell her not to do that again. Instead, calmly stop the car. Stay silent. Get out of the car. Go to the passenger side. Tell her to get out of the passenger seat. And tell her to drive. Of course, you keep the keys in your pocket. If she says anything like "what's wrong with you?" just point to the keys and say calmly "This means I drive".

The same thing applies to positive communication. If she has earned a compliment from you, like baking you some awesome cookies, don't tell her "The cookies were awesome". You can tell her that your family was over and had some cookies and now they keep coming over, hoping for those cookies, even when you don't want them too. Do you get the difference?

COMMUNICATING WITH PHYSIOLOGY

Realize this: You are ***constantly*** communicating with women even when you don't speak. As a matter of fact, the words you use are almost trivial compared to the signals you send her through your physiological movements and actions.

Always remember it is not just what you do, but HOW you do it.

Your TONE of voice, for example, says far more than your words.

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If you use a deep, sexy manly tonality, you are BEING THE MAN. If you use a Mickey Mouse tone, what does that say? Practice this and use a tape recorder to listen to yourself talk.

If you speak in jumbled words, or too quickly, you convey confusion, weakness.

If you fully face her with your body right away, and you quickly and immediately lean in toward her right off the bat when you see her, you are communicating that you are TOO into her. Wait for her to show some worthy response to you before you give her any approval through your body language.

Even the way you breathe says things about you, and will be interpreted consciously or not by women. So breathe calmly.

Slowing down and relaxing your movements, no matter how trivial they seem, says you are the boss and you are under control.

How many movements have you developed bad habits about?

Change them.

I cannot over-emphasize that your ***every action*** can be used to enhance your sexiness or detract from it. The way you pick up your food with your fork, for example, is it calm, it is controlled? Try slowing it down.

The way you turn your neck to look at someone.

Slow it down.

Slow down the way you breathe. The way you eat. Imagine if you could slow down the way you sneeze...

(Okay, fine, I'm kidding on the last one. Don't try to hold back or slow down a sneeze, it's not healthy… I'm just trying to deliver a point. But for almost ***everything else***, slow it down…)

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"DEALING" WITH WOMEN

One of the first things women will do, especially attractive women, is screen you to see if you ARE REALLY "THE MAN" or not. The best way for them to do this, to really find out, is by giving you what are known as "shit tests".

Yup. Really.

They will actually try to MAKE YOU GET UPSET, to see if you are so weak. They will try their damnedest, they will use all their intelligence to try to "innocently" make you lose your cool.

Women need to know if YOU ARE IN CONTROL. All because they want to make sure you are REALLY the MAN.

You see, THE MAN'S WORLD must DOMINATE her world.

That means ***no matter what she says/thinks/does***, it is TOTALLY IRRELEVANT to your world.

HER world does not affect YOUR world. If it does, then you have already ceded control to her. If she has a problem with you, it is in HER world, NOT yours. If you even **enter** HER world, you have ceded control.

No matter what she thinks/says/does, it is still only HER world.

It must be clear in your mind that the only WORLD that matters is the WORLD that YOU live in. You create the rules in your world.

Whoever believes in their world more, dominates. And women hate men who are not dominant. I'll let you put two and two together.

So make certain that the REALITY you create in your head is a positive one for you. And stick to it.

You MUST make all this **clear** to her through your ACTIONS, not just with your words. Words are mostly quite meaningless.

That's why arguments achieve so little.

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You should actually look forward to the shit test, because it's your chance to show how much you don't give a damn and show that you actually indeed **are** THE MAN.

Shit tests could be anything from attempts to make you jealous, to attempts to make you feel unworthy, etc. It could even be something like her asking you your age, or "are you a womanizer, etc".

The way to deal with these tests is simple. Calmly show her it's YOU in charge, and YOU screening HER, not the other way around.

The best way to deal with these tests is to NEVER respond directly to the test. That means ***don't respond within the same mental framework at all***, or you will be **reinforcing *their* frame**.

You want to OBLITERATE HER ENTIRE FRAME OF REASONING, so that the test itself because ludicrous and embarrassing to her.

What you should do is **REFRAME** the entire situation in a way that makes her look undesirable and unsexy.

If she says to you "Do you really think I would just give out my number?" You can say back, "Well, I only take numbers from girls who are fun and open-minded without any hang-ups. You seemed kind of open-minded and fun, but maybe I was wrong. In that case, this relationship would never work".

Do you see how you have just reversed the whole thing?

Now, her very test has made HER look old fashioned, unsexy, and sexually repressed. And you haven't even said a single insulting word!

As opposed to dealing with it on her level and DEFENDING yourself by saying "No, I'm really not a womanizer, I don't do this with every girl, only good looking girls, etc." Do you see how terrible it is to address shit tests as even legitimate questions in the first place?

Tell HER you only go out with non-flaky chicks. Tease her. Challenge her to see if SHE'S good enough for YOU.

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Whatever you do, don't show any emotional response whatsoever to her shit tests, for that is the entire point for her.

If she is subtly trying to make you jealous, talk to other girls then while she is right in front of you. Show her you don't need her. And then watch her come on to you. Women LOVE men who pass the shit tests.

If she is asking you about your age in a negative demeanor, (implying you may be too young too old) you could turn things around. Answer "Prime of my life/old enough to handle you/ etc.", and then just say "By the way, in woman years, how old are you?"

She may ask, "What do you mean?" You can calmly tell her that in woman years, you have to add at about 10-25 years depending on how old she is.

So if she's 21, say that's about 29, if she's 31 that's about 43.

And go on to SCREEN HER, to make sure SHE HAS all the traits that YOU are looking for in a woman.

Sometimes, you have to dump them immediately to deliver your point.

However, don't leave her without an opportunity to ***correct*** her behavior. Let her know what you expect from a woman. (Otherwise, if you close any opportunity for her to change and live up to your standards, she will be prevented from pleasing you). So don't tell her to drop dead and leave you alone. Just make it clear what your standards are. If you are in a club, you can walk away and give her the chance to come back to you.

The point is, the clearer you make it that you are THE MAN during these tests, the less she will have to ever test you again.

If you start seeing each other seriously, you could even make it clear to her that you don't tolerate tests AT ALL, since you find it immature as well as a sign of insecurity on her part. (The tests never completely end, though.)

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KEEPING YOUR MANLY IDENTITY

When all this stuff works, and she starts really warming up to you, it's tempting to let her feelings for you blind you in your decisions. You may be lured into thinking that you can stop being THE MAN. Do NOT let this happen.

She may call you up, email you, or whatever, to discuss all kinds of trivial stuff. DON'T allow this. You see, girls talk WAY MORE than guys. That's why they talk and gossip to GIRLS.

If you let yourself become a girlfriend, guess what? She forgets instinctively what YOU ARE, and pretty soon you are not being treated like THE MAN. So your job is to be THE MAN, and to be THE MAN ***only***.

Same thing goes for girl-activities like shopping, etc, etc. Stay away from it or you become girly-man.

Another, even more horrible mistake that guys make at the outset is they start pushing for a RELATIONSHIP far, far, far too early in the dating stage.

Not only must you not push for a relationship, but also, ***even if she pushes for one***, you ***must not*** get into a serious relationship or show that you want one for at least a few months.

The reason for this is very clear: If you are really THE MAN, then why would you limit your options on all other women so fast? Are you that desperate? Is THE MAN desperate?

No matter what she says, if you go into "relationship" mode too fast, meaning exclusively seeing each other only, calling every day, etc, then she cannot help, on an instinctive level, but think that you are LESS of "THE MAN" than if you had waited longer.

And this is a TERRIBLE thing. You see on an instinctive level, women categorize men as being either ALPHA MALES, or INFERIOR MALES.

If you are THE MAN, then you will NEVER give up your options so fast on ALL THE OTHER WOMEN ON THE PLANET.

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Although one could argue that women also should play "hard to get", this is ***especially*** true for men in the sense that men were designed from an evolutionary point of view to desire endless women anyway.

The male strategy for reproduction has a greater emphasis on quantity, rather than quality, of "investment", in the sense of desiring to mate with MANY women. Of course, he also desired to mate with the BEST women, but he would be more flexible in his choices than a woman ever would be for herself.

The reason for this evolutionary development was that men could never be 100 percent sure if their baby was their own. Therefore, men would mate with as many women as they could to increase the chances that their own genes would be reproduced. Simply put, men have no reason to be bringing up someone else's baby!

So what kind of MAN gives UP his entire gene SURVIVAL METHOD so fast? I mean, she has to be one HELL OF A FANTASTIC WOMAN.

Think about it this way: Women KNOW that their child is THEIR OWN. Women don't have to worry about this, so all they really need is a HIGH QUALITY GENE male, who they can RELY on not to abandon them.

From an evolutionary point of view, the worst thing that happens to a woman is that her mate decides to give his RESOURCES to another woman. Now, that is pretty bad, considering her children may starve. But not as bad as not having any children at all!

So you can see why a man MUST keep his options more open. Women have accepted this for millions of years, just like men have had to accept the fact that their baby might not be their own for millions of years.

By JUMPING into a relationship, EVEN IF SHE WANTS IT, you are CONVEYING stupidity as well as desperation.

So wait at least 3 or 4 months before talking about relationships.

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CHAPTER THREE:
GETTING PHYSICAL

Before I start, I want to explain that you don't have to have genital to genital contact or sex with her now, but it is important to at least get physical with kissing and cuddling, petting, to establish yourself as a sexual being.

God knows, we are living in a crazy society that glorifies brainless sex with strangers, and at the same time we all know the dangers of unsafe sex. Forget the b.s. you see on TV and movies where no one uses condoms or gets tested. THAT'S BULLSHIT. I recommend keeping your fluids and her fluids to yourselves before getting tested to see if this is a wise choice.

So you can take your time getting to know this person (it will only make you more valuable and appear less sex-desperate anyway) and have sex with her later. And if you want, you can always get to know her, and you might decide you actually like her as a person, and want a relationship.

I say you get to know each other and get tested for STD's. If you are in a committed relationship, and then you can have more mind-blowing sex without the worries.

