

By Carlos Xuma - Secrets Of The Alpha Man - How to Get Rid of the Nice Guy ... and Get Laid

TP Exclusive

Another quality release - edited by constructX

"Man, I see in fight club the strongest and smartest men who've ever lived. I see all this potential, and I see squandering. God damn it, an entire generation pumping gas, waiting tables; slaves with white collars. Advertising has us chasing cars and clothes, working jobs we hate so we can buy shit we don't need. We're the middle children of history, man. No purpose or place. We have no Great War. No Great Depression. Our Great War's a spiritual war... our Great Depression is our lives. We've all been raised on television to believe that one day we'd all be millionaires, and movie gods, and rock stars. But we won't. And we're slowly learning that fact. And we're very, very pissed off." - Tyler Durden - "Fight Club"

LONDON, England (Reuters) – 7/2003 -- Geniuses and criminals may not seem to have much in common but they both do their best work in their 30s -- and mainly to impress the opposite sex.

When Satoshi Kanazawa, of the University of Canterbury in New Zealand, studied biographies of prominent, mostly male scientists he discovered that they made their key discovery before their mid 30s, around the same age that criminal behavior peaks.

He believes the male competitive urge to attract females is a driving force for the scientific and criminal achievements, according to New Scientist magazine.

"They do whatever they do" in order to win the sexual attention of women, Kanazawa said. He added that the competitive drive decreases with age and as men's priority shifts from competing for women to taking care of their offspring. "Kanazawa also found that marriage dampens the drive in both arenas," the magazine added. (Reprinted from CNN.com)

"When women go wrong, men go right after them." **Mae West.**

"Love is the delusion that one woman differs from another." **HL Mencken**

"Even if man could understand women he still wouldn't believe it." **AW Brown**

"Women are never disarmed by compliments. Men always are. That is the difference between the sexes." **Oscar Wilde**

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Introduction

Haven't you always wondered what it was that certain men – GREAT men – had that made them so successful in life, how they managed to rise to the top of the heap?

You've probably even heard and understood that the men who get the most out of life – the most women, the most money, the most success, better jobs, the most sex and satisfaction overall – those men were of a slightly different breed than, say, the clerk at the 7-11 or the Circle-K. They have a certain dominance about them. Yes, they are assertive, but it's much more than that. They have some innate character quality that allows them to be more confident, persistent, and generally get whatever they go after.

It's called **Alpha Male** behavior in scientific terminology. We'll call it **Alpha Man** behavior for the work we're about to do.

This quality is what I've studied for years, and now I want to pass along the secrets of it to you. You see, the fantastic thing about this behavior is that it's not something you have to be born with, as it is in the animal kingdom. There, if you're a submissive male, you will only be the animal that gets the scraps of food, the job of defending and bowing down to the Alpha Man, and you'll probably never ever get any sex. Now, if you behave this way in the human world, as a submissive male, you'll get the same results. But you're not condemned to this fate if you have the ability to learn the right behaviors.

That's right. You can change your status in the world from the needy to the wanted.

When I was younger, I knew that success with women was important, but it really reflected a higher level of status in other areas. Getting laid was really an offshoot of a confident and aggressive male pattern of behavior that meant success in ALL areas of my life. If you succeed with women, you have the seeds of greatness for success with your career, your family, your friends, your hobbies.

Ask yourself: What would you give to know what the Alpha Man is made of?

Well, I'm about to show you how to find out.

Some of the areas I've researched in the creation of this book:

- Biological cause and affect of the Alpha Man

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- Sociology
- influences reinforcing our patterns of behavior
- Human motivational psychology
- Dating and seduction of women
- Body language
- NLP
- Essential Leadership Abilities
- Charisma
- Eastern Philosophy
- Martial Arts
- Negotiation and persuasion
- Sales

I've investigated these and many other areas of human potential so that I could discover what the Alpha Man was all about, and how I could model this prodigal man for others to study and learn from.

Not just to understand, but to make massive changes in beliefs and behaviors to turn your life around and make it what you want.

The world has changed quite a bit over the last couple hundred years. What once was a fairly stable landscape of male-female interaction and behavior has evolved (though not in the same way we have evolved) into a rocky terrain of uncertainty and despair.

Why do we need this book?

Men, more than ever, have lost their way. They've fallen prey to a popular media that tells women they can have it all, be liberated, and they think that this is now their birthright and entitlement. Women are acting more like men, and it's only because most men don't act like men, so *someone* has to.

[-- Page 15 --] Women need men to be **Alpha Men** now, more than ever. They don't need "Nice Guys." They also no longer need men for the reasons they once did – hunting for food, protection from rival tribes, physical strength, etc. They can buy their meat safely in a Safeway. They can pay their taxes and have the Army, Navy, Air Force, or Marines protect their homeland, as well as the local police and firemen to be on call for their emergencies. They can hire a man to move their stuff or fix their appliances.

They no longer need us to survive.

So now a woman is free to feel attracted to the specific behaviors that she once used to decode which guy would be good for her and which guy wouldn't.

Dominant males in our society are in the minority.

The truth is, they always have been.

Have you ever watched one of those nature shows where the male lion gets to sire his offspring with many females – as many as he can find time to bang between naps?

Well, I hate to tell you this, but real life for humans works much in the same way.

The men with the genes that grant the characteristics to be most successful in their environment are the winners in this race. **Note:** This does not mean the strongest, or the smartest.

Just the "fittest." All organisms in this planet have one imperative that overrides all our other conscious thoughts. When it comes down to it, the one thing we will always struggle to do is to survive. Remember one thing: This is a course in *DOMINANCE*, not aggressiveness.

They are **not** the same thing.

I'm going to teach most of these concepts from a particular vantage point – that of the single man that wants to date and sleep with single women. However, I'm going to branch out from just this one area and show you how Alpha Man behaviors are demonstrated in many other areas of your life. I'll touch on your sphere of influence in the world, which includes:

- Your job
- Your friendships

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- Your goals
- Your family (and we know there isn't always a lot of friendship there)
- Your hobbies

Considering that popular culture and media channels today would have you believe that if you feel bad (*oh, my heart just cries out for you, wounded soul*) you need to be coddled and nursed.

This book will do no such fucking thing.

You're going to get some severely straight talk here, my friends, and if my use of the word "fuck" is offending to you, that will be the least of your worries as we dive straight into the behaviors you have that may undermine your Alpha status and we seek to rid you of them.

You have to stop being a nice guy. It's time to find your male power again.

Feminine is attracted to Masculine. **That** is the way of the world.

Think of this book as a big, stinging BITCH-slap (because if you're not an alpha Man, you're a bitch-wannabe, and you deserve the wake-up you're about to get.) We are not going to pull punches here. If you've ever seen the movie "Full Metal Jacket" and you're familiar with R. Lee Ermey's portrayal of the drill instructor, you've got a good idea of the role I'll be playing here.

Don't confuse my attitude with some out-of-touch misogynist dinosaur who has no idea to relate to the women of today, and therefore takes a position of male-anger in order to further his agenda.

I'm not nearly that clever.

What I am is a guy who has gone from one end of the spectrum to the other – asshole to nice guy – and back again, and finally finding my inner Alpha Man. I lost my hate (as we all should), but I kept the right amount of *pissed off* to fuel my forward progress.

You'll hear this several times – Get a little pissed off. If you think that life is about achieving this Nirvana state of peace and harmony, you're dead wrong. Life is a constant dynamic tension between the emotional forces that move us. The only perfect satisfied and mellow state is when you're laid out in a coffin as worm-food in the local cemetery. You can rest then. Until then, it's time to **live**.

Enjoy life! Enjoy the turmoil and the shit-storms that life throws at you! This is how you're tested. This is how your soul is chiseled to perfection for the next life – or [– Page 17 –] whatever you believe comes next. The challenges in life are a joy when you realize that without them, we'd all be frightened and lost without these trials. Hardship gives our life *meaning*, and let's you know when you're really accomplishing something of value.

You're going to need to take action to change your state of being. You're going to have to start getting disgusted with the way things are if you want them to change, so I'm going to give you the steps for you to do just that. I'll give you exercises and other real-life examples of how you can become an Alpha Man in your world. All those sappy self-help books on the shelves of the bookstores love to try to explain this stuff and never really give you any course of **action** to take. Not this book. You're going to get the information and the action you need to change.

It is better to die on your feet than to live on your knees This book is written by a *man*, about *men*. My examples are of *male* excellence, **not** female. I appreciate the great strides women have made in society, and that they have a long way to go to achieve true equality. I am all for breaking the "glass ceiling" for women, so that they can hold the same jobs for the same pay. I want you to understand that I did not write this book from an angry, woman-hating, chauvinistic standpoint. I **truly** believe in women as equals. This is all about Male Empowerment.

There is a need to recognize certain things about men and women that – at first glance – appear to be not very politically correct. I will cover these later, but suffice to say, I want every man reading this to understand that this book is intended as *male empowerment*, not woman-bashing or promoting anger at the opposite sex. Everything I tell you is for the sole purpose of building up men as the leaders and masculine roles they are meant to play – and once did. (For you English majors out there, I will use the participle "he" instead of the trendy non-gender specific "he or she.") Everything in here comes from a standpoint of pro-man, not anti-woman. We're here to build up our best traits of our gender, not smother the woman's. The two are radically different agendas.

Women *want* to be led by men. There are some women who are capable of great leadership, but it's not always *natural* for them. When it comes to relationships, women want men who are Alphas and *strong*.

You must be a leader. You are becoming an Alpha Man with his eyes on the horizon, the front of the pack, not the ass of the dog in front of you. Even if you're not in [– Page 18 –] the lead, you need to start looking for the gaps between the other dogs and plan your passing strategy. Sneak a few peeks at the mountains in the distance. Get motivated.

The path is long, but the goal is worthwhile.

In fact, for some this goal is *all* the meaning you'll ever need to have in your life.

A "midlife crisis" happens to a man because he wimped out at some point and gave up his Alpha Man behavior to be a she-man tenant in his wife's house. They lost touch with the fact that humans are the dominant species on this planet partly because of **male** strengths. So he goes out and buys a sports car, or bangs a twenty-something gal to regain his lost sense of masculinity.

I want you to remember this the next time a woman tries to shame you for being a man: All great upward thrusts in civilization, by and large, have been accomplished by men – and men in leadership positions. Men with desire and passion, and that aggressive Alpha quality that pushes us to achieve. Women don't usually have the same drives we do, and that's okay. They are not as aggressively driven as we are, or as tortured by their need to aspire and be more, compete for more, and so on. For their jobs, for their art, for their wealth, for their families.

Do you remember that line from the movie "Wall Street?" It was part of the famous speech by Gordon Gecko, Michael Douglas's character: "*The point is ladies and gentlemen that greed, for lack of a better word, is good.*"

Greed is right. Greed works. Greed clarifies, cuts through and captures the essence of the evolutionary spirit. Greed, in all of its forms - greed for life, for money, knowledge - has marked the upward surge of mankind.." I remember hearing that speech and thinking that it was a clever lie, but now, years later, I believe it is mostly true. Maybe not for the criminal behavior that he was involved in the movie, but it is true about every Alpha Man you'll ever meet.

We have a kind of greed in our genes. Call it selfish, call it what you will, but it is necessary to us, and it will not be eliminated in yours or my lifetime. There are a lot of people out there who dream of Utopia (as do I) where nice guys get the fair end of things, and power is not all we seek, nor is it wielded blindly, but that's not the way it is.

[– Page 19 –] We need to work in that direction while still satisfying our programmed and completely normal needs.

Since the first days we fell out of the trees in Africa (or left the Garden of Eden, if that's what you believe) we have always been in a *battle for resources*. Men gather the resources so that those who ally themselves with him will survive. (And, ultimately, women are another resource to us.) Survival has gotten quite a bit easier since those early days. But do you think that our technological progress of the last century cancels out thousands of years of evolution that quickly?

Do you think that we might still carry genes that demand that we do whatever is necessary to get our genes into the next generation of humans?

You bet your ass we do.

All your Nintendos and Plasma Screen televisions are just more sophisticated **entertainment**. Technology is actually nothing more than the toys that make you feel the illusion of success in your nervous system. The cooler gadgets you have, the less desire you have to go out and pursue your real passions in life.

What I want you to realize is that there's a part of you that will never be totally satisfied, no matter how many shiny toys you acquire. You have needs that cannot be simulated: You **NEED** to be an Alpha Man.

You **NEED** to achieve.

It's your most inherent Alpha characteristic.

Winning is **everything**. Winning in your personal life, spiritual life, professional life, sex life ... all of it. That saying, about how it's not important who wins or loses but how you played the game, is just a way of making losers feel better.

Winning is all that matters.

And this isn't the winning that requires someone else to lose so that you can win.

It's the kind of winning that helps everyone, and doesn't require you to hurt another person.

[– Page 20 –] Here's another great line from the movie "The Rock": "*Your best? Losers always whine about 'their best.' Winners get to go home and fuck the prom queen.*" Remember that. The rewards in life do not come from "taking it easy" on yourself all the time. The ones who reap the gold are those that have the armor to withstand a little battle ... and then come back for more. Don't discount the value of winning.

I'm going to present this material as holistically as I can, but since most men judge their masculinity – their *Alpha-ness* – based on their success or failure with women, I'll go frequently into examples that pertain to dating, seduction, and sex. (Is there any area more important to men? I don't think so.) As we progress, you'll see that the same traits that enable great success with women are only a small part of the larger whole. When you experience the ability to

attract women, you'll also see how your Alpha Man Power translates into just about every area of your life. Your ability to seduce women is a power and product of your skills at persuasion, sales, dominance, self-development – hell, right on down to dieting and dressing right.

Tired of books that give you a bunch of great information but no way to really use it? Well, you're not going to have that problem here.

This book will provide *Alpha Strategies*, those goals you should consider part of your progress towards becoming a stronger Alpha. I'll also give you *Alpha Tactics* to use wherever possible. These are the practical actions you can take in real situations.

You will also see *Alpha Exercises* to get you moving in the right direction. Take the time to do them, for your own good.

Don't try to be the "smart guy," who just smiles and nods as he reads through, thinking cleverly, "Yeah, I see where he's going with that." You grow by **doing these exercises**, not by shortcutting past them.

This book is an **active** manual, meaning that you're going to be asked to *do things* to improve your abilities, instead of just sitting there and passively reading this book. I can make you feel good all day, but what we both want is for you get more success with women – and *life* – as an Alpha Man.

[-- Page 21 --] Watch for these strategies, tactics, and exercises, and take them very seriously. I didn't invent them as filler. The difference between the guys who get some and those who get *none* is made when you stop and take the time to **do the work**.

I can't possibly give you every clever phrase and answer to every situation in this book that women throw at you, but I can teach you the right skills to develop that will allow you to handle anything.

There's a saying: Give a man a fish, feed him for a day. **Teach** him to fish, and you feed him for a lifetime.

I believe that all men have done and achieved throughout history has been an offshoot of our drive to survive and succeed for women. Our mating drive is what pushes us to do the things we must.

Put in even simpler terms, a man doesn't feel like a man unless he can get himself some ass now and again. So while the examples and content will help you in all areas, I'll be highlighting those that help you get laid.

A man can do almost anything if he has a strong enough "why" driving him. The need to perpetuate the species is a pretty big "why." I'm going to ask you to look at this as being secondary, though, in the grand scheme. What comes first is making you the Alpha Man you are capable of being, and then all those hot chicks will just line up for you. Become the man **first**, and the women will follow. Not the other way around.

Ultimately, I found that guys were out there looking for the "magic words," or the perfect introduction, or the trick or tactic that would make them a success with women.

Let me state this for the record: **No action works on a woman unless it comes from the belief system of an Alpha Man.**

In other words, you can say the *exact* same words with the *exact* same woman that an Alpha Man used to attract her, and his words **won't work** for you. Why?

Because of his belief system. The confident, Alpha Man comes across with a congruency that insecure and most average guys **do not have**. Congruency means that their *actions* and *words* appear to match their inner beliefs. (More on this in a bit.) **[-- Page 22 --]** That's why I chose to address the foundation and fundamentals here that will help you be successful with women, with money, with your family, with your career, and so many more things. Because all the tips and tactics in the world **won't work** for you if you haven't taken the time to develop and cultivate an Alpha Man **attitude**.

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My Story

I typically don't usually like to share too much of my own background with people.

As a result, I'm thought of as being very private and reserved. That's changed a lot for me in the last couple years. I now think that telling you about what I've gone through might help clarify what you may be going through in your own life. I used to believe it was egotistical and self-absorbed to talk about yourself, and I felt self-conscious of it.

What I realize now is that life requires us to expose ourselves and take those risks.

In the late part of 2002, I lost my mother to cancer. It first showed up in her parotid glands, and she was treated by surgery and radiation therapy that left her without the ability to produce saliva. Later, the cancer returned in her spine. Again, they treated with radiation, and that seemed to stop the progression. However, in July of 2002, a test had come back showing the disease had spread

to her lungs and liver. She was put on a chemotherapy treatment immediately. Unlike most treatments, this did not leave her feeling nauseous or any of the other harsh side-effects normally associated with chemotherapy. She felt hopeful that the treatments were effective, but this was to be short-lived. Her next test showed that the cancer had not been stopped.

She was given a lifespan of no more than 5 years, according to the doctors, but they were unwilling to make any estimation regarding the sickness or her ability to overcome it. Five years actually shortened down to just three months.

She died in our care at my aunt's house in Upstate New York in October. Her father – my grandfather – who had fallen ill around the same time, also died two days later. A few months later, my grandmother on the other side of the family passed away.

Around this same period in my life, I had lost many of my close friends as well, due to relocation out of the area. Shortly after the death of my mother and grandfather, I fell into what some might call a slight depression. I did what I could to work through the issues and keep a positive outlook, but I found myself without enthusiasm or passion. It was like the life had been sucked right out of me.

The relationship I had with my girlfriend came to an end about this same time.

Then, my best friend married and moved about 40 miles away. Shortly after that, my Italian grandmother passed away from complications due to Alzheimer's.

Sounds like quite a bit of hardship, eh?

I tell you this story not to depress you, or to gain your sympathy or pity. I wanted to tell it to you so that you can understand that there is a will in all of us to survive even **[-- Page 24 --]** the most horrendous of events. I believe it's our survival instinct, and that if you can tap into this energy, this drive to live, you can find this Alpha Man.

There's a positive footnote to all that suffering that may help you see what the "point" is. After that experience, I pulled my energy together into writing these e-books and starting this company dedicated to bringing you the best information for getting success with women.

Survival is our only imperative. Your willingness to do what it takes to stay alive is what ultimately has the most positive affect on the generations that follow you, because your actions ensure that they will get to prosper. That's the benefit of your greed.

I don't want to sound like a Gloria Gaynor song here, chanting and clapping about how "*I will survive*..." Ultimately, you **will** survive – if you are a survivor. (More on this later.) And the beauty about being a man – a *human* man – is that you can choose to be an **Alpha** Man. We are the only species on this planet that is capable of massively altering its own destiny. We can choose who we want to be. Other animals must settle for their status at birth, and they do not deviate from their natural course. We have the power of reason and thought, and that allows you to break from the mold of mere genetics.

I believe that we may not be able to change our entire species, but we can consciously change *ourselves*. There are some things that your genetic blueprint has decided for you, but there are others that have not. These are the ones we can change.

(If you doubt this, I strongly suggest you watch the movie "Gattaca." A very moving experience and a message I don't think you'll soon forget. I'll be pointing out a lot of movies as examples in this book to help you visualize the behavior model that you're looking for.) Reach down, and grab your balls. Those are figuratively and literally everything about being a man. If yours are a little shrunken and tucked away, we're going to pull them out and inflate them to the size of basketballs. Then we're going to bronze them.

It's time to roar, guys.

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A Few Words About Change

"I just want to be myself." "I don't want to change to suit other people." "I only want women and other people to love me for who I am." This is hardly a new concept, but I have to re-state the most common of all fallacies (I call these *phallus*-ies) regarding the myth of "being yourself." I'm relating this to men's search for a woman, but it also applies to all relationships in the Alpha Man's life.