Think about your options, because THE MAN does what HE believes is right, not what everyone else says is cool.

It's your decision. Go learn about safer sex if you don't already know, and always use a condom.

I personally think most guys are way too desperate about sex. Don't rush it. I think that if guys just knew how easy it was to have sex, they wouldn't rush into it, and would be more appreciative of all the other contact.

And women really love foreplay, so learning to appreciate all the other physical contact before sex is a great way to help your woman actually have mind-blowing sex with you later.

With that said, I again repeat that it is important to have **some** physical contact soon. The longer you wait for this, the less likely it becomes. I know guys that have spent months with a girl, and haven't even kissed her.

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Bad news for them: This is a hard situation to get out of. These guys tried to be nice, and their reward was forced celibacy. Because it really isn't that nice, to pretend that girls do not like sex, and to not give them sex, when in reality they enjoy it and want it.

Therefore, you MUST establish yourself as a sexual being EARLY in the game, or they will think of you as ASEXUAL, (codeword: "friend") and pretty soon they will find some guy who DOES know how to convey sexuality.

At the same time, you have to ensure you don't come across as needy for sexual gratification. You should learn to enjoy the process of foreplay, the entire experience of lovemaking. It's not a race to the finish line when it comes to making love to women.

Men who enjoy making love as opposed to just getting laid have the right attitude for becoming a great lover.

Women ABSOLUTELY DESPISE forced contact, to a degree unimaginable to men. So forget the idea that "they like it no matter what". That's men, not women.

So how do you get physical quick?

THE STEPS TO GETTING INTIMATE

While men are practically always turned on, or at least emotionally ready for sex, women need to be ***warmed up a lot more***, and they need to know, especially with a new person, that they are emotionally ***safe*** with this person.

Women require a feeling of emotional intimacy and safety as well as proper physical stimulation in order to feel maximum sexual pleasure.

Emotional security and tenderness does not mean that you should be meek in bed with her. But it does mean you must begin with the emotional before the physical. All great sex with a woman starts with attention being paid to her emotions before it starts with attention to her body.

It's a good idea to make it clear you aren't desperate for sex.

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But since actions speak louder than words, as you know by now, the way to do this is not to tell her, but to show her.

Here's a good way to indicate this:

When you arrive at her apartment or house to begin a first date, or she arrives at yours, make sure you don't try anything physical. Show her you aren't desperate and that you won't take advantage of her. If she comes in to your apartment, don't be like every other moron and try to get her naked right away. Do the opposite and get both of yourselves out of there, to wherever it is you are taking her.

If you're picking her up, ask for a drink of water and do the same.

After the first or second date is over and you're driving her home is a good time to begin some physical stuff. If you were secure, fun and funny and not kissing her ass, she probably had a great time.

Continue the fun conversation for a while after you park.
And remember, you don't have to go "all the way" if you don't want to.
Even if you want to go all the way, the car is a great place for initial contact like kissing.

If you want to go all the way, you'll often need more privacy than just the car, although many, many women have NO PROBLEMS with this. Remember, women are just as full of animal instinct as men, they just want to avoid appearing as a slut. (See: Anti-Slut Image Shield, p.100).

If the car is a problem for her, make a smooth casual transition from the car to wherever it is that has more privacy:

If it's her apartment that you are driving her home to, you could mention that you need the bathroom. Or she might mention some excuse to let you in. Don't act desperate. Be THE MAN and very casual about going in, make it clear you don't NEED sex, through your body language, voice tone, etc.

If it's your apartment, again, be THE MAN. Calmly invite her in for a casual reason, not because you NEED SEX NOW. Invite her in to your apartment to take a look at whatever the hell you have that's interesting.

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A book, art, music, whatever.

If you've met at a party, there's probably a room available. Same thing here, keep it casual for the pretext of why you are going in to the room together, unless you are already making out, and you BOTH are already turned on and desperately searching for a room!

This brings me to a related situation/option:

In any situation where you are ***already both making out hard***, ***but you don't have total privacy***, be it a party or your car, and you are already both massively turned on, ***just go STRAIGHT to the location required for sex***: i.e. Hotel, room at party, apartment, etc.

She is already in her sexually turned on state, and there is no point in moving backwards by going into a casual state of mind.

Okay, so now you've got privacy. Sit down wherever you like, and give her space. You don't NEED her, remember?

She probably already feels good about you, but it's up to you to "make things happen", since YOU ARE THE MAN.

Then, when she's sitting next to you, and when the moment is right- i.e. you're both laughing, this is a good time to begin:

Look into her eyes for a prolonged moment. A confident, sexy look.

This alone can warm things up a hell of a lot.

As a matter of fact, stare deep into her eyes as much as possible for the entire lovemaking experience. Try not to break eye contact. Most guys don't understand how important and erotic it is to truly look into a woman's eyes. It will increase the feelings for both of you.

See how she reacts. Is she staring back at you? If she is, that's good.

The thing to keep your eye on the entire time is to see if she is comfortable as you are getting more intimate. If at any time she seems uncomfortable, just stop and relax and don't push it.

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Now, you know when you were in grade school and you heard "Jimmy and Susy were holding hands!" Or can you remember that famous Beatles song " I wanna hold your hand"?

It's innocent, sweet, and yet sexual at the same time.

So what could be better than starting contact in this sweet, innocent way, that is so universal everyone understands it?

So hold her hand. It's a powerful, non-threatening, bonding form of contact.

As you are holding her hand, you can compliment her ONCE.

Try to keep it from going overboard, if she has blue eyes, look in her eyes and you can tell her "Your eyes are so blue". Just don't recite a Walt Whitman poem and become a sap now.

Chances are, she will give you the sign that she enjoys what you are doing and saying.

Continue with one or all of the following:

Graze her cheek SOFTLY with the back of your hand. Or her ear, or some other NON sexual location.

Again, see how she reacts.

Another very non-threatening contact I recommend is touching her hair, since it's not even touching her body.

Lean in toward her.

Now comes the next element that you will incorporate into all your contact with her.

TEASE HER- let your lips come close to hers…but don't touch…just let them barely graze…

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She'll love this, because you are warming things up and building the anticipation. Women heat up slowly, like a charcoal barbecue. But when that charcoal heats up, watch out, because it is GLOWING HOT.

If she leans into you, pull BACK for more anticipation. Let her heat up to that glowing level.

Follow the contours of her face and neck with your lips or nose without even touching her, drinking in her scent.

Look into her eyes and run your finger over her lips, her nose, her forehead, through her hair and over the back of her neck.

THEN lean in, slowly, and kiss her SOFTLY on the lips.

NO French-Kissing and NO DEEP TONGUE yet.

Remember that women take longer than men do to get turned on, and they love anticipation.

Translation: Foreplay, foreplay, and more foreplay.

Teasing is an awesome form of foreplay. Don't rush into the sex part of sex with a new woman. (There is a time for just ripping your clothes off each other and jumping into sex, but that is for variety once you already know each other, or for those times when she is already bursting at the seams with passion.)

Glide your hands over non-erogenous zones. Kiss and massage areas that most guys ignore- kiss and massage both of her arms entirely, her elbows, her fingers, ***every inch of her*** EXCEPT her X-rated areas.

Women aren't men, who are more direct and simple in what they want, be it a blowjob to a climax, or doggy style sex, or both. Rather, with women, you will drive them more wild with desire if, during foreplay, you not only take your time, but you also ***tease them massively***, with a little of this, then stop, then give them a little of that.

This is the ultimate foreplay, and women LOVE foreplay.

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Keep them guessing what you will do next, and this turns them on like crazy. So do NOT do one thing and think that by continuing that one thing, she will orgasm that way.

Let her fire SIMMER AND SLOWLY BOIL.

Whisper something sweet'n sexy in her ear; tell her what you are going to do to her, or just give her a naughty comment.

If at any point she doesn't want to do any of this, just stop and relax and don't force it. Start at the beginning again. Talk to her, warm her up more. If she is receptive to kissing again, (if she smiles when you touch her and look in her eyes) then kiss her and keep the tone sexy.

When she gets turned on, (and she should if you keep up this attitude), you will get to the point where you need to undress her.

You can give her ONE compliment about her beauty now, especially her body, because 99 percent of women, including beautiful women, are still self-conscious about it, and need a little reassurance.

With each piece of clothing that comes off, wait until she is more turned on to take off the next piece, get it?

As the shirt, bra, pants, come off, be tender yet masculine. Kiss her neck, her shoulders, that place on the inside of her arm where it bends at the elbow; make her feel very safe in your arms.

Don't touch her X-Rated zones yet.

As the clothes come off, and you kiss her, tease her and also show her you are not rushing for sex, show her how much you LOVE foreplay.

And keep TEASING her in your touch.

As you take off her underwear, massage her buttocks all over. A lot of tension builds up in these large muscles, and she'll appreciate it and be more relaxed, which will make her more ready for awesome sex. Also, massaging her buttocks will also stimulate her vagina- the skin is all connected.

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A good principle to keep in mind is to massage her entire body, particularly the areas near the erogenous zones, since the nearby skin is connected and will stimulate her sexually.

In many ways, every single part of a woman's body is connected to every other part- so treat her every inch as sacred.

TEASING her with your touch also works to show her that you are in control, (which is something she wants from THE MAN deep down, even though she wants to fool herself that she is in control). Remember, tease, tease, then stop and look at her mischievously.

(The teasing should only stop once she is totally going nuts with desire.)

After she is completely naked, (you should be too) and you have caressed her ***entire body except her X-rated zones***, THEN caress the area above her breasts, then caress both sides of her breasts, and then gently but firmly massage the breasts themselves, cupping them with your hands.

Before you kiss and suck them, massage them with your lips. THEN kiss them, and suck her nipples and flick your tongue over her nipples. Purse your lips over her nipples and kiss them.

Gently squeeze her breasts together and kiss both nipples at once.

If you encounter resistance, don't be a moron by forcing it. Not only is this illegal, but it's not the way of THE MAN. THE MAN does not need to force women to do anything. Just relax and keep on with the other stuff.