You are not being yourself when you insist that it's more natural to act wimpy than be an Alpha Man.

In other words, most men cop out to the "I don't want to have to do X, Y, and Z to get a woman interested," and then they'll act self-righteous about how much better they are for not "playing all those games." What it amounts to is **BULLSHIT**.

Hey, I used to say the same thing. I used to believe that *Damn it, I'm going to just be myself and not have to do all these lines and magic tricks, and women will want me for who I am.*

I'm here to tell you that a woman does not want you for *who you are*, but *who she imagines you can be for her*.

A woman does not love the man, but she loves the man that *makes her feel that she is special and unique*. You see, your friends do not want you solely for the person you are but the enjoyment that you bring into their lives.

I know it sounds terribly selfish, but it's always true. You're the same way. When a person becomes more of a pain than a pleasure, you avoid them. We're driven by selfish needs. Let me say it one more time, simply: **People only love you for how you make them feel.**

No one is loved based strictly on their own value, but the value they transfuse to others. They are loved for the feelings they instill in the people around them.

[-- Page 26 --] It's a common mistake to believe that you can just open your kimono and - "Tada!

Love me, ladies, for THIS is who I am!" This leads to bitterness, especially when people don't give you back what you think you're entitled to get for being this really "great" person.

So you must learn how to be true to yourself, but selectively present those parts of you that make other people feel good about themselves.

Sound complicated? It's not.

I recently took an online test that determines my particular dating profile. You know, they go through all the parts of your disposition, your sexual tastes, your introversion/extroversion, etc., to find out who would be a good match for you. I thought it might be another one of those lame tests dreamed up by a relationship "expert," but it actually turned out to be fairly insightful. The most important part I got out of it, though, was that this test reflected that I was compatible with about 90% of what women want in relationship qualities.

Now, we all know that what women *say* they want and what they actually respond to are often different things, but how's this for an assumption: If I am what they say they *want*, then why not also demonstrate the attraction qualities they *need* and win from both sides? After all, why don't those "90% of all women" just beat down my door to get with me, especially if I am what they say they want?

That's what all these skills and techniques are here for, gentlemen. Because the real problem in dating and seduction isn't that we men aren't good enough for them in any real way. The problem is getting past the behavioral barriers they put up so that we can get them to see how great we **can** be for them. It's the necessary mating dance, and it's a game that *must* be played. Women screen us out because we represent a disruption - we introduce chaos and change into their orderly lives. Unless we present them with enough *pleasure* to warrant it, they would rather avoid the *pain* we represent. (More about this delicate relationship of pain/pleasure later.) This may seem like a debate over weird philosophical details, but it's not. These skills you **must** learn do not change you in any way for the worse, as long as the person you are is not bad to begin with. That's the beauty of adding them to your reserve of seduction abilities.

So let's get off the high horse of "I just want to be **me**" and understand that growth entails letting go of those parts of you that are not serving you, as well as adding NEW parts that will get you what you want.

Don't defend your ego - **sculpt it.**

[-- Page 27 --] Being self-righteous about "just being you" is another way of saying, "I'm okay with losing a little bit longer so that I don't have to change." It's a cop-out, and not even a good one at that. Stay entrenched in the same old lame belief system, and you will get exactly what you deserve.

And I also don't buy the line of "If I get laid less, so be it." (It's a rationalization for self-imposed celibacy.) We **all** want more sex. Even *women* want more sex. Every man who thinks he's making some great statement of honor by pretending he's got integrity for not "changing" is lying to himself. He's just trying to make himself feel better about not having to go through the pain of growth and change. Thinking you're noble for not changing is really just stubbornness.

Emerson said it best: *A foolish consistency is the hobgoblin of little minds.*

Here's a thought: Why not do more good to the world by giving women what they want, get more of what *you* want, and let go of the need to serve your own self-image?

That seems to me to be a win-win.

No one will ever remember you after you're dead for the hobbies you had, or your other winning characteristics - **only what you did for other people.** Look at every memorable person that is celebrated through history and you'll see this is what the ultimate value of a man is.

Stop putting so much effort behind **not** changing. Only the insecure refuse to change.

ALPHA EXERCISE: Get out a sheet of lined paper. List down the left hand side all of your positive qualities. On the right side list all the areas you need to work on. Be honest here. This is where you can show real virtue by honestly appraising your strengths and weaknesses.

On the back of the page, I want you to write a paragraph that describes who you think you are as a person. Detail all the parts of your personality that shows who you are. Everything you can come up with, including:

- Age
 - Appearance
 - Personality
 - Hobbies/Interests
- [-- Page 28 --]**
- Current lifestyle
 - Future goals

This list should essentially be all the reasons a woman would want to be with you. Now, if you can't come up with anything, you're going to have to work at this much harder. **Everyone** has plenty of positive traits that a woman would want. It's *your job* to dig them up, polish them up, and find the best way to put them in your store window so that she can find what you're selling. If you keep this stuff hidden in the basement, you'll never get any business.

You should also keep an eye out for things that may not be attractive to other women, or even most men for that matter. I used to play Dungeons and Dragons as a kid, and I even listened to disco music, but those aren't the traits women are going to find very attractive, so they stay in the cellar.

Keep your list handy, because it will come in handy later in this book, as well as in your own personal development plan.

[-- Page 29 --]

IMPORTANT: You Better Find Your Pain And Use It

You are about to read a book that will change forever your perceptions of men and women, and a great many of the "phallus-ies" created in the twentieth Century.

Starting in the sixties, men started to adopt a great many changes in response to the empowerment of women, and few of them were good.

Men softened as women hardened. We accommodated as they demanded. We gave in as they began to flaunt their sexual control. Please remember that I'm not some woman-hating dinosaur - I genuinely believe in the equality of women. But we've been changing, and not for the better.

Now, what's most important to you and me at this moment, as you're scrolling through this book and wondering what you're about to learn, is that you find your pain and begin to use it to your advantage. I'm going to dedicate a whole chapter of this book to understanding the power of this concept in bringing about change in your life, but I wanted to cover this briefly right now, before you got too far in and felt that draining weakness flood over you when you thought about the prospect of change.

You have to find your own reason to start overcoming your limiting beliefs and make the changes I'm about to propose to you. You've got to reach deep into your soul and find your personal reasons - or this information will only serve to enlighten you - not change you or improve you. If you can't find the blood-boiling, teeth-grinding, someone-just-stole-your-girlfriend reason to get motivated, you'll never get where we're going.

I'm serious about this. Take a look at your life, and have the balls to face it squarely. You've been in the sandbox and had dirt kicked in your eyes? What was his name? Is there enough pent up anger at that asshole to fuel your willingness to change? To get Dominant and Alpha?

Use it! Use this anger to overcome your limitations.

Pardon me? Your dad beat you? Great! Use that anger at him to change your behavior, not to spend years in therapy trying to understand what it all means.

What's that? Your wife cheated on you for ten years with your best friend? And then they published nude pictures of you with your fist up a cow's ass? You're pissed off about that? SPECTACULAR!

Abso-fuckin'-lutely **marvelous!**

[-- Page 30 --] Now what are you going to do? Sit home and cry about it as you read through another self-help book about how to "heal your spirit"? Are you going to loaf around and watch television to ignore the pain and dull your senses?

No.

You're going to take those insults, those abuses, those injustices, and you're going to recycle them into a better YOU. That's all you

can ever do to win over the people that did these things to you in the first place.

Hey, maybe you're a pretty average guy. You don't have a lot of aggression. No one's ever really fucked with you that badly. You've had a few tough breaks, and who hasn't. Life's *okay*. No one beat you or yelled at you. You just take it easy. You might even think you're a "nice guy." I'll tell you something: You're *still* angry in there somewhere.

It's man's nature to be angry. We're pissed about *something* from cradle to grave, my good man, and even the most easygoing, stoned surfer I know had a nugget of **GRRRRRRRR** in his system – a red-hot chili pepper of *Fuck-You* shoved up his anus that could turn this gentle dude into a raving Charles Manson if you knew what buttons to push.

For some of you, your particular anger may require some real professional psychological treatment (and there is some of that out there). If so, you should just decide right here and now that if you waste another day recycling this bitterness instead of getting on with the real work of being the person you want to be, you are pissing away your life.

Understand this, my brothers: **You are not put here to discover yourself... you are here to CREATE yourself.**

Forget those head-monkeys that want you to go through years of endless hours of pointless therapy to dredge up the anger of your childhood. You already know what was fucked up about it. Now it's time to move on, and use this knowledge to do what you know you need to do. Therapists are really just expensive friends.

Swear to yourself right this minute that you'll read this information, and let it get you angry, frustrated, or motivated. Let it do *anything* but allow you to calmly and tiredly scroll through these pages.

Get fired up! You've got work to do to become Alpha.

I work on this stuff every damn day of my life, and I'm still not there yet. But the best part is that I started. And I'm a lot further down the path. Meanwhile I watch friends **[-- Page 31 --]** and family flush years of their life down the cosmic toilet as they hope they can make their past hurts better, if they could just "understand it" or learn to "forgive." You only have control over **this** minute. *Right now.*

The past is over. Done. Forget it.

You can't change it.

The future is only going to arrive because of what you do in this moment. You are deciding your future as you sit there reading these words.

I hope you're as excited as I am about this. Stay energized!

Anger is excitement. Love is excitement. Envy is excitement. Lust is excitement.

Greed is excitement. Take all the cardinal sins and make them your high-octane, spitfire, explosive **POWER** to do what you want with your life.

The only thing that separates us Alpha Men from the Sheep of the world is our *action* orientation, and that starts with our internal level of *excitement*. Harness it and use it for yourself.

Anger

Get in touch with your pissed-off side.

Anger is so unfashionable in our society today, but it still plays an essential role in the Alpha Man's personality.

It's not cool to have a tantrum, or throw things, or lash out at others violently. But you better find the things in life that get you a little mad and start using them to your benefit. Anger is nothing more than a form of *negative passion*, and it's a part of our makeup for a reason.

Back in the Stone Age, if you didn't get a little hot-under-the-collar that your woman was getting banged under her loincloth from Grok, another grunting caveman, you'd probably pussy out and cry by the fire. You'd lose shagging rights forever. And then Grok gets to have babies and your sorry genes don't go anywhere.