When she is really, really, turned on, you will definitely know it, - she will begin rubbing and grinding on you.

After she is naked and you have caressed her breasts, stroke your finger down from between her breasts to her belly button.

Massage the area below her belly button and above her pubic hair.

Place your hand over her vagina without even touching it. Let her feel the heat from your hand. TEASE HER. This is awesomely powerful stuff.

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Then, make a "V" with your fingers and caress the outer part of her vaginal lips. (Make sure your hands are clean and your fingernails are as short as possible, or you can cause some serious pain and irritation to her.)

Remember that a woman gets massive pleasure from **clitoral stimulation**, so make sure you stimulate that region thoroughly. Most guys don't give it proper attention. Stimulate it from the side, with your fingers and your tongue. Stimulate it from the top too. Draw letters of the alpha-bet on her clit with your tongue.

And when you give oral, do it like you love it, for at least 10 minutes at a time, because your desire for it turns her on too.

She should be wet and ready for you to enter her at this point.

THE G SPOT

You've probably heard of a woman's "G-Spot". It's named after Ernst Grafenberg, who wrote about this region. When the G-Spot is stimulated, many women will generate huge orgasms, sometimes even triggering what are known as "female ejaculations". These are usually awesome orgasms for women.

Not everyone believes it exists, but I think it does in most if not all women. The G-Spot is an anatomical structure located on the inside of the vagina, usually about an inch to 2 inches inside. If a woman is lying on her back, you will find it on the ***upper*** wall of her vagina. The G-Spot is a small patch the size of a quarter and feels more rough and fleshy than the surrounding area. When stimulated, it can grow to the size of a walnut.

There are two ways to stimulate the G-Spot: Insert one or two fingers into the vagina (your palm facing up if she is on her back) and curl your fingers back toward you till you find this rough patch. You can either keep curling directly over the patch in a "come hither" movement with your finger(s), or you can apply direct pressure to this area by pressing on it.

You can also slide your finger in and out and while applying pressure to the G-Spot each time you contact this patch. You can also simultaneously lick her clitoris at the same time.

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Every woman is a unique individual, and you'll have to experiment to find out what exactly she likes best.

And remember, no woman will reach her full orgasmic potential unless she feels emotionally safe enough with you to truly "let go".

After stimulating her clitoris and G-Spot, you can enter her. This is the time to begin some awesome sex for both of you.

WELCOME TO THE PLEASURE DOME

There is another spot in a woman that often is a major source of pleasure. This area is a "dome", and looks like a shallow bowl flipped upside down, with a curved edge.

It's located ***deeper*** inside the vagina, ***past the G-Spot***, near the ***greatest depth*** of the vagina, where the inner diameter increases.

This area is unlike the G-Spot. It's smooth.

There are two sides to this dome: Due to a tilt, the first side is lower, the farther side is higher and at the very end of the vaginal tunnel.

The farther side is more powerful. Insert the tip of your longest finger as deep as possible along the back wall (the side opposite the G-Spot) of the vagina.

Now, find and stimulate this curved nook at the farthest edge, at the back of the vagina, by making a "come hither" motion with your finger.

When you feel her getting very wet, this nook at the far edge will sink farther, creating a pocket. Press the tip of your finger against the back of this nook, and simultaneously press against the PC muscle.

Get ready for her to enter A-O-L -"Awesome Orgasm Land".

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YOUR ANIMAL INSTINCT

As you get turned on, ***do not be afraid to let the animal side*** of you show, because it is MANLY and sexy to her.

So you can run your hands in her hair deep and grab it and pull a bit, (not hard, just firm) and you can grunt if its real and you feel like it. You can tell her to spread her legs wider, and help her do just that.

Most women do not want a submissive man, they would prefer that a man be DOMINANT. Makes sense, right?

If she is giving you oral pleasure, you can grab her hair by the roots and push down on her head with some firm pressure. (Of course, some women are exceptions, but they're less fun and I say throw caution to the wind and follow your desire.)

You can talk dirty, naughty and sexy. Don't be meek. (This is not to say that you can't also be ***tender*** at times.)

SPICE AND VARIETY

There are really endless varieties of sexual positions and techniques, and countless books and videos of high quality on this topic that do an excellent job of educating in this arena.

Here are a just a few awesome techniques to give you an idea or two:

Give her a sensual full body massage with your tongue instead of your hands. Especially work the back and neck, where tension builds.

Have her hold her breath while she orgasms.

After stimulating her orally, have her in the doggy position. After thrusting this way, pull out and stimulate her clitoris orally from behind her while she is in the same position. Then, ***go back*** to entering her from behind again.

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The above technique requires a lot of control so you don't climax too early. Since ***many*** techniques require control, here is an exercise to help you gain this skill:

While peeing, stop the flow for five seconds, then pee again, then stop the flow, etc, etc. Do this daily when you pee.

Another novelty you can try is buying her edible underwear and teasing her as you work your way to her eagerly awaiting vagina.

You can leave a series of naughty notes at her apartment telling her exactly what to wear that night, what naughty things you will do to her…

Remember that building **anticipation** is a HUGE element of sexual excitement for a woman. Never forget that, for women, the psychological dimensions of sex are just as critical as the physical aspects.

At the same time, you don't want to come across as non-spontaneous.

The solution is to never be predictable.

Try making love in different locations. Sometimes it can be rough, sometimes more gentle and intimate. Try it with different kinds of music.

Your imagination is your only limit.

If you are in a relationship with this person, you can learn more and more what turns her on, and at the same time, you can both explore new positions-make sure to never let things become boring and predictable.

To really be THE MAN, you should consider developing a few trademark maneuvers that are uniquely your OWN. You can add your own trademark by coming up with original angles, original combinations of moves, etc.

You want to stand out as THE MAN, beyond comparison to any other.

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TAKING HER HOME *REAL* FAST

If you really want to take her home the same night, there is a way to massively increase your chances.

The way to do this is to simulate many dates at once.

How do you accomplish this? After you first meet wherever, go bar hopping, club hopping, or even café hopping, ***together***. She'll feel like she's closer and more bonded with you. It really is like you have gone on a few dates together.

At that point, you can offer to show her "your book collection" or whatever at home. She'll understand, and appreciate your tactfulness, the fact that you are trying to make her ***not*** feel like a slut.

Once at home, and you are showing her whatever, make sure you are showing her while on the couch or bed.

From here, just continue what was described earlier – good conversation, laughing, looking deep in her eyes, touching non-erogenous zones, etc.

MEETING WOMEN ONLINE

I used to think meeting attractive women online was almost impossible.

That was ***before*** I made my discoveries about being THE MAN.

Meeting women online is absolutely no different from meeting them in person in the sense that you still must be 100 % THE MAN.

All the same principles apply. Here is a rundown of the way THE MAN succeeds in online dating services.

First of all, he makes sure that his profile is DIFFERENT from everyone else's, in a positive sense that conveys that he is THE MAN. You can defy the conventional norms on the profile.

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For example, in the "name" section, you could make up a nickname that shows masculinity, confidence, and maybe even a bit of arrogance. Here are a few I've successfully used: "Untamed", "Uncaged", "XXX", you get the idea. You could use these, or even better, come up with your own that suit you specifically.

Your ***entire*** profile should convey this sense of THE MAN. Make it clear in the section of what you are looking for that you have HIGH standards.

After all, THE MAN chooses whatever he wants.

You could even defy ALL the profile's questions and use the space provided to write whatever YOU THINK conveys that you are THE MAN. For example, in the name section, you could begin your own paragraph that continues into all the sections, being oblivious to whatever each section asks.

Sometimes, I like to mix it up. Certain questions like name I might answer with a cool nickname, and then just begin a sexually provocative, yet "tasteful" paragraph about what type of girl I'm looking for, in her attitude and appearance.

If you do this, remember that THE MAN is not desperate, and so you don't want to come across as sexually deprived! That is why being tasteful is so important.

Don't be "nice" in your profile, in the sense of avoiding any sexuality. Remember what I wrote about "nice" guys, and remember that women aren't "nice".

Once you have your profile ready, send in your best photo. Although sometimes, I like to keep an air of mystery (by the way, that's not a bad nickname- "Mystery", or "Mysterious") by making them want to see a photo.

Next, when you decide to contact a woman, make sure you have been keeping track of the new members. Most services indicate who is new. The reason for this is because attractive women are bombarded with requests, and she probably mentally "zones out" after a couple of days! So contact her ASAP.

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And of course, when you do write to her, remember THE MAN'S sense of humor. Tease the hell out of her, just make sure not to be mean.

Here are some examples I have successfully used:

If she gets all serious in her profile, you can tease her for being desperate (remember, she's gorgeous so she knows she's NOT desperate) and not being able to find any normal guys who will go out with her. If she is a typical girl who doesn't even feel she should fill out most of the sections, make fun of her for being illiterate.

If she fills out a section with gibberish (like tons of attractive girls do, because she is bored and just playing around by hitting the keyboard) tease her about being dyslexic.

And when she responds, remember DOMINANCE and THE MAN'S sense of humor continue forever. Always be in control of the situation, don't let her get control. Don't fall back into being a "nice" guy. For example, if she tells you she liked your profile, tease her some more about her coming on to you. Then get her phone number ASAP and arrange a casual meeting in the next couple of days, so you can meet before she zones out from being bombarded.

MEETING WOMEN IN CHAT ROOMS

Again, you must be THE MAN here as well, using the same principles.

Give yourself a masculine nickname that conveys adrenaline, mystery, adventure, confidence, unpredictability, and even arrogance. Tease the women and never let them gain control.

Once they start to "bite" and chat with you for a couple of minutes, tell them you have to go and get her email and number. Either call them right away for a couple of minutes, and arrange a meeting in the next couple of days, or call her the next day.

If the chat members have their email listed on the site, then it's important to ***get her number ASAP*** because your email will get lost in the flood of emails from other guys. Your goal is to tease her, and get her on the phone

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as soon as possible **to distinguish you** from other guys. Once on the phone, don't talk for long, (10 minutes is plenty) and arrange a casual meeting within the next couple of days. And before hanging up, **grill her** about showing up. Tell her you don't waste your time on messed-up chicks.