If you haven't seen it, the recent movie "Hulk" by Ang Lee shows how uncontrolled fury can reach unmanageable proportions. Dr. Banner becomes the poster-boy for rage. This is a part of all modern men that I fear is lurking around under a calm "civilized" exterior forced on us by society. Without constructive outlets, our rage can boil over and turn us into dysfunctional tools, just like the Hulk.

[-- Page 32 --] ALPHA EXERCISE 1: Get out a piece of paper. (I hope you've got that notebook ready, because you're going to need it for all the exercises we'll be doing.) Take a little time and write down all the things that piss you off in this world. Not the things that just throw you into a blind rage, but all the things that annoy the living shit out of you.

Here's a list of some of mine: - Idiots who try to get on the elevator before other people get off.

- Morons who don't use turn signals. How hard is it to flick your left thumb and move that stick behind the steering wheel? C'mon!

- Women who whine about breaking a nail. Get over it, doll-face. It'll grow back. If you want to talk about something, let's talk about how those pants make your ass look ...

- Telemarketers. Like I really need a subscription to ten magazines and every fuckin' newspaper in the city. *Stop calling me!*

- Those people that leave a message on your answering machine for someone that obviously doesn't live there. Didn't they hear the voice on the message that said **CARLOS**, pea-brained dorks? There's no "Percy" living here.

- Those people who cross five lanes of expressway traffic, causing havoc and confusion just because they almost missed their exit. Take your medicine and *take the next exit*. Don't make us all pay for **your** mistake.

- The asshole next door that decides that since he's been home **all day** and **all night**, 11:34 PM is suddenly the *best* time to start practice his drums. Good thinking.

And here's a random list of things that *ought* to piss you off if they don't:

- Terrorists

- Flakey women

- Obscenely loud motorcycles at 3:00 AM

- People who just won't stop talking

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- Women who just won't stop talking

- What do you mean you forgot to take the Pill?

- Another damn Jennifer Lopez article

Don't let anyone kid you – you *need* these things in your life. We need them because they temper us and test us, and they also give us energy. There's a lot of New Age nonsense about letting go of all your anger. You should **control** your anger, but an Alpha Man needs a certain amount of anger with him to keep him on his toes. To feel alive.

Sure, I purposefully added a little humor in my list, as you should, too. I turn those annoyances into something I can joke with women about, too.

This is actually a really fun exercise, because a lot of this can be turned into great conversation and humor with women. I also use this angry energy to fuel me in those times where I'm worn out or running low. I reach into my back pocket during a workout and remember those chicks that said, "let's just be friends!" and I get a whole new burst of energy. And I'm also able to turn it into good fun and humor.

ALPHA EXERCISE 2: Get a few of Dennis Miller's "Rant" tapes. Don't just buy the books, because then you'll miss the full force and impact of his stuff. Dennis is a bit on the edgy side, and you have to have a head full of trivia to catch some of his obscure references, but he has a way with cynicism that almost makes you feel *good* by the time he's done ranting at you. You'll also learn a whole bunch of stuff that will teach you how his kind of "angry humor" works.

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Part I: The Science of Alpha Behavior

Many guys don't realize just how established male wimpiness has become in our culture today. It's an epidemic, and if we don't act soon, we're going to become extinct as a result.

Wow. Could it be that important?

Yes, if you look at the impact of sexual dynamics between men and women and how we are drawn together from certain behaviors. Men are needed for the qualities that make them **men** and **masculine**. That's what attracts women. Maybe we don't have to marry a woman right out of high school anymore just to save her from a job as a secretary like it was back in the 1940s and 1950s, but we do have to provide for them in other ways.

And if men and women can't figure out this game of how to play our gender roles correctly, we'll be more lost than ever.

There's a scientific reason for how we behave as both animals and sentient (thinking/reasoning) beings. I'm going to explain this in some detail, so that you fully understand the concepts. If you do not wholeheartedly believe that this kind of evolutionary behavior is going on, you're not going to fully – as well as *emotionally* – understand the necessity for you to take on these Alpha Man behavior traits.

ALPHA

This book is all about the Alpha Man. What is an "*Alpha*" Man?

Well, the scientific term "Alpha Male" is used largely in animal research, where the more dominant and aggressive males in any species were the ones that had the most influence on the evolution of that species. They were the ones that got to reproduce and get their traits and genes passed along to the next generation.

The *Alpha Male* is a term that refers to the male at the top of the social pecking order of the pack or group. Typically the Alpha Male is the physically strongest male in the group, though not always.

He is typically *the most clever* (which does not necessarily mean intelligent, as we will explore.) The Alpha Male invariably has the strongest selection among the females; he has the ultimate advantage from an evolutionary perspective. This advantage turns into the reality of getting his genetic traits promoted forward into the next generation of the species.

[-- Page 35 --] The Alpha Male ignites an instinctive attraction for most females, who see in him the potential for a valuable mate. However, though appealing in his own way, the beta male is **always second**: a safe, civilized shadow of the Alpha, a follower versus a leader. He's the man a woman might take home, but he's not her *first* choice.

The attractiveness of alpha types is a certification of biological quality, (like a stamp of approval from Mother Nature) taking into account such factors as bilateral symmetry (the extent to which a body exhibits balance in its features) and weight/muscle distribution as cues that this man is free from harmful genetic problems.

Something that you might find interesting is that the Alpha animal in other species is not always the male. In horses, for instance, the oldest mare is the leader.

The oldest stallion – male horse – only owns the herd and maintains rank, as well as running off intruders and predators. His physical prowess does not mean he is the leader. (More on this in "Dominance.") Remember, the Alpha is not based solely on strength. It is your courage and wits that will get you to that state.

For the sake of this book, I use the term "Alpha Man" to indicate the dominant *human* Alpha Male that combines all our inherited masculine traits with our improved Alpha thoughts and beliefs.

You are an Alpha Man based on your ability to look, think, and behave like the powerful, dominant male. The **leader**.

More Alpha Definition

Alpha: The first letter of the Greek alphabet. Most often used as an adjective to describe males and females of species (e.g., Alpha Male, etc.) who rank first within a group. In some species, the Alpha Male is the only one who mates. While in others, the Alpha Male rarely mates since he is so aggressive that he attacks females or spends too much time defending (and winning) his resources. (Yes, it is possible to be **too** Alpha.) On the other hand, sometimes the Alpha Male hardly fights at all, simply because no one challenges him. One has to be careful to not automatically assume that the Alpha Male is the one who is fighting all the time (i.e., the most aggressive male.) **[-- Page 36 --]** There is also an Alpha Female, who gets her power by many common traits – physical strength and beauty as reflections of genetic stability and positive environment.

Social status or the acquisition thereof. Intellectual ability. Emotional depth. Nurturing ability.

Back to our Alpha: he holds a prominent social position within his "pack" or society as a whole, due to a combination of his physical prowess *and his competence and coping skills*. His large physical capacity for destruction is overlaid by an equal or stronger force for constructiveness – a gentle streak. When in society, force is used only out of need or circumstance. His intellect is considerable, another example of good breeding (in a physical sense), and he is a well-honed weapon. He does not use his mind for fantasy and *unproductive* dreaming; his words are thought over, weighed, delivered with a controlled force. The civilized Alpha Man holds *self-control* in high esteem.

Emotionally, the Alpha Man is usually extremely self-disciplined, an animal formed by social rules and structure. His emotions are generally repressed or used only as tools. Those emotions – such as tenderness, affection, or love – that are not directly in demand for the primary Alpha Male goal of dominance tend to be held back. You'll often hear women complain about that last one, and it's easy to mistake this for meaning that he needs to be emotional and "sensitive." It's not necessary to overcompensate. He does have to demonstrate emotional capacity, but giving a woman emotional sensitivity does not mean that he has to **be** a woman. We'll cover this further in the section on "Emotional Intelligence."

Alpha Man Characteristics

- **Short on time**: The Alpha man has places to go, people to see. He does not have 3 hours for phone calls. He does not have the time to wait on a woman more than 15 minutes when she's late. He does not have more than a minute to wait for her to talk to someone else on call waiting. (I hang up on women that leave me dangling on call waiting or hold. If that other call is so important, they can call the other person back. When was the last time you really had an "emergency" phone call?)

- **Self-interested**, first and foremost: This is not to be confused with selfish, or self-centered.

It only means that the Alpha Man's life and his fun come first. If he doesn't act to ensure his own satisfaction in life, he'll die a miserable martyr.

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- **Creates his own reality**: An Alpha Man realizes that he cannot be dependent on anyone to make his life fun, so he must do it himself. He creates a "bubble" of happiness, fun, and good spirits around himself, so that when he encounters a new person he's confident that he will be interesting just by the aura of power he exudes.

- **Uses his wits first, then his brawn**: A true Alpha knows that today's man doesn't have to fight and hunt for his survival the way our ancestors once did. We now have the luxury of forging a new kind of dominant man that does not need to physically overpower his enemies. He knows that using his smarts and his instincts are most important.

- **Does not need other's approval**: The Alpha knows that his own way of life has been created for himself, and he knows that since he has defined his ethics, his own rules of behavior, and code of honor, his confidence has already been established. What other people think of this is secondary. He does not need anyone else to give a stamp of approval for the way he chooses to live his life.

- **Is gentle and empathic**: And he knows when to rein in his emotions to serve the greater good. He knows that you don't have to be a hard-ass all the time, and those men that throw their weight around are usually the least confident. (There's a saying – *The empty barrel makes the most noise.*)

- **Is definite about what he wants**: The Alpha knows what he wants from life, and he is actively pursuing it. He sets specific goals and plans for their achievement.

He knows how to make decisions quickly.

- **Understands the role of risk in life**: He is aware that the unhappiest life is the one that ends in regret – of the things *not* done. He knows and understands the saying – "The dreams of youth are the regrets of maturity." He knows that life is a great adventure – or nothing.

- **Does not bet more than he can afford to lose**: The Alpha Man doesn't risk more than he can afford to lose, and he understands when caution is required for balance. He understands risk and reward, and how to assess them.

- **Forgives himself for his failures**: He knows that the only men who do not fail are those that *do not try*. Failure is part of life. Hurry up and fail so you can get to success quicker is his motto.

- **Grows every day**: The Alpha Man knows that the only way to stay at the head of the evolutionary pack is to learn and grow to his limits. Those who are not growing are dying. He reads books and literature every single day. He sets attainable goals and focuses his drive and ambition toward their achievement.

[-- Page 38 --] There's plenty of time to be mellow and relaxed when he's dead. Life is very short, and he's got plenty of work to do here.

- **Knows that Women are a Secondary Goal, never a Primary Goal**: Women and sex are an important part of the evolutionary drive, but they are not a focus for the Alpha Man's life. Women will be the side benefit of a life that is fully lived, and confidently navigated.

- **Controls his Passions and his Demons**: The Alpha Man knows what his strengths and weaknesses are in life, and he uses them to his betterment and success. His passions keep him moving forward with purpose, and he knows the value of balance in this pursuits. He also knows his vulnerabilities, and he cultivates the self-discipline to not let them get the better of him.

- **Has a well-developed sense of humor**: The Alpha Man knows that nothing in life is *that* serious, and he knows how to laugh at himself, as well as the rest of the world. He makes others laugh and feel good about themselves.

- **Recognizes that Time is the most valuable asset**: Even more than money, time is priceless. As the saying goes, you can't take it with you, and you don't want to wind up at the end of your life having pursued wealth and then have no time to enjoy it in. No one on their deathbed wishes they spent more time at the office. Time is all you have to spend. Never, *ever* let yourself "kill time." That's really killing yourself.

- **Is mature and confident enough to put his ego aside**: The Alpha knows that his ego is just a figment of his imagination. When he makes it a priority to protect his "image," he will inevitably fall prey to the disillusioning affect of pride. Only insecure men need to protect their ego at the expense of learning and growing.

- **Focuses on the long-term vision rather than the short-term gains**: Guys have a propensity for tunnel-vision when it comes to certain enticements in life, like money and women. He knows when to delay short-term gratification to serve his goals. We'll cover this in more detail in a later section.

Famous Alpha Men

Here are a few examples to give you an idea of what you're looking for in a role model: [-- Page 39 --]

- **James Bond:** You're probably sick to death of hearing this one, but he really does stand out as the total Alpha Man. Better yet, you should watch how the actors who *portrayed* him demonstrated their Alpha-ness. The subtleties of their performance, the way they look at women through the corner of their eye, the body language they use – all of this should give you a clear idea of what it means to act Alpha. Now, of course James Bond is also good looking, but don't think for a minute that this is the only thing that gets him laid. Most of the women are reluctant and resistant to him initially, thinking that he's a player. It's his *confident* Alpha Man behavior that gets him what he wants.

- **Mel Gibson:** Say what you want about ol' Mel, but he's a man's man through and through. He demonstrates his charming humor in the "Lethal Weapon" movies, his strength and heroic persona in "Braveheart," and as in the movie "Maverick." His strong, silent character in "The Road Warrior" movies is also a testament to rugged Alpha Men. His real life exploits are also worth noting, taking the initiative (an important Alpha trait) to get his movies made.

- **George Washington:** The father of our country wasn't always such a great guy, but he finally grew up and got his shit together. He became the consummate hero and Alpha Man. He led our country's rag-tag forces to pound the British into submission, and then became our first president. And I'm sure he had balls the size of coconuts.

- **Abraham Lincoln:** Just read any biography of him to understand how he came from adversity to great success. He overcame failure after failure, and became one of the most renowned figures in American history. His own stand for honesty and character is a lesson for every man. And don't forget, he proves that even the *ugliest* dude can still get laid.

- **Richard Burton** – You gotta love the old opinionated, smoking, drinking, rugged individualist. I saw a photo essay in a magazine showing Richard next to Elizabeth Taylor, and you could just see the attitude on his face. The title under the picture said that he "exuded complete, utter manliness." No better phrase for it. And when they split up, Richard was still a man through and through. Watch "Where Eagles Dare" for a great example of his attitude.

- **Captain Kirk** – Oh, yeah. There is a lot to be learned from James Tiberius Kirk from the old "Star Trek" series, and it's not how William Shatner over-acts. I'll cover this in the next section, since you won't believe how much you can learn about picking up women from "Star Trek." [-- Page 40 --] **ALPHA TACTIC:** Every time you identify an Alpha behavior in someone or a situation, make a note of it somewhere. Write down all the things about that behavior that you think epitomize the traits of an Alpha Man. Store them away, and use them yourself when you need a reference. Take special note of how these behaviors affect others.

When you tune your mind to observing evidence of the Alpha behaviors in your world, you'll have started your subconscious mind on a quest that will keep you focused on the goal.

Also, use this list as a guide to your own development of character.

"In the end, we're all dead men. Sadly, we cannot choose how, or when. But what we can choose is how we decide to meet that end, so we are remembered forever as men." - *Gladiator*

STAR TREK is Good for You

I'm going to tell you something that you guys were secretly hoping was true...

"Star Trek" can help you get laid.

Now, I know a lot of guys are saying, "Are you KIDDING? The last time I mentioned the movie to my date about when Spock died and Khan fought Kirk, she went to the bathroom and never came back." No, no, no. Not the battles or the 'unknown space anomalies.' There are three characters that you need to reintroduce yourself to. They can teach you a hell of a lot about seduction. (For the sake of this article, I'm going to assume you are familiar with both the old series of "Star Trek" as well as "The Next Generation." If you aren't, go out and rent the DVDs.) And if any of you guys say you haven't seen any of the old "Star Trek" shows, I'm going to tell you two things:

1) Liar!

2) Keep telling the women that.

[-- Page 41 --] The first character you need to emulate is Captain James T. Kirk. Now, why do you think there was such a reputation about him? It wasn't just because he was out there banging every green-skinned alien in the cosmos (and he was.) It was his takeno-prisoners, take-no-sh*t attitude.

You see, if there is one thing Kirk was, it was bold and confident. How could he *not* be? One minute he's facing down a Klingon attack, the next he's escorting a diplomat to some treaty session, or fighting for the human race on some deserted planet with a purple sky (and those same stupid rocks.) One especially relevant episode you **must** watch to fully grasp Kirk's ability to seduce is the one where he has to escort some bitchy princess across the galaxy to some meeting ("ELAAN OF TROYIUS"). Note carefully how Kirk stands up to her and lets her know that her antics are *completely* unacceptable. When she lashes out in prima-donna fashion, he puts her back in her place. In the end, he tames the princess and even scores some more interstellar nookie.

Kirk is always confident, cocky, and went after the women he wanted. He made no excuses, nor did he give in to women making demands. He boldly went where every man wants to go. (I know, that was bad, but I had to put that in.) Women never walked over him.

The next character to watch and learn from is Will Riker from "Star Trek: The Next Generation." Picard was suave and charming, but Riker was more 'Bad-boy' in all the best ways. Watch how Riker's attitude more closely emulates Kirk from the old series. He's a bit too easy to get riled up and angry (you want to maintain emotional control), but he demonstrates it effectively, not afraid to let a woman know when she's displeased him. And, he doesn't let them manipulate him by his emotions.

Riker also isn't afraid to step in and let a woman know where he stands with her.

He will grab her by the arm, pull her close, tell her that her eyes are like Arcturian moonstones, and then slip her the tongue. He doesn't hesitate to project his sexuality to women. And you shouldn't either. It's **how** you do it that's most important...

The last character I want you to consider is Deanna Troi, the ship's counselor.

Why her?

Well, on the show, she has a gift: she's empathic, meaning that she can sense a person's emotional state telepathically. She's often pretty heavy-handed with her observations - "Captain, I sense your deep dislike for the anal probe you got when you were with the Borg... tell me more about it..." But she is observant and intuitive with the people she encounters.

[-- Page 42 --] When you're with a woman, you should tune into her emotional frequency as close to this as you can. Use your empathic ability to read her thoughts and feelings.

Sense the emotions underneath what she says to you. When she tells you: "I'm just not sure if I want to take that position in accounting." You say: "Well, I can definitely understand what you mean. I sense that you're a bit hesitant. Is it that the job is challenging, or ... is there something else?" And you say that last part as if you feel there *might* be. You don't actually say what it is, but you *imply* you know what it is.

Then, either way, you were right.

Take all the credit. You're so intuitive!

One word of caution, however: Do not let yourself start *feeling* these emotions with her. You need only *observe* and *comment* on them as if you know what she's going through. A woman doesn't need you to *feel* the same emotions, only to understand the ones she has.

In most cases, you don't have to be an empath to read people's emotional state.

You just have to pay attention to what they say and their body language. Do a lot of people-watching and you'll get good at reading this, too.

Oh, there is one character you should watch just to see what **NOT** to do with a woman, and that's the engineer on "Star Trek: The Next Generation," Geordi LaForge.

Geordi is as inept as they come with women, and he's a guy I think we can all relate to. I used to be this way, and I suspect 95% of all guys have been at some point, too.

Geordi can't score to save his life. He can run a futuristic warp engine, but he can't figure out the inner workings of a woman. Think of Geordi as your typical high-tech guy – great with machines, terrible with people. The show even makes a point of highlighting how Geordi's techniques with women are ineffective in a very realistic way.

There's a scene where he's on a date with a woman on the Holodeck, in some super "romantic" setting, on the beach under the moon. He's fumbling for words, obviously clueless, and he goes in for an awkward arm around the woman. She then proceeds to tell him that she "just wants to be friends." Over the course of many episodes, he learns a little confidence (not much cockiness, but hey, he got better.) Please remember that, yes, it was just a dorky sci-fi TV show, but it does exemplify some things that guys today

would do well to imitate. Maybe then, by the time we get to the 23rd century, men won't be so damn wimpy.

Just don't tell your next lady friend that you learned your best moves from "Star Trek," or she'll eject your warp core before you can say - "Make it so..." [-- Page 43 --]

Beta Guys

The beta animal is the one that is secondary to the Alpha. In many groups of animals, this indicates only the next rank down from the leader. In my terminology, and for the rest of this book, Beta refers to any man who is **not** an Alpha Man. (Also known as the "Beta Guy.") Why are there only two kinds – Alpha Men and then everyone else?