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CHAPTER FIVE:
PRINCIPLES FOR DATING

This section assumes you have already had the first date, and that you want to continue. For the first date, go back to the "setting up the date" section.

Every principle mentioned above about being the man continues, of course. You want the dating to show that you are FUN, FUNNY, AND THE MAN.

No matter what your reasons for dating, all the following advice pertains:

You may have totally different reasons for dating from the next guy. Maybe you are looking for a real keeper, for the "one", in which case, you absolutely need to find out about this person's character.

Or maybe you are just dating hot women for the fun of it, so you're not delving into character as deeply. It's really up to you. In any case, if you want to continue dating her, you must be able to keep her interested. And to do that, you must know how to play the dating game and win.

Women instinctively know how to play dating games, while men tend to play things far to straight forward, hence they usually lose the dating game and the game of love. But not you, because you are reading this book.

I think it's a great idea to date many women at the same time and be honest about it. That way, you can discover which woman you'd ***really*** like to be exclusive with. Too many guys just settle for whatever comes along, which is an act of desperation and a NO-NO for THE MAN.

CALLING / EMAILING

The first dimension of dating where guys stumble is the whole phone-calling thing. There are two problems, calling too much, and calling too little.

Most guys call too much, and in the process, not only make the woman feel under pressure, but they also make the woman think the guy must be inferior in overall quality than the woman, or he would not call so much.

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Let's first address the "pressure" problem: It's basic human reaction to resist someone else's ideas. So by not activating this reaction, the woman has nothing to resist. She has an opportunity to think about you ON HER OWN.

And what could be better than getting THE WOMEN THEMSELVES to come to the conclusion that they want you?

In turn, the woman also begins to realize that you are not like most other guys who are kissing her feet, and so you probably are not desperate, and hence, you may be at her level, or….even higher, in which case she might even feel nervous and out of her league, and therefore REALLY WANT YOU BAD!

Never call or email her every day, and never return messages right away.

Now, at the same time, it's also a mistake to call TOO LITTLE.

There's no exact number, but calling her just once a week is too little. Some misguided guys reason that "Why should I call her, she can call me". The problem with this is that MEN have to take the initiative, by nature. A man that doesn't take the initiative is perceived by women as weak, lacking guts and leadership quality.

Now, the cool thing is that if you don't kiss up to women, and if you don't call them every day, then women will be NUTS about you and you will have them waiting on their hands and knees for you by the phone. Ironically, they will start calling YOU way more often, sometimes even more than you call.

So if you want to make a second date with them, call them. If she isn't home, don't leave a message. Try to contact her when she is home (and use ***67).** Even if she is not home, don't call a thousand times, because it will be obvious, even if you used *****67, that it was you.

If you absolutely can't get her on the phone, try email, tease her, and suggest a date.

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But try to get her on the phone. And when you do***, keep being the man***. No relapses into kissing her ass or compliments. Tease her. Don't be cold, but don't become effeminate or melt over her. Remember that you have a right to ask yourself if she is good enough for you. After all, I guarantee you, she is thinking, (consciously or not), "Is he good enough for me?"

Make sure that YOU decide what you will do on the date. Again, don't talk long, - 15 minutes is plenty. You are busy improving yourself as a man.

And end the call first.

ON ALL DATES

When you meet for your date, again, be congruent. No constant attempts to kiss her or touch her. Maybe let her rub up against you if she wants. But even if she does, don't act like she just made your day. Sometimes, tease her that you aren't just a body and push her away!

Remember, her affection is not a big deal to you. And if you are truly THE MAN, it ***isn't*** a big deal, because you know you have tons of women interested in you, or can easily get women interested in you, all the time.

At some point in the evening, you should touch her in a non-threatening, but sexual way, i.e. her hair, hold her hand, etc, but don't push any move for long. If you touch her, stop before she expects you to stop. This will show her that you DON'T NEED HER. (And of course, this will make her feel free to want to touch YOU of HER OWN ACCORD, and also make her KNOW that you are not desperate.)

Now, I am not being jaded, but simply realistic. The fact is, a lot of guys think that they have it made because they have a second date with a hot girl. But the fact is, acting like they won the lottery is doomsday for success with women, because they will sense you feel that way, and infer that you must be inferior for thinking that they are SO GREAT.

Also, a lot of women will date a guy for less than decent reasons. If you think you are shallow because you like hot women, remember, they are just as shallow, and can find uses for you if you are willing to fill them.

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For example, say a hot girl has just broken up with her boyfriend a day before you met her. She may have had nothing better to do than accept your offer for a date. Now, if you did it right and did not kiss her ass on the first date, she may actually be starting to feel some honest desire for you, but still, you are not home free.

She may want your money, she may want to use you for your favors or gifts, or any other kiss-ass things you are willing to do for her. Why not, she thinks? She may even justify it, saying you want her for looks, so she wants you for resources.

I've read a lot about evolution, and to me it's the best explanation for why women and men behave the way they do. Our behavior is the result of millions of years of evolution. Our strongest desire seems to be the desire to reproduce our genes. Everything we do seems to stem from this fact.

Throughout human history, it appears women have used beauty to get things from men. But these things were the things that ensured the security and survival of their genes. At the same time, the most powerful male, in terms of being the best, whether through his hunting ability, genetics, resources (money), had his pick of the women, for the same goal of reproducing his genes. As a matter of fact, the majority of women were hoarded by this top percentage of men.

So play this evolutionary psychology to your benefit, and be the "ALPHA MALE" – be THE MAN.

DO NOT ACT LIKE AN INFERIOR MALE, BY KISSING HER ASS WITH ANY OFFERS FOR FAVOURS. Kiss-ass behavior only cements her feeling that you are to be used for whatever she can take from you.

I have to repeat, this is a subconscious behavior from women, it's instinctive, and was necessary for the survival of her genes, her children. She used her looks to best ensure the reproduction and survival of her genes.

Throughout history, men and women have needed each other to have children and ensure the survival of their genes. Men exploited women and women exploited men. Men adapted to desire women that appeared able to produce healthy children. So men mainly are drawn to looks.

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At the same time, men also learned that infidelity on behalf of his mate could mean that the child was not his own, so he adapted to desire fidelity in a woman. At the same time, it seems, because he could never ensure totally fidelity, he adapted to want sex with as many women as possible to increase the chances of having his genes survive.

Women adapted to desire men that could ***produce attractive offspring*** that could in turn reproduce, and women also adapted to desire men that could ***protect them, and provide*** for the genes – the children.

Women's needs from men were thus twofold- genetic material for children, PLUS food and shelter for herself and her future children. (This helps explain women's infidelity, because if a man only satisfied one need, another man could satisfy the other.)

Evolution created a situation where women were attracted to men not only on men's looks, (which is a partial factor in men's sexiness to women) but also on a man's ability to provide food and shelter. This meant that women had to develop an attraction for something besides just looks.

Women had to develop an attraction for men who could be tough, who were great hunters, providers. These criteria could not be detected by visual cues only. Which means that women are actually affected in a very different way than men, women really base only part of their feelings on looks, and the other part on your behavior that indicates whether you have POWER to provide, to protect, to shelter, etc.

The worst thing a man can do is act like a wimp, because it signals he is weak and NOT A WINNER.

When you interact with a woman, at all times, remember the powerful forces of evolution going on in her subconscious mind. You must be delivering the message, NOT JUST THROUGH WORDS, BUT THROUGH YOUR BEHAVIOUR, that you are the MAN, in every sense:

If you are not into wanting a long-term relationship, then only appeal to the sexual side of a woman that desires the GENETIC WINNER.

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Why spend money, and activate the "food and shelter", or "long-term relationship" side of her, if you are not even interested in appealing to that?

But even if you do want a long-term relationship, be careful that you don't spend money to impress her, and don't kiss ass to get her to appreciate you. Because when you are TRYING to do anything, she can tell.

And the fact you are TRYING means that you are CHASING HER, and that she special, and that it is YOU who is INFERIOR. Even though the money is attractive, YOU will seem like a genetic loser, because it will seem like you must be using the money as a crutch.

And then, she will still feel a need for THE GENETIC WINNER, so her genes can mix with a MALE GENETIC WINNER, so she can have the best genes possible- in other words, THE BEST CHILDREN who in turn, can have the best children, etc, etc.

Careful when you spend that money on a woman, guy. You may end up hurting yourself. Here's my rule of thumb:

If you ***don't have*** a lot of money, THEN ABSOLUTELY DO NOT SPEND A LOT OF MONEY ON HER, OR IT WILL BE CLEAR YOU ARE DOING IT TO KISS HER ASS. If you ***do have*** a lot of money, then spend what is proportionally normal for a guy like you who IS NOT TRYING to impress any woman.

Spending a lot on a woman is just as bad as doing favors or kissing her ass.

All spell doomsday to her genuine sexual desire to be with you.

Although ***having*** money is attractive, ***spending*** it on her because you think you ***need to***, is HIGHLY DAMAGING TO YOUR SEX APPEAL.

Now ***don't be cheap***, because that makes you look like a drag. And splitting the bill for a coffee when you are a millionaire is just plain wacko.

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When you are cheap, you are actually showing that you fear losing control, by going to an extreme to protect yourself. So much of success with women boils down to being in control of yourself as well as her.

For example, I used to get into arguments with girlfriends all the time. Now, I know that they usually aren't necessary. 99.9% of arguments start when a guy is not being THE MAN in control. (Hence she loses desire to be with him, and in turn is looking for excuses to fight or further test his masculinity.) When you are in control, you expect her to test you, and you pass her tests by immediately showing her you are in control, which brings peace instantly.

You must make sure THAT YOU MAINTAIN THE CONTROL.

Because if she gains control, not only have you lost control of the relationship, but I can guarantee you that she automatically, subconsciously, will lose her feelings for you.

A woman finds it ***very disturbing*** that she made a mistake in thinking that her man was masculine, when in fact, as she discovered, she is actually with a man ***who can be dominated, overwhelmed, or controlled*** by something or someone…

When a woman controls a man, the woman feels that if the man can be controlled by her, a creature physically weaker than him, then who knows who or what else can conquer him.