In my opinion, there is only ONE place to be – at the **top** of the heap. Accepting anything less is settling for a life half-lived. Super Bowl winners are remembered, not the Division Champions, even though the Super Bowl winners only won *one more game* than them.

Wimpy, non-Alpha (or Beta Guy) behavior:

- Can't maintain eye contact
- Has slumped, submissive posture
- Fidgets nervously
- Gives away his power
- Looks for attention and approval from others
- Dates women that "choose" him
- Lacks goals or direction
- Unable to focus his energy on any one task to completion
- Afraid of competition
- Creates intricate mental illusions to avoid taking action in his life
- He rationalizes losing
- Afraid to lead
- Afraid to "fight"
- Does not develop his strengths or work on self-improvement
- Changes to "go with the flow," accommodating other people's schedules
- People-pleasing – especially women

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- Defusing confrontations in non-assertive ways, avoids any conflict. The Beta Guy is much happier letting someone else direct his life. He's generally capable of living his own life, but he's mostly helpless on his own. Something in his upbringing stole the fire of passion from him and turned him into a quivering jellyfish.

Now, I'm not asking you to just jump in everyone's face and start fights, or be a generally abusive prick. That's not being an Alpha at all. In fact, a *true* Alpha knows the politics of the moment, and he is smart enough to hold back his opinion and avoid conflict when it suits him best. The point is that it is never done from a place of weakness or fear.

Self-defense

As I said above, avoiding conflict constructively is an Alpha Man trait. Contrary to what you might think, the first guy to jump into a fistfight is not always the Alpha Man.

The first rule of self-defense in a physical confrontation is that you try to *avoid* a fight if possible. However, when pushed to the next level, you must be prepared to **act**.

So the Alpha Man will seek to disarm with his wit and his words before anything else, and then he will resort to physical persuasion as a last resort. This is why I preach that all men (or *almost*-men who aspire to be Alpha Men) need to train in a self-defense technique or martial art. At the very minimum, you must be able to defend yourself physically, and then you'll be able to protect the people around you.

There are a multitude of programs out there to suit any personality or lifestyle.

Everything from Asian fighting arts to boxing to soft Tai Chi forms. You can learn modern street techniques as well as kick-boxing, or just how to handle a good old fashioned bare-knuckle brawl.

I study a system called Shaolin Kenpo. This originated in the Shaolin temple in China, and has a mixture of elements that cover hard strikes, rapid circular motion, grappling, and other principles. I've also trained to use weapons, such as the sword, the sais, nunchaku, and the bo staff.

The benefits of these programs are almost too numerous to list. At the very least, you'll develop:

- Stamina
- Physical fitness
- Coordination and agility

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- Awareness
- Balance
- Power
- Speed
- Confidence

- Humility
- Spiritual centering

Don't just go to the library or a Barnes & Nobles bookstore and pick up a "street fighting for dummies" book and expect to be effective. It takes some dedicated training to learn real techniques and face real confrontations. You should train for **at least** six months to a year or more in at least one discipline. If the first one you find doesn't suit you, look around for another.

I encourage you to investigate the programs in your area and see if any of them make sense for you. Self-defense skills are a critical part of the Alpha Man's life, and the rewards you reap in the knowledge that you are prepared for a situation where you may have to defend your life (or the life of a loved one) will jack your self-confidence up through the roof. This kind of training is invaluable and essential for your growth. And after you've sparred with a guy twice your size, you'll see that confrontations are actually kind of fun.

It will also have the added benefit of attracting women, since you'll be taking on the archetypal role of warrior. I know that women have been more than just a little turned on when I demonstrate a fighting form for them, as well as train them in their own self-defense.

ALPHA STRATEGY: Get yourself trained in self-defense, even if it's just boxing lessons. Learn how to throw a punch. Learn how to block a punch. Learn how to read aggressive male behavior. Get comfortable with the possibility of physical confrontation.

ALPHA EXERCISE: [-- Page 46 --] Martial Artists always watch people and assess their threat level, and you should, too. Make a game of walking down the street and thinking about how you'd deal with that old woman if she came at you with her cane. How would you handle that kid that looks like a gang member? What would you do if he took a swing at you? What would you do if he pulled a knife or gun?

Remember, the only time you do nothing is if they're just robbing you. Give an armed robber what he wants if it's just your money. But if it goes further, you'd better be prepared to do something to save your life, or the life of someone you care about.

A great martial artist once used an exercise where he would close his eyes and meditate, imagining he was doing battle with a snow-white tiger. He imagined how he would defeat such a ferocious beast with nothing but his hands and his wits. He'd lose many times, but after a while, he found a way to win. (And you're not doing this exercise correctly if you don't lose more than you win at first.) Imagine your own fierce opponent. Maybe it's a monster, or a tiger, or even your father. Imagine every detail of the arena where you finally confront your opponent, ready to do battle. Let yourself feel the fear you would in real life, and turn that energy into the force you need to overcome your enemy. Imagine the injuries you sustain from the bites and the punches and the kicks, and focusing that excruciating pain into your attacks. You see everything while seeing nothing, controlling your temper and fighting from the calm center of your confidence.

And when you're done, walking up to a beautiful woman will seem tame by comparison.

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A.M.P.

I'm going to highlight a pattern of behavior in this book that I call A.M.P. This stands for: **Alpha Man Power** You're going to tap into this boundless reserve of energy when needed to bring out the best parts of your personality to your benefit.

You see, you're already capable of being a man women would want, right? We both know that. The problem is when you get in a situation and that tongue gets tied, or your mind freezes up, and you can't seem to find the right words to say.

Is that the real you? No. That's just a condition created by the nervousness you feel. When you find your AMPs, you'll do better. And the more times you do better, you'll be able to shake off the nervousness, and soon it will be a thing of the past.

Use this acronym to help you when you find your confidence is a little low. Chant it to yourself if you have to. "AMP it up, AMP it up..." It's just like those yells we give to a football team to help them focus and feed from our energy: "DE-fense! DE-fense!" Cheer for yourself to help you overcome slips in your confidence.

Dominance

Dominance is a display of power, one animal over another. Sometimes this power is implied and not displayed, though more likely this status will be challenged constantly – depending on the species. In the human kingdom, your dominance is challenged just about every day of your life.

Dominance actually has very little to do with strength. **Dominance is all about wisdom, guile, smarts.** The cleverest animal is often

the one that dominates in the herd. Especially in the human herd, where we no longer fight to hunt down our next meal anymore.

[-- Page 48 --] In a group of turkeys, for instance, signs of dominance are strutting, attacking the lower order turkeys, as well as being the first to gobble in the morning. (Consider that the same need for you to be the first to "gobble" or talk to the woman you spot in a bar or other social situation.) Domination is where you ensure that you are *heard*. That you get your way when it comes to the things you want from life.

When I was looking to move to a new flat in the San Francisco area, I focused on finding the place I wanted. Then I made a bid and aggressively contacted the seller to find out what was going on. (Without being pushy, of course.) I got off the phone after the first call and realized that I didn't make my offer stand out from the others they'd received. So I called back and sweetened the deal a bit, as well as asked what other offers they were looking at. As it turns out, they were about to offer to another couple. I countered their offer and got their hesitations out in the open. They were leery of accepting a dog owner, so I offered a higher deposit to ease their mind. In the end, I got the flat. I was persistent and I made sure I dominated in the negotiations. If I had let it go at my first call and offer, I wouldn't have gotten the flat.

Dominance is also a combination of persistence and wisdom.

And, ultimately ... **Dominance is all about knowing how to outsmart and outwit those who would seek to dominate you.**

Submission

Submission in the animal kingdom means the act of backing down from those that are more dominant. Confrontations that put animals together inevitably establish a pecking order (see more below) by which the more dominant males become more status-separated.

Being submissive in our terms means being supplicating, obedient, and dependent. Submission in the context of the Alpha Man and the pecking order means that any man who submits to another is forfeiting their Alpha status. (Except those that do so as a clever trick, so that they can retain their Alpha status.) Submission – or appeasement – will become clearly explained as we go through the concepts.

All apes learn the delicate art of appeasement. There are numerous ways to appease an irate Alpha, and all of them are needed. Grooming is a good bet, but the **[-- Page 49 --]** symbolic "presenting" of your back is almost guaranteed to defuse Alpha anger. What you are saying is, "See? I know you're superior and I'm inferior. Really." And nine times out of ten it works.

Humans have similar appeasement gestures. Whether considering a formal, 17th century Japanese bow, where every centimeter of bending was duly noted, or a curtsy before a Queen, or a salute to a senior officer, we have our own assortment of appeasement gestures. (Showing your hands, palm up or forward is another method of demonstrating appeasement.) All of them mean, "See? I know you're superior and I'm inferior. Really." Is there really a difference between a submissive chimpanzee bending to show his inferior status, and a human bending to show the same thing?

Watch the behavior of men you know, and watch how often they act to appease rather than to express their own desires and needs. Most men express submission and appeasement to women these days, and this is one area that needs to be corrected. If I hear one more married man say, "I gotta check with the boss," I will probably freak out and scream.

Appeasement is sometimes necessary, but not as much as you might think. You win more respect by knowing when to take a stand. Especially with women. If you haven't done anything wrong, be careful about trying to appease a woman. This is a manipulative tactic that puts you on the defense and will set you up for a bad dynamic.

Women do not want men to bow to them or treat them as authority figures. They occasionally enjoy the "princess" treatment, but that's not appeasement. That's a form of nurturing to them. When you put a woman on a pedestal, she'll never live up to it, and she'll run from that kind of treatment.

The Pecking Order

The pecking order is defined as the social hierarchy in a flock of domestic birds in which each bird pecks subordinate birds and in turn submits to being pecked by dominant birds. This occurs in all species, such as pigs, dogs, horses, humans, but was named from the studies of bird nests. It was observed that the dominant or stronger of the young chicks would aggressively attack the weak members of the nest, by pecking and deprivation of food. Many birds are also shoved out of the nest to their death.

"In 1922, [a scientist] showed how even starving hens always allowed their leader (the 'alpha' hen) to eat first and did not dare interfere until it had finished; how if it **[-- Page 50 --]** was

removed, the hens still did not eat, but waited until 'beta' had had its fill, and so on down the line. The pecking order of hens was revealed to be as rigid as in any army, to such an extent that when taken away for a few weeks and then returned to their original flock, each immediately resumed its own rank. The reward was that the flock lived in peace, did not fight over food and produced more eggs. The price was injustice. Those at the bottom of the hierarchy not only got less to eat, but had fewer offspring, suffered from stress, deteriorated physically and in moments of danger - when food ran out, when the population became too dense - were made scapegoats and mercilessly attacked. The same principles were observed in other creatures: the children of dominant rabbits, wolves, rats, tended to become dominant too; baboons had aristocratic dynasties. Nature seemed to be saying that equality was impossible, and that only the strong can hope to be respected." - Theodore Zeldin, *'An Intimate History of Humanity.'*

Some might consider this cruel and reprehensible, but keep in mind that this is Mother Nature at work. In nature, there is no good or evil, only the circumstances of survival. As humans, we like to think that there's a different standard in place for us, but many of the same behaviors followed us through our genetic history and allowed the dominant humans to flourish.

There's a human pecking order in every form of organized endeavor. There's a pecking order at work, as well as in your family, or at the local singles bar.

Think about the concept of seniority. The new person to any job or position is always the one to get the worst tasks. There's a rite of passage (other wise known as "paying your dues") in any field. This ensures that there's an appreciation for those that have gone before you. The word "sensei" in martial arts literally means "one who has gone before" or "one who was born before." No one likes the guy that assumes he's entitled to special or preferential treatment, especially by those that have already been there for a while. If you've ever experienced this resentment firsthand, you know what I mean. Think of the terms "brown noser," or "teacher's pet." They are given to someone who has been given special treatment or who expects favors without demonstrating his ability.

When you were a kid, I guarantee you that you had a pecking order in the group of people you hung out with. One kid was the leader, the Alpha Kid, and the others respected his abilities in some way. (Usually it was the ability to kick the shit out of you.) Every so often, someone would challenge his authority and possibly even beat him up in a fight. After that, the victor was the new Alpha.

[-- Page 51 --] Men's conversational style is built around this. We put each other down to build ourselves up. Our conversations are structured around demonstrating superior knowledge or authority. One thing women rarely grasp is that when you talk to a man you do not belittle or bruise his ego in any way. The worst sin in a man's conversation is to make him wrong, and in a woman's conversation the worst sin is *not* to have heard her out and understood her feelings.

A man at the bottom of the pecking order is going to have a fragile sense of self-esteem.

If you're in a situation where your authority is limited, and your power and control of your life is very small, you're going to have a feeling of anger floating just under the surface of your otherwise "nice" demeanor. This will also reflect itself in your ability and attitude with women. You have to find your power and authority in life and exercise it.

ALPHA STRATEGY: Always work to increase your level in the pecking order. The men at the bottom are the subjugated, whipped-dogs of the world, and their attitudes tend to show it. It's tough for a guy to be laid back and cool when the rest of his life is being "managed" by others, and he never exerts his dominance and control. Strive to achieve a position of power in your life so that you feel like the force *acting* rather than the one being acted upon.

ALPHA EXERCISE 1: Make a list of all the people in your life, and place yourself in that pecking order.

Make sure to include people you haven't met as well, such as the President of the United States, Billy Bob Thornton, or even Metallica. Make sure you include your boss, your mom and dad, others in your family, and your circle of friends. Rank yourself in terms of their status in the pecking order, and make a note of why you put them above or below you in status.

When I did this exercise, I noted that the people I ranked above me were only there because of the granting of some kind of *official* authority. I honestly don't believe there are many men that would be a better **man** than me, unless they have a higher quality of character and a more noble ability to lead.

ALPHA EXERCISE 2: **[-- Page 52 --]** Make a list of the places in your life that you feel subservient or submissive.

Places like your work, the crowd of friends you have, or even with your family. Make a list of people, by name, and how they treat you that make you feel this way. Be as specific as possible with the situations, and start with the ones that are most frequent.

Next, note how you last handled that situation. Then write out a plan for how you would handle that if you were the one in charge, or a way that you can handle it the next time so that you win in the pecking order.

Obviously certain interactions, like with your boss, are going to have to be handled more diplomatically. You can't just beat your supervisor over the head with a baseball bat when they give you a crappy assignment. But you can find ways of using your wits so that you either get it re-assigned, or you complete the task in such a way that it sets you up for a better assignment in the future. If you've done that in the past, then it's probably time you spoke up and told him or her that you paid your dues and it's time you got a better assignment. Sometimes it might even mean quitting the job you have so that you can start somewhere fresh and get rid of the baggage (but that's usually the last resort.) Remember: There's **always** a way to get what you want from a situation if you work at it hard enough – and *smart* enough. The Alpha Man finds a way to climb up the pecking order.

Congruency

You've may have discovered something that happens when you start understanding the truth about women: You start hearing conflicting advice.

I should smile... .. But don't smile all the time.

Act friendly... .. But act a bit aloof.

[-- Page 53 --] I should tease her... ..But not be too mean.

This can be a bit confusing given the apparent contradictions.

Let me clear this up for you right now: **The best place to approach women is from wherever works best.**

Or doing whatever works best.

But be sure it's really working the way you *think* it is...

You see, a lot of guys will try different methods, thinking that they are getting a certain result, but they're not. They're fooling themselves.

For instance, a lot of guys will try the "cocky and funny" or "tease to please" approach and not quite get the feel of it the first couple times. Then they get a weird or bad result (perhaps not knowing how to diagnose the problem) and assume it simply "doesn't work." The problem usually isn't in the use of the strategy, but in the how **congruent** the man's behavior is. Congruence means how well a man's actions match what he really appears to be thinking and feeling on the inside.

If I were to walk up to a woman and start a conversation with her, telling her about my brave exploits and how great I was in bed, and the whole time my hands are shaking and I can't make eye contact for more than a second or two, what does that tell her?

She smells "wimp" all over me, like I just rolled in it.

If I try to tell a funny story, but I don't act like I think I'm funny, or my voice shakes and I break into a sweat, will she laugh?

Probably not. Because, again, I'm not appearing as if I believe in what I'm doing or saying. I lack congruence.

You see this a lot when a comedian can't keep it together. He starts to lose his control on the audience, and you can see his confidence fall apart. And the audience stops laughing as much. And he slides downward from there.

[-- Page 54 --] She probably won't even think this directly – "He's not being congruent! I don't think this would work." She'll just get a funny telltale signal in the back of her brain that says, "Uh-oh! Danger!" And that signal will block **any** attraction she might start to have for you.

(This signal is also part of "Female Intuition" by the way. Guys have it, too, it's just that we don't really listen to it or develop it.) You see, a girl starts working on her wimp intuition from the first time she starts talking with boys. From then on, she learns to trust that sense, because the guys that don't act congruently with their words are immediately spotted as "not right" and she knows that they don't turn her on. The first insecure moment that comes along and these guys are seeking approval and turning into Grade A wussies at the drop of a hat.

The secret is this: **It doesn't matter WHAT you do ... it's HOW YOU DO IT.**

Everything works if you do it a certain way. You can smile and compliment a woman, and that will work – if you do it a certain way. You could act like a nice guy if you want, but you have to do it a certain way.

The problem with most guys is that if you do those methods, almost *no one* except a very good-looking guy can pull that off. They just don't know the way it works.

And, I don't know about you, but I'm no Pierce Brosnan or Hugh Jackman...

It's all in **how you behave.**

That's why I'm giving you the techniques **and** the proper understanding of your attitude and posture so that you can act **congruent** with a woman. Like an Alpha Man does.

The easiest method to attract a woman is to start from a position of confidence.

That way you don't have to worry about whether to smile or not smile, or lean in or not lean in, or all the little nitpicky details. You'll just *do* what feels right in that situation, without acting from desperation, or afraid that she will reject you. I tell guys to lean off the smiling because most of them either do it **way** too much, or not at all. A few smiles are fine - if you do it right.

How do you do it right?

[-- Page 55 --]

- *Don't* lean in and smile as if you're a vampire looking at his last meal.

- *Don't* smile at her as if you're looking at the last opportunity to fertilize an egg.

- *Don't* smile at her as if you're hoping she'll approve of you.

- *Don't* smile at her as if you're trying to imagine how squishy her boobs are.

- **Do** smile at her as if you're genuinely interested and amused by her.

- **Do** smile at her as if you think you *might* approve of her.

And you know what?

Don't even think about this too much!

It's easy to obsess if you're trying to do everything just right, as if the actions themselves are what will work or not work. Well, they do work, but not if you're *thinking* and *obsessing* about them all the time. Crazy, huh?

The simplest way to look at this is: If you come across as though you're trying to manipulate her with your actions, they'll probably *fail*. But if you act as if you're just coming from your own place, your own reality, and you don't need her, you'll probably *succeed*.

Ultimately, you're just being yourself, whether you think you are or not. I'm giving you tools and an understanding, and you have to fill in the rest with your own personality.

The key is that your personality does **not** include desperate, needy, insecure behavior. And that's what this book is guiding you towards through the goal of becoming an Alpha Man.

Asking For What You Want

There's a little known principle in life, that if you try it, I will guarantee you get 100% more than you're getting out of life today.

- Ask for discounts

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- Ask for phone numbers
- Ask for a job
- Ask for the date
- Ask for more money
- Ask for favors

Most of the guys out there who are "shy" or "nice" don't get this. They are far too intimidated by what other people think about them to ask for what they really want. They fear that others will think that they are greedy, or imposing, or arrogant ... the list goes on and on. They're afraid of inconveniencing their friends, and then being disapproved of.

Remember: **No one can make you feel inferior without your permission.**

The only thing standing between you and what you want from life is usually **you**.

Have the guts to ask for what you want. The worst thing that can happen is that they'll say no.

And they can't even say no forever. You'll be amazed at how many will say yes right away, just because you were the one who had the guts to ask.

Survivor Instinct

I once got into a discussion with a mentor of mine back in the early days of my career. He asked me, "If you were one of those guys trapped up in the mountains with no food, and all you could do was resort to cannibalism to stay alive, would you do it?" I said that I wasn't sure. It was tough to know what a person would do in those circumstances. Surely I'd wait as long as possible before doing anything so drastic. He nodded, and then he said, "I'd eat, if it came down to it. I'm a survivor, and I'd have to eat." His words didn't impact me that much at the time, but over the years I've gone back to the underlying assumption of that statement, and it's helped form one of my key beliefs in life.