The initial dating phase is particularly unforgiving, for her feelings are being formed for the FIRST TIME, and you know that saying about first impressions. They count.

You can NEVER afford to be conquered or controlled by a woman, EVEN 50 YEARS down the line if you make it that far.

But during the dating phase, you CAN ABSOLUTELY be assured she will hit the road real quick WITHOUT GIVING YOU A SECOND CHANCE if you show her that she is in control.

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Are you going to let a beautiful woman DOMINATE?

If you do, she will have no need to try to attract you and treat you well. She will assume she already has you, and will work on attracting someone else, probably someone who is not nearly as controllable as you.

Moreover, as I illustrated earlier, women actually despise men who can be controlled, even though women will insist that they want control.

Now if a woman really does something rotten to you, like constantly flirting with other guys while you go out with her, dump her. But if she does little things, you must show her, in a totally calm and cool demeanor, that it will not be tolerated and that you are totally in charge.

For example, if you are driving past an expensive restaurant and she says, "I want you to take me there", are you going to say "Oh yes, I'd love to take you there, as soon as I get the money, etc."?

If you would answer in this fashion, you would show her that you are under HER control. And then she would learn that you ARE NOT A MAN, and she would keep on pushing you as far as you would allow. Remember, women have a genetic disposition to try to use men that allow themselves to be used.

OR, are you going to ***put her in her place,*** relaxed as hell?

For example, you can respond with "Sure, I didn't know you were looking for work. They have a help wanted sign for washing dishes".

That is how the MAN reacts to b.s. from a woman. He TAKES NO crap. But he also NEVER gets upset, because he knows that women are just testing his manliness, and he KNOWS these women will love him even more as he puts them in their place.

Remember, women HAVE TO TEST YOUR MANLINESS, since that is what they consider sexy, not just your looks. After all, YOU are ruthless about your standards for sexiness in a girl, so why should she be any less ruthless in HER standards for sexiness in a guy?

And even if she only TEASES you like you tease her, be even better at it!

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There is a famous saying "All is fair in love and war".

I actually think that ***sexual desire IS war***.

But it's a symbiotic war, where we both understand we need each other. In fact, we are in such need of each other that we wage evolutionary "war" in the forms of our adaptive biology and psychology, to optimize our chances of acquiring what we need from each other.

These days, men are doing something that goes against their own biology: Men have been erring through the path of extreme political correctness- they are actually GIVING AWAY THEIR POWER to women. This is lunacy.

I AM NOT CONDONING "INEQUALITY". WHAT I AM SAYING IS THAT MAN MUST LEARN TO PRESERVE SOME POWER FOR HIMSELF AS WELL.

I believe women should be paid equally for equal work, etc. However, in today's Western society, women are learning to take full advantage of any man who allows himself to be EXPLOITED.

In recent decades, men have been conditioned to think that women want a "nice" guy. Maybe it has to do with women's groups that promoted the FALSE idea of women not needing any man, so therefore men need to kiss women's ass. Men stopped being manly and taking the lead, etc.

Or maybe it's because so many boys grow up without a father these days, and they have no father to show them what it means to be masculine. Or maybe it's just a culture where anti-men jokes are fine, but women are untouchable- just look at how many stupid men are shown on sitcoms and commercials compared to women.

Maybe it's a consumer culture that simply doesn't want men to know that happiness and sexual fulfillment could be simply achieved by just acting like THE MAN, instead of working your whole life to buy products that supposedly will impress women and make you sexy.

Maybe it's all the above. Whatever it is, the bottom line is that women are NOT attracted to men who are not masculine, but women will certainly exploit non-masculine men for whatever they can get from them.

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So just remember that in the game of mating, there is NO MERCY.

The dynamics and consequences of mating have been too significant for too long to allow for weakness in this war.

Remember the sexual drive is our PRIMARY BIOLOGICAL DRIVE.

I'm all for equality, but we have to remember that men and women are NOT EQUAL in many ways. For example, a man can NEVER know, without a paternity test if a child is HIS. But a woman ***always*** knows if a child is HERS.

That is why throughout all cultures, a cheating wife has always meant harsher sentences than a cheating husband has. In most other areas, the sentencing for women for other crimes was similar to men's, if not the same. So the argument that women were judged for harshly because they were women does not seem to be true. It's only true when it comes to marriage fidelity, and now we know why.

Now, women get jealous for infidelity as well, because it historically meant that another woman would now jeopardize her man's resources.

But to pretend that men and women have the same problems is ludicrous. "Equality" is NOT THE ANSWER. Women want A MAN who is "above" them. So behave as THE MAN, and do your best to be "above" in every way, including financially. (The main thing though is your behavior.)

PAYING FOR DATES

Men are expected by most women to pay for dates. Now, these days, a lot of women will help to pay, to show courtesy, to show they don't take you for granted, to show their "independence" etc.

What happens if you don't pay? Sometimes, even often, an argument.

Now, if you are going on some extravagant trip or other very expensive endeavor, it might be automatically understood that you don't have the cash to pay for her, and she will know to pay her half.

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This creates a dilemma: If you pay all the time, she may start thinking that you are spending on her because she is a "catch" for you. This in turn makes her unappreciative of your efforts and actually makes her think you are not an "alpha" male. But if you make her pay, or split the bill all the time, she thinks you are a loser, or stingy.

So, be smart and go out on dates that don't involve a lot of money- i.e. café, coffee shops, picnic, etc. You can arrange a date at a beautiful park in the summer, where you will both enjoy the area and yet not spend a lot. Go skating in the winter. You can cook a meal at her house. (Just make sure you don't do this too often, or she will see it as a "favor".)

"TECHNIQUES" *THE MAN* DOES NOT NEED, BUT SHOULD AT LEAST KNOW

I want you to know about a whole other approach to meeting and "getting" women that I feel is not necessary if you are THE MAN. I use the word "getting" with quotations, because "getting" implies manipulation to me.

I believe these tactics don't create as much natural attraction, and they have a more brief, artificial effect. Forget about these ideas completely if you are looking for a long-term relationship. Even if these manipulative methods do work, it's BRAINWASHING a woman to do something for you.

Remember that when you ARE THE MAN, it's all ***easy and natural***. You really don't have to try hard to do anything. You get to enjoy all the treats that come with just BEING THE MAN.

Women WANT real men. They don't ***need*** to manipulation to want to have sex with THE MAN.

On to these other "techniques" that you don't need. I am briefly going to explain these because they are out there, and you might otherwise wonder about them and why I never mentioned them. Also, you should know about these techniques in case any woman tries to use them on YOU.

These techniques are based on ***trying to make her feel*** certain emotions or states of mind. They involve anything from trying to get her to IMAGINE having sex with you, to getting her into a sexual state.

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Here is a prime example of a "technique" THE MAN does NOT do:

Some people advocate making a girl hate or feel indifferent toward her boyfriend.

They recommend exploiting her fears about him not being faithful, or exploiting her fears about him not being as good as she can get, or whatever. For example, you might ask her "So when's the wedding?" to scare her.

Or maybe something really sneaky like pretending to be good natured and joking but really scaring her again as you say, "Oh, he told you he's working late tonight? We all know what that means."

Sometimes, the same goal is achieved by saying GOOD things about the guy, to totally throw her off. Then, as she is unsuspecting, you are supposed to begin TOUCHING her in non-directly sexual ways, so she will feel GOOD from the touching (this is a natural effect, since humans enjoy touch) and yet you will supposedly seem INNOCENT, since you spoke fondly about the boyfriend.

Say whatever you want, but this to me reeks of low down scum, and also is kind of pathetic as hell. In general, touch is a powerful thing. It releases chemicals that cause horniness as well as a feeling of bonding. But if done too much too early, it looks desperate. THE MAN naturally doesn't start with this.

By the way, THE MAN makes sure that if he is looking for a relationship with a woman, he finds a woman intelligent enough to know when she is being manipulated by something like this. A woman who easily allows herself to be "touched" by men in any fashion, while she is in a relationship with someone else, is usually not good relationship material.

More importantly, THE MAN knows that he is so desirable that he does not worry about any other tactics from other guys. Women sense this confidence, and nothing on earth can beat it as a sexual attraction. Women ***won't want other men*** if she wants ***YOU***. Have confidence, and she'll want YOU only.

THE MAN doesn't look for "excuses" to touch a woman too soon.

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He does it naturally, when it feels right, and is secure enough to know that he exudes sex appeal.

This is far stronger, because a woman senses you are making no effort, which means it is SHE who comes to her OWN conclusion that she wants you.

If you are THE MAN, and you KNOW you can get TONS of gorgeous girls, why would you need to be so desperate as to stoop to the level of attempting to make her hate/feel indifferent toward her boyfriend? Do you really want someone who can be so easily manipulated in the first place?

I think it's pathetic and desperate, and it shows a "scarcity" attitude. Perhaps I should call it a "***scared***city" attitude.

Now, if a girl keeps on mentioning her boyfriend, it really doesn't matter if it's true or not. The fact is, if it was not true, she would not keep on saying it unless she simply didn't feel desire for you. Just become THE MAN and you won't have to worry about her bringing this up unless it really is true and she cares about him.

I'll give you examples of other "techniques":

Let's say you meet a girl at a coffee shop. After approaching her and being a smart-ass and showing you are THE MAN, you could then surreptitiously ***begin a whole "hypnosis" on her***. You could talk about the coffee and the cream and the aroma and how it dances on your tastebuds like a sensual Latin dance. By using the right tonality here, you can really get her into a sexual state without being crude and losing her.

Getting her into a sexual state will then make her more easily feel sexual feelings with you.

Now there is really nothing wrong with the aforementioned technique. It's just a glimpse of what you could do. And I would say, if that is something that is natural for you to do, if you enjoy it, go right ahead. If you are really such a sensual person and enjoy thinking about coffee this way, good luck. Otherwise, forget it.

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What I don't like is the idea that you should ever have to actually FORCE yourself to "do things" to create attraction. Too much "song and dance", too much trying to please them. Just BEING THE MAN is **enough**. "Forcing yourself" is a form of ***submission***, in my opinion, because you are worried that maybe she is not attracted enough, so you have to do this and that, etc.

Another psychological technique: Not only tricking her to get her into a sexual state, but also surreptitiously making her think of having sex with ***you***. You can be speaking to her at the coffee shop, and you can elicit the strategy she has internally for feeling turned on, and then apply that strategy:

For example, you can be talking about how great it feels when you are with that special someone. She may reply to you "Yeah, it really is wonderful".

You can then ask her, "How exactly do you feel when you are with someone you KNOW you are totally turned on by?" She may say, "I feel it in my stomach at first, and then, it goes up to my head, and it feels like I am kind of dizzy". Or whatever.

You can then TOUCH her stomach, and say "So, it starts here, and goes here…" and then you can trace a line up her stomach to her head. Now, the fact that you have touched her creates a psychological association in her head of feeling turned on with your touch.

After all, she has just given her entire physiological process for feeling turned on, and she is probably feeling or at least imagining that feeling (which is the same!) and your touch has come at the peak moment of that.

This is known as ***anchoring***.

You can then tell her:
"***Yeah, doesn't it feel great***
(at the words "FEEL GREAT", point to YOURSELF)
when YOU
(point toward her)
are with that SPECIAL SOMEONE?"
(and then point back to yourself as you say SPECIAL SOMEONE)

Do catch my drift of the ***manipulative intent*** going on with this stuff?

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I say, why not just be honest? Once you're going out for a while, you can tell her that you want to know if this actually works. For her own benefit, or at least curiosity, she'll probably WANT to know about it.

All right, back to the other manipulative pathetic techniques: Another method involves linking you and her, in her mind, from the first moment.

Let's say you see a hot girl in a clothing store:

You can pick up a jacket for yourself (when you're right near her) and look in the mirror and say WHOA! She'll look at you and then you IMMEDIATELY pick out another jacket the EXACT SAME before she has any time to think about it, and give it to her.

She may smile and put it on just because the whole thing is funny. AND THEN….playfully put your arm around her as YOU BOTH look in THE MIRROR. What does she see? She sees BOTH OF YOU AS AN "ITEM" in her mind.' And remember cognitive dissonance? She'll match up her ***feelings*** with what she sees as being her ***BEHAVIOR***.

She sees she is WITH YOU, and you are "together the same", so she'll imagine and feel she ACTUALLY LIKES YOU, TOO.

Another method of these psychological strategies involves overcoming her resistance to anything you want with her by telling her to just IMAGINE whatever it is, and not to actually do it.

Let's say she is with you already in the bedroom, and she is a bit shy about whatever nasty sex you have in mind. Tell her to just PRETEND she is doing it, and to TELL YOU how much she loves it.

She'll often say "Okay, it's just pretend" but when she sees herself PRETENDING, it's still in her MIND, and IT'S STILL IN HER ACTIONS, because she is telling you how much she loves it.

To ensure inner consistency and congruency, -inner harmony-, she will often begin to actually think she DOES enjoy that nasty sex, and that it's not just her saying words! Now, once you are already in a loving relationship, there is a different context, because you already know that she wants to be with you sexually.

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Other techniques work on searching for KEY WORDS she uses as she talks to you. If she seems really big on adventure and fun, for example, and she uses words like "freedom" and "soaring spirit", you could basically use these very same words as you talk with her. She will feel like she has great rapport, almost like you can read her mind, if you do this right and you make it seem NATURAL and not forced.

You could tell her you understand that feeling because when you are with someone that is really the right person, it also feels like you are FREE, and it's almost like you're spirit is soaring into the sky when you are with that special person. (All the while, you are gesturing toward her when you say "YOU" and gesturing toward yourself when you say "special someone".)

I could really go on forever about this, but I think you get the idea.

There are all sorts of words to describe this stuff. Technically, it's called NLP, which stands for Neuro Linguistic Programming. Other people might just call it gaining rapport, something you might do naturally with a friend.

For example, when you are with someone that is a friend, you often naturally ***mirror*** each other in body posture, language, even breathing and tonality. This is a natural instinctive reaction that helps the bonding process. But you can also CONSCIOUSLY applying it with women, and actually make them feel closer to you and increase rapport.

Another tool from psychology is NOT being predictable with your reward and punishment to her. This is not necessarily manipulative, because naturally you really should NOT be mechanical and routine and predictable.

The natural way of THE MAN is to be spontaneous, wild, and unpredictable.

For example, if she kisses you, you don't have to always kiss her back just because you "owe" her one, if you don't feel like it. However, when you feel like it, SUDDENLY, kiss her back. She'll wonder what the hell is going on, it throws her off balance, and keeps her wondering if maybe she did something wrong. This is often called push/pull. Just when she is getting used to a reward or punishment, YOU DO NOT GIVE IT.

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Throwing her off balance keeps her far more interested than always rewarding good behavior and always punishing bad behavior. It totally freaks her out, because it means that there IS NO SYSTEM for figuring YOU out. Using this technique too much is really kind of creepy and mean, but hey, a lot of women use it on men all the time.

Again, I don't believe THE MAN needs to indulge in this- just make sure to not become predictable. Use the push-pull a little a bit in the beginning just to get in the habit of not being predictable. It works to create an obsession with you.

One one hand, all this is fascinating stuff. But on the other hand, when was the last time a HOT WOMAN ever had to TRY AT ALL to get you to feel anything for her?

Similarly, THE MAN does not have to try hard at all.

He doesn't have to get into all this gobbly-goo and manipulate his way into a woman's pants. All he has to do is BE THE MAN.

And BEING THE MAN WORKS. For both the SHORT TERM AND THE LONG TERM.

Being THE MAN is very direct and overwhelming in its power. It's courageous as well.

Instead of "attacking" from a cowardly distance, and trying to avoid any conflict, and nervously devising all kinds of techniques designed to make her want you, THE MAN'S direct and confident approach is overwhelming, creating sexual vibes that IGNITE her DESIRE naturally.

Instead of kissing up with trying to impress a woman, you turn the tables around. You can even GRILL women when you first meet them to ensure that they are up to your behavioral standards. This is far more powerful than any manipulative "technique".

It's the reason some guys who have NEVER read a technique for getting girls, and who have barely any skills at talking or articulating can have more wild and true stories than you could ever believe.

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It's all because he is THE MAN.

And THAT is the essence of a man's sex appeal. Sex appeal is NOT about learning "techniques" to gain rapport with a woman.

If you want to learn and use those techniques, go right ahead, but first and foremost, remember that you must always be THE MAN no matter what.

Man has not evolved over a million years to depend on "techniques" to attract women. How do you think men have attracted women for a million years? Do you think THE MAN had all kinds of sophisticated psychology textbooks for the past million years? Or did he just strive to be THE MAN, the most capable and brave hunter/warrior/leader that he could possibly be?

Ironically, when you possess this inner understanding of what it means to be THE MAN, your confidence will also automatically make you incredibly resourceful and imaginative and you will ***instinctively*** do the right things without even thinking about it.

This is the highest level, when all your actions become instinctive.

The bottom line is ATTRACTION. Like I said way in the beginning, if a woman is ATTRACTED TO YOU, you really have everything set.

All these psychological tools that I just mentioned are really not necessary if the attraction is already there. And if it isn't there, then you will be forced to constantly use all kinds of tools, etc, and to me that just ain't the way of THE MAN.

If you want to play around with these techniques, go ahead. But if you are ever having difficulties with women, I would recommend that you search your own behavior, and fix up whatever NON-MANLY behaviors you are guilty of committing, as opposed to researching endless "techniques".

Be THE MAN and you don't ever need "techniques" or "manipulation".

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PART III:

RELATIONSHIPS

CHAPTER ONE:
THE CROWNING GLORY

Ah, relationships. The crowning glory of all your dating work.

Personally, for me, the whole point of dating is to sift through the sand to find the gem that you really want to spend your time with in a truly fulfilling relationship that makes you happy.

Relationships are one of the most satisfying things on earth, but they take dedication, intelligence, and emotional strength. And that is why I tell everyone that the first thing is to make sure you are with the right person, because even in the best of situations, relationships require a hell of a lot of work.

If you haven't dated at least a few girls yet, do not start a relationship.

You must not enter a relationship out of desperation or raw loneliness, or you will 99% of the time run into problems real quick.

Now, don't get me wrong. The principles and concepts and details I have explained to you in these pages will work on practically ANY woman. So, you might be asking, "why does it matter to choose the right woman so carefully?"

The answer is because even though this technology can work to make practically any woman WANT YOU, you may find out that you DON'T WANT ***HER***. If a girl is a real rotten person to everyone, but you can make her good to you, do you really want to be with that type of person?

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Most guys plunge into relationships too quickly when an attractive girl wants them. This is usually out of desperation. Desperation can make you a weak little boy real quick. If you are desperate, you will quickly kiss up to the woman. Then, before you know it, you won't even realize what happened, but she will be having all the power in the relationship.

This will make her feel like she "needs some space", etc. or other things that are code words for: SHE FEELS ZERO ATTRACTION FOR YOU.

So please, please, I want to SAVE YOU from misery. DON'T PLUNGE INTO RELATIONSHIPS until you KNOW SHE IS WORTH IT!

Unless you like being dominated and treated like garbage, that is.

FIND SOMEONE WITH MATCHING VALUES

So make sure you date several girls first, so that you can find a girl ***worth having a relationship with***. No one is telling you that you have to have sex with the girls you date: If you want a relationship, there will be two primary purposes of dating. First of all, you need to find out if you BOTH feel chemistry. (If you follow this book, chances are she will!)

Second, you must also learn if you two share the ideas of what a relationship means: There's no point starting a relationship with a girl who ***doesn't*** value spending a lot of time together with her man, if you ***do*** require this.

This may sound obvious, but chemistry can blur a lot of otherwise obvious incompatibilities. You ***must*** share your core relationship concepts in order for it to work long term. Chemistry is not enough.

You may have to go through dozens of girls in the dating process to find the right one. That is fine. Be ruthless in the dating search, at the same time remembering no one is perfect.

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DON'T STOP DOING WHAT WORKS

All right, so let's say you've found someone you feel is worth giving a relationship a try. EVERYTHING I have told you is still true, so the principles still apply.

The thing is, you now have a certain amount of respect already established for yourself, (because you have proven that you are not desperate, etc) so it is all right to do "sweet" things once in a while.

As long as you NEVER do it in a way that means, "I can't live without you" type of thing.

DO NOT STOP BEING A CHALLENGE. DO NOT BECOME A KISS ASS. DO NOT GIVE UP CONTROL. CONTINUE TO LEAD, TO TEASE, TO BE FUNNY. CONTINUE BEING IN TOTAL CONTROL OF YOUR EMOTIONS.

THE DIFFERENCE NOW

The only difference now, is that after knowing her for a while, say 8 months, you can ease up just a bit. You can occasionally show her and tell how you really feel.

Remember that women can sense what is going on. As long as your "sweetness" is not a result of you trying to kiss her ass to get her to like you. Use timing and creativity for this so you make the maximum impact: i.e., If it's her ***birthday***, you can send her a beautiful super-size card, take her out, buy her something, etc. This way, she'll remember it for a long time.

You can even say things like "I love you" once in a while, because, after a long time of you being in charge, you have ***established clearly that you are in control, and not saying it out of desperation***.

For example, you can occasionally let her help you make plans for what to do- again, because it is clear by now that is you allowing her, not her CONTROLLING you. Women can sense your intentions, and when you are doing things out of weakness and when you are doing things because you are in control.

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But make no mistake about it, even once you begin seeing someone in an exclusive relationship, it is still crucial to always be the MAN.

Sure, now that you will be more intimately in touch with each other, you will also get to know details of each other that will open you both up for vulnerability and emotional sharing. Just be damn careful here, don't lose it. You can confide in her, etc, but not become a baby and a guy who complains about his life or acts needy for her or anything. You must still be dominant.

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CHAPTER TWO:
CONFLICT AND ARGUMENTS

There are endless opportunities to argue in a relationship because you will be seeing each other more.

That is why it is ***excruciatingly difficult*** for most people to maintain successful relationships. We all have our "touchy" things, our ***insecurities*** that we hide from the world. But in a real relationship, the whole point is to open up more and be yourself.

One of the most important solutions to this problem is to work on your insecurities, so that "opening up yourself" does not mean that she finds out you are a pathetic and scared guy. Opening up yourself can also mean you share private thoughts and feelings that are positive!

MENTAL NOTE: BEING YOURSELF DOES NOT MEAN BECOMING WEAK. IT MEANS REVEALING MORE OF YOURSELF, YOUR HISTORY, ETC., ETC.

Also, if you work on limiting your insecurities as much as possible, not only will you find you do not need to argue as much, but she will sense you are secure, and this will only make her want you even more.

Greater security will allow you to see when it truly is yourself at fault, and when it is not yourself. If you are calmer, then she will be too. And then ***you*** can proceed to actually taking care of what ***you*** can do to solve things, and ***she*** can look to herself to see what ***she*** can do to solve things.

JEALOUSY

A perfect example of how being secure can solve a massive problem concerns jealousy. Women actually try to provoke jealousy in their men FAR more frequently than men do to women.

But guess what? The most frequently cited reason by women for provoking jealousy was NOT to punish their men! Get a load of this: It's far more likely a woman will try to make her man jealous to TEST to see if he CARES enough about them to ***get jealous***!

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The best thing to do in this case is to laugh! Yes, laugh at her! Tell her you think it's hilarious! If she asks you why you are laughing, tell her it's because you know how crazy she is about you. It will drive her up the wall, and make her even CRAZIER about you. And she will certainly learn that it is a waste of time to try to get a reaction out of you this way.

Doing the above will accomplish two important tasks: You will be even sexier to her because you are SO CONFIDENT, and she will also realize she can't manipulate you.

If she was really extreme in the attempt to make you jealous, you could combine the above approach with making HER jealous as well, i.e. mentioning some girl who is trying to "get" you.

But wait a couple of days to make it look real, so it does not appear that you were actually hurt and are now taking revenge. Again, use this only if she was really extreme, otherwise you may have another argument on hand.

If a woman ***frequently*** deliberately tries to make you jealous, for ANY reason, GET RID OF HER. This is why it is crucial to observe her behavior during the initial dating stage, to screen for this problem.

In the initial stages of a relationship, remember that if a woman is attractive, she WILL be "hit on" by other guys. (Just like girls may try to flirt with YOU, when they sense that you are THE MAN.)

Let's say you go to a restaurant with her, and you go to the bathroom, and when you come back some guy is talking to her. REMEMBER YOU CAN GET TONS OF HOT GIRLS AT ANY SECOND, AND SHE KNOWS IT. She will NOT do anything stupid because she doesn't want to lose YOU.

That is, if you remember to always behave as THE MAN.

No woman wants to lose THE MAN.

THE MAN is confident he is desired, he does not show ANY signs of nervousness because HE ISN'T NERVOUS!

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Most guys screw up here, because they start to feel inferior and simultaneously start to feel that the particular woman in question is suddenly even BETTER than she really is.

Women PICK UP this sense of insecurity by your nervous expression.

So from now on, whenever this happens, if a guy is trying to "pick up" your girl, think this:

WHAT WOULD I DO IF I KNOW SHE WANTED ME LIKE CRAZY AND COULD NOT CARE FOR ANYONE ELSE?

You would probably smile at the pathetic attempt of some guy (usually a guy without a girl himself) trying to "win" over another guy's girl.

And when women see that you are so secure, I swear they will FEEL EVEN MORE DESIRE FOR YOU!

Now, if she is the type of girl who FEEDS off this attention from other guys, DUMP HER. CALMLY. WITH NO ANGER.

Dump her with a smile that says you feel sorry for her since she ruined it for herself, she ruined the chance to be with THE MAN.

You can get better women than that, man.

The funny thing is, once you dump problem girls like this, they suddenly start crawling, often ***running***, back to you. Your phone starts ringing off the hook, emails start pouring in…

It's too late for her, man. Don't go back to her.

IT IS OVER, NO MATTER WHAT.

Don't go back to a girl who mistreated you, ***<u>ever</u>***.

You will be sending the wrong message to your brain that you can't get BETTER than that crap.

YOU CAN DO WAY BETTER.

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JEALOUSY:
THE DIFFERENCE BETWEEN MEN AND WOMEN

I have devoted a special section on jealousy because ate and special category, because of the problems it can stir. Both men and women get jealous, but not for the exact same reason.

In human evolution, a female adapted become jealous if she feared that her mate might devote his resources to another female. This was more of a threat than the act of her mate actually having sex with another. A female did not worry whether her baby was hers or not, because she knew 100% it was hers. So it was not sex per se that made her jealous, but the risk of having her mate love someone else enough to divert his resources, money, etc, on another woman.

Men, on the other hand, were most concerned about his mate having raw sex with another male, therefore risking the very survival of his genes' future. He had no way of knowing if the child was his or not. This made men's jealousy primarily focused on the act of sex itself.

Think about the above when jealousy rears its ugly head.

But if she pulls a test on you to make you jealous, remember that women very often will attempt to make a man jealous to see if he deeply cares.

So if she sees that it does not work, she gets no satisfaction from this technique.

If you can tell she really did it to hurt you, which is rarely the case with women in this sense, remember what it is that makes her MOST jealous- it's you being emotionally attached to someone else, not just the having sex with someone else.

Again, if she tries to make you jealous when you are innocent, just show it has no effect, and she will usually stop after a try or two.

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If you need to alleviate her extreme concerns about any jealousy that you may have mistakenly caused (staring at another girl) assure her of your deep bond and love and connection. Don't just tell her you didn't have sex with her.

But if you are innocent, and she is just testing you, DO NOT ASSURE HER, for she is just trying to get you to kiss up to her. Women LOVE to use drama and pretend they are so upset, when really they just want to see if you will ***crush under their emotional manipulation***. And if you keep falling for it, she will soon lose her DESIRE for you.

OTHER ARGUMENTS

What about those times when you really know she is wrong and there is no good explanation?

If it is something trivial and stupid, then its not important to fight to prove it, it's enough to just say you disagree.

But if she does something really wrong to you, like insult you when you are innocent, YOU MUST IMMEDIATELY SHOW HER THAT YOU ARE THE MAN, THAT YOU ARE THE ***STRONGER ONE***.

You have two methods for achieving this:

One method is to show that what she did has had ZERO effect on you. After all, she is trying to hurt you; it's not like she doesn't know it's wrong.

If you are so strong as to be oblivious, here's what happens:

1. You make her realize that she now looks like a total fool for even thinking she could hurt you. She'll think twice about doing it soon again.

2. She feels you are so strong as to not be affected, and so therefore you are bursting with sex appeal. She doesn't want to lose such a sexy guy.

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But if you sense the problem is recurring, or if it is "major", show you THAT YOU ARE FULLY PREPARED TO DUMP HER FOREVER. And you must actually mean it, or she will sense you are weak.

In this case, do NOT shout or make a long speech. Simply tell her, CALMLY, that what she did is intolerable and DUMP her.

Right then, and right there. And then make sure not to call her or anything else. Trust me, if she is wrong, she will know it or find out or realize it, and she will come back to you and apologize or do whatever it is that she should do.

If you call her or contact her, she will NOT think "great guy who wants to get over the argument". No, instead she will think, "UNMANLY ***WEAK*** LOSER WHO I HAVE NO ATTRACTION TOWARD".

I am not exaggerating. Remember, women are NOT men. They only understand that SEXY MALE = MASSIVE EMOTIONAL STRENGTH.

Women do not desire "niceness", they will only understand they did something wrong if you DUMP THEM AND SHOW THAT YOU ARE READY TO PART WITH THEM FOREVER.

You don't have to say that "You can never come back", because then, when they learn their lesson, you have made it impossible for them to come back even though they really want to.

I have had countless guys follow my advice, except for this part, which they thought was too "mean". When these guys were treated like crap for letting the woman off, these same guys came back bowing to me as "master". I don't gloat, but I do shake my head, saying, " I told you so".

So do yourself a favor and NEVER let them get away with crap, or you will seriously regret it.

Remember, women can sense that you are coming back because you want them. So they don't think you are being "the bigger person" at all if you just "let it go", they just think you are WORTHLESS. (Again, this only applies to cases where she is MISBEHAVING, not trivial things.)

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ABOUT HONESTY AND "BLASTING"

You really won't feel satisfied in a long-term relationship where you can't be honest and vice versa. I'm not talking about ridiculous honesty, like saying some girl on the subway was looking at you, which will just start fights. I'm not talking about becoming an emotional explosion. I mean honesty about things in the sense of not **hiding** things or **lying** about things.

Stay honest and insist on it for her. It will prevent the build up of negative emotions from getting repressed inside. When stuff is repressed, it usually only gets bigger inside till it finally BUSTS out in a very bad form.

If for any reason, one or both of you have been holding something inside for a while, then I recommend you both agree on the following rule: You will commit to telling the other person, and not hold back.

This does NOT MEAN acting on your anger. If you are THE MAN, then you will be able to handle situations so that you won't even have to get angry in the first place.

Usually, acting on your anger only makes you angrier.

However, sometimes, rarely, there may be no other way than to just get it out of your system and yell, etc. Use your discretion and remember, if you are yelling at each other all the time, it ain't good news for your relationship.

On those rare occasions, if you have hurt her feelings, or vice versa, even unintentionally, you or she should be free to blast out feelings about the whole situation, without having to justify why either one of you is right or wrong.

Focus on the feelings. You should do this in person and you should both be able to show your full emotional release. Do not hold back. If you love each other, you will be grateful that you did, because you will both feel better and renewed with the feeling to love each other.

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Holding things in is not good. Being honest in the first place can prevent problems from getting so big, and prevent the need for these blasting sessions in the first place!

Blasting sessions should happen with less frequency as you grow to understand each other better. Use some common sense- don't go blasting for everything. It's not the way of THE MAN.

KEEPING YOUR COOL

Ironically, this is the other side of the coin, and the ultimate advice for relationships: Keep your cool. In general, do not show anger. It is very unsexy. Do not show jealousy. Better yet, don't even GET angry or jealous. I know, easier said than done. But it's a fact: If you keep your cool at all times, I am telling you, you will see how passionately she ***stays*** "into you".

This does not mean hiding your emotions. It means not getting emotional in the first place and controlling the urge to go berserk.

Losing one's cool is very unsexy and the **leading** cause of relationship breakdown, in my experienced and damn honest opinion.

Forget the complex b.s. that therapists talk about- and just remember to stay cool. Guys that lose their cool all the time are sowing the seeds to the end of their relationship. Now, maybe the guy's girlfriend really is garbage, in which case, the guy should dump her and be gone with it.

INSECURITY: THE PARASITE OF RELATIONSHIPS

You must work on getting rid of any of your own insecurities and learn to restrain your suspicions and negative thoughts about your girlfriend. Nothing is worse to a woman than a madly jealous or angry guy who is targeting her when she is innocent. It really makes the guy look like a sub-standard male.

Now, I am not saying to ignore things if she is doing something clearly wrong to you. What I am saying is to be extremely ***careful*** not to accuse her of things just because you are feeling insecure about whatever issue is at hand. Because those accusations, if unwarranted, will make you seem out of control of your emotions, very insecure, and very unsexy.

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I have a **24-hour rule**:

If I ever feel insecure about something, I will restrain myself for at least 24 hours before saying even a word to her. 99% of the time, by the next day, I realize I was not thinking rationally, and I am ***glad as hell*** I kept my mouth shut.

In the process, I end up feeling more and more secure with myself and of course, since I have been in control of my emotions, it makes me ***sexy as hell***, and I am rewarded with more and more love, thereby making me even more secure, etc., etc.

If you are with a woman that you have chosen after sifting very carefully from among other women, based on her values, then chances are you may very well be with a fine person.

Do NOT allow your insecurities to creep up on you, or you will start thinking that all kinds of hurtful things are being done to you. As soon as you feel insecure about something, BANISH it from your soul.

Slap yourself if you need to!

Work on your own insecurities, restrain yourself from losing your cool, keep your mouth shut if you don't have a good reason to accuse her, and you will usually see that your fears were unfounded. This is because when we are in a negative state, it colors the way we see everything, and if you rely on your feelings when you are in a negative state, you will ruin your relationship.

It's not easy in the beginning of a relationship, because you have to establish that trust. But that trust will not be established if you constantly lose your cool. So stay cool, let the trust and love flow, and that way there won't be insecurities in the first place.

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SET YOUR RULES FROM THE VERY START

Similar to sharing your values, you must let your girlfriend know what your rules are. Be careful in setting your rules. Make sure they really are the ones that are important to you to the degree that you will not tolerate them being broken no matter what. Too many rules and the whole thing becomes rather childish of yourself.

Figure out your own most important vital rules, and establish them in the beginning. i.e. If you believe in total honesty, or if you believe that her calling to let you know if she cannot be somewhere on time is crucial, then make it clear in the beginning.

If a rule is broken, it's up to you to enforce it. Drop her like a hot potato, and tell her not to contact you till she understands that can never happen again. You must be prepared to drop her, or she will sense your weakness.

And if she comes back, (she usually will in a short time, if she really was wrong and it wasn't some stupid rule) she should behave. If she does it again, drop her for good.

Find someone who is worthy of your time. Otherwise, you are weakening your principles and your psychology and setting yourself up for her to do it again.

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CHAPTER THREE:
THE ICING ON THE CAKE

KEEPING THINGS SPICY AND FUN

Being in a relationship is no excuse to become lazy. Keep up your dominant and in control attitude, keep up your appearance, your physique, etc. Keep things FUN- don't let it all get so serious.

Do not fall into the abyss of complacency and predictability. After all, if she got fat and ugly and didn't try at all to please you, you would be looking seriously at other girls, right? Also, if she acted like your doormat, you would lose respect, right?

Stay away from routines when it comes to what you do together, whether it's where you go out, or how you make love.

So stay sexy and stay the MAN. Keep on leading, keep on coming up with places to go, things to do. Surprise her with your creativity. Try adult board games, body paint, buy her edible underwear, you name it.

As long as it's between the two of you and no one gets hurt, kinky is good. Making love like it's a routine is kamikaze for relationships. Try music. Rent couples videos if that's both your thing, sex techniques videos. Don't have a set sex schedule. Don't do it in the same place. Go places, rent a hotel room for a weekend, do whatever you have to keep things new.

The enemy is falling into a routine. I KNOW it's not easy, but then, compared to being a loser who can't keep women, it's very easy.

And don't lose sight of your personal hobbies and passions. Let her know she is not your ENTIRE life.

Try to experience new things together, be it a trip to somewhere you've never been, or tasting new foods together. This has a bonding effect of sharing something special together. Also, doing exciting things together has been known to simulate the feeling of first falling in love together-honestly. So go downhill skiing, or rock climbing together.

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A LITTLE TIP ON RAPPORT

I've saved this till the relationship section because it is only to be used with those worthy of your efforts. What I'm about to describe is a basic technique for creating rapport and communication. (It works when women do this for men as well, so feel free to share this concept with her.)

If you use this in the beginning, when you are just dating, what you are doing is using techniques to get her to like you, which goes against the entire grain of what I represent, which is that you should not "do" ANYTHING for her to like you. It's enough just to be with you.

However, when you are in a relationship with someone who is worthy of your love, then there will be times when you have conflict with each other, and it is worth solving.

I believe many conflicts arise because one party FEELS that the other is not understanding or relating to the other. One of the greatest ways to understand someone is to understand not just the facts of whatever it is they are communicating to you about, but more importantly the EMOTIONS involved.

And in order to get in emotional sync with her, and be able to pull her out of her mood, you must be prepared to not just listen academically, but you must emotionally be in sync as well. I'm not saying to cry if she is crying.

I'm not saying to get angry if she is angry. But I am saying that if she comes home sad because of whatever, it's not going to help if you are ecstatic, because the GAP between your states of mind will be so big that there is no bridge of emotional understanding.

Try to get into tune with her, by CONSCIOUSLY getting PARTIALLY into the same state she is in. She will sense a feeling of closeness, that you care enough to FEEL WHAT SHE IS FEELING, AND THEREFORE UNDERSTAND HER.

And THEN, when you are bonding with her in this way, you can THEN lead the way OUT OF HER CRAPPY STATE OF MIND and gradually lead her into A POSITIVE STATE OF MIND.

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For example, if she's angry about some incident at work, show her you relate by feeling a bit of that anger yourself (careful not to get too deep, we don't need two nuts now) then you can slowly get into the "Everything will be alright" zone. You may even want to use humor to get her out of that state. I find humor to be very effective.

Now, don't turn into a girly-man and cave in to her every emotional whim or you are back at square one. Remember, I am talking about a woman who has earned the right to be in your presence on a regular basis. All I am saying is use some common sense and don't get emotionally lazy.

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CONCLUSION

You are no longer at the mercy of loneliness or desperation. You know what it takes to attract any woman, and you know you have what it takes.

You are THE MAN.

I have given you my very best in these pages, and I hope you will feel the awesome sense of empowerment that comes with knowing you can attract beautiful women anytime. Often, the success from this area of your life pours into other areas as well, as you find yourself with new energy that comes from peace of mind.

I remember exactly what it felt like when I didn't have this area of my life under control. It was the most painful, lonely, and cruel experience of my life. When I finally learned to master this area, it was an epiphany for me, and I hope it will be for you as well. It is an incomparable feeling to know that women desire you not for your money or for your looks, but for your natural masculinity.

Good luck, and let me know what you think. I appreciate your comments and suggestions, and I answer every email.

My email address is michael@thedatingwizard.com.

I wish you success.

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