Either you're a survivor, or you're not.

[-- Page 57 --] I know that life is rarely easily distilled into such a simple statement, but this holds a lot of truth, and is especially important for an Alpha Man to understand.

Alpha Men are survivors. **We do what it takes to stay alive.**

Would you eat?

After a while, you know when you're with a woman who is survivor and when you're not. I was dating a younger girl for a while that, while she was undeniably hot and adorable, as well as very innocent, she was **not** a survivor. The slightest interruption in her sheltered and naive existence and she crumbled to tears. She once had to pull over and cry because a woman bitched her out on the road. I knew, deep inside, she would never be a survivor, and therefore she could never be a long-term mate for me. I knew this both intellectually and instinctively. And I knew it also had to end.

I've got a few acquaintances that may or may not be survivors, but the people that I gravitate to in life as long-term **friendships** are always *survivors*. They've had their own challenges in life to bear up under, and they keep smiling and living on no matter what.

Alpha Men are survivors.

Navy Seals There are a lot of great books out there on Navy Seals and their exploits. I encourage you to read these books, not because of the glorification of war or their killing skills, but the sheer intensity of what they go through to become this elite fighting force.

Many of you may have seen the movie "G.I. Jane" where Demi Moore goes through the same training to prove herself an equal to men in the Navy Seals. Their training illustrates the survivor instinct, as well as the survival of the fittest. They didn't want just anyone in this force, they wanted **the best**. Even more, they wanted the top ten percent of the best.

There's a scene where they all get back from training, and they're dog tired.

They're given 5 minutes to eat, and then they toss out what they can't finish in the garbage. They then go back to train some more, under more grueling conditions. Now they're almost *dead* tired. When they get back to eat again, the cooks are standing there opening the garbage cans for the next meal. The soldiers who were survivors shrugged and reached right in, eating the scraps and half-chewed bits from the previous meal. Others hesitated and let their social conditioning get in the way.

[-- Page 58 --] Navy Seals training is based on the belief that every person is capable of withstanding ten times the amount of physical punishment they think they can. They can also do ten times as much as they think they can.

I believe you can do ten times better in your own self-development as well. The only thing is, no one is there to bark orders in your ear, so you'll have to do the real hard work of motivating *yourself*, soldier.

In the movie, there was a bell on the training grounds. If you wanted to give up, you walked over and rang it ... and you were out of the Navy Seals program.

There is no bell for this kind of Alpha Man training. And you can never believe there **is** one that you can ring.

ALPHA EXERCISE 1: Make a list of the worst situations you can possibly imagine in your life. Then imagine how you would handle them in the event of them coming true. Start with some simple situations, like a confrontation with some thugs. Then imagine what you'd do if you were stuck in the wilderness.

Remember that guy a few years back that took a fall in the middle of nowhere, and he had his arm pinned under a rock? He cut his own crushed arm off with a *dull* pocketknife, tied off the stump with his belt, and hiked miles back to civilization.

Now **that's** a survivor.

Also, imagine how you would take command of a group in a situation where you were looked to provide leadership. How would you manage conflict? How would you demonstrate your leadership abilities?

This exercise isn't about making you a negative thinker or paranoid that all the worst disasters are going to befall you, but it gives you a sense of confidence to know that no matter what situation comes up, you can handle it. And that you will not only survive, but **thrive**.

ALPHA EXERCISE 2: [-- Page 59 --] Get a few books on survival. You may or may not think that your life is very threatened each day in this modern world, but if the power were to go out for a prolonged period of time, or there was civil unrest where you are in the country – or the world – you would change your mind very quickly.

Learn basic first-aid skills. Learn simple survival abilities. Do you know that you can live for weeks without food, but you can live only *a few days* without fresh water?

What would you do to get water if you were cut off from civilization?

Again, this isn't about becoming one of those crazy people that buys a generator and cut themselves off from society. It's about *preparedness*. I have a supply of food and water on hand in the event of an earthquake (a very real possibility in California). Once I

let people know that I have this on hand, they joke about it, but they also say that they think it's smart. It's also proactive. I already know what it is – Survival.

ALPHA EXERCISE 3: Create a bug-out pack and an evacuation plan.

A bug-out pack is a bag or backpack with all the necessities for survival, like a compass, some food, matches, clean socks, a knife, a flashlight, a first aid kit, some fresh water, etc. In the event of an emergency, you need a plan for escape and survival.

Get a map of the area you live in as well. If you had to leave town because of a natural disaster, could you do it quickly?

You'd be amazed at how few men have just a simple flashlight on hand for when the power goes out. They'd stumble in the dark looking for matches and a candle.

Planning now let's you rest easy later.

ALPHA EXERCISE 4: *Surviving Women.*

What is your recovery plan when you have a bad dating experience? If she dumps you, what's your plan for recuperation and rejuvenation?

What? You don't have one?

You need to.

[-- Page 60 --] My personal plan has always been this:

- Watch several movies rather than going out too soon after the breakup, and then getting a bad attitude because I was needy. And only watch positive, manly movies. Preferably with beer in an ice-cold mug.

- Go out and shop for guy stuff, like electronics, comics, and good heavy music.

- Get some new clothes. This always eased the transition back to reality, that there were *new* things to be had in life.

- Call up some friends and go to dinner or an event with them. Sometimes it was good to have a female friend to talk "recovery" with, but mostly you should rely on your male friends and support system.

- If I had a fuck-buddy, or "friend with benefits," I'd give her a call and see if we could hook up.

The point is to have a solid plan for regaining your sense of self and your self-confidence.

If you use the plan regularly, even when you're with a woman, you'll keep that sense of independence.

Overall, this ability to think ahead and plan for events in a healthy way translates into better thinking with women. When you have a survival focus in your life, you come from a more resourceful place.

Bushido – The Warrior Way

As a student and teacher of the Martial Arts, I've read many books on the thought behind military and fighting arts. The martial philosophy is almost as interesting as learning the techniques, in many cases.

In Japanese samurai culture, Bushido was their warrior philosophy, their way of life. You may have become familiar with this concept from the movie "The Last Samurai" with Tom Cruise. The Japanese Samurai General he befriends tries to explain Bushido to Tom in a very indirect way, using the blossoms on the trees as a metaphor.

[-- Page 61 --] Bushido was a code of honor among these men, and a way of life. They understood that their duty was their service, and that they were prepared to give everything – including their lives – for that honor.

I personally follow much of this code as part of my lifestyle and part of my martial arts training. I've always believed in my own duty to a calling that was more than just my own personal desires or my selfish wants. I don't try to over-glamorize this warrior mindset as anything beyond what it is – a personal philosophy that has become an important part of my life.

Every Alpha Man has a sense of this Bushido code in his life. Here are some of the core virtues of Bushido:

Fidelity

- Fidelity towards master (lord) and fatherland
- Respect towards parents, brothers and sisters
- Assiduousness, steadiness/Politeness
- Respect and love
- Modesty and correct etiquette (formality)

Virility

- Valor, courage and bravery
- Hardness and coolness
- Never lose self-control
- Patience and endurance
- Promptness (always be prepared to fight)

Truthfulness/Veracity

- Sincerity and straightforwardness
- Sense of honor and justice

Simplicity

- Simplicity and purity

[-- Page 62 --] Of course, there are many more than these virtues in the idealism of Bushido, but you get the picture. The essence is to seek out the good and honorable traits and to make these part of your character. No, you don't have to commit *seppuko* – ritual suicide – for your mistakes, but do consider what you hold so important that you wouldn't allow anyone to dishonor it.

Your family?

Your friendships?

Your name?

Men today are not raised with this sense of their character, or to even understand the need for it. To many, it may seem that an old code from some long-obsolete warrior caste is simply dated and unnecessary.

The ancient Bushido code was brutal and perhaps too quick to sacrifice the life of the warrior, but there are noble beliefs here that can be lifted to apply to today. The world would be a far better place if we all had a code that we could believe in, and then we could stop running around trying to *get get get* as much as we can just to make ourselves feel better about how unfair the world is.

ALPHA EXERCISE: Take the time to write down your code of honor. Do you have principles that you believe in? Do you practice them every day? Do you work to improve yourself according to these ideals?

Make a list of the things you value most in life. There are plenty of books on virtues and developing character out there, and all you have to do is look through a few and decide on the person you want to be.

Most guys do not realize that if they were to simply commit themselves to a code of honor and behavior, they would be ten times more attractive to women just for this one thing.

A man who stands for nothing will fall for anything.

[-- Page 63 --]

Summary Traits of the Alpha Man

- Displays dominance
- Mates with many females rather than one
- Leads others
- Controls his emotions
- Is not afraid to get angry when it's necessary
- Would rather be outspoken and wrong than meek and right
- Asks for what he wants
- Demonstrates prosperity and provides capacity
- Protective
- Goal oriented
- He doesn't ask – He **tells**
- Never apologizes for who he is or what he does
- Doesn't care about what other people think, and does not let their opinions steer his life
- Seeks power, but in healthy ways that furthers his goals **Get back on top of the food chain!**

[-- Page 64 --]

Nothing Is Neutral Give up on the concept of neutrality in anything in life. There is nothing that is truly in-between positive and negative, or that does not have a charge in one direction or another. Even a car that is in "neutral" is pre-engineered to go forward, with several gears ready to engage, and the motor spinning to transfer the power. (Reverse is just an afterthought, a temporary re-direction of forward energy.) There is good and bad, but *no neutral*.

Everything you do has an effect on your world around you. Even the choice to do nothing is still a *choice*, and it will impact your environment and your life. You must be willing to take the controls of your life and steer in one way or the other. It's like a car that is under your control. Even if the alignment is perfect, you cannot stay straight when the road curves out from under you.

An Alpha Man reaches out and takes what he wants. If he wants a kiss, he goes for a kiss, and if she pushes him off, he can apologize (or not.) But he never seeks approval for his actions – or forgiveness if they turn out to be wrong.

[-- Page 65 --]

Part II: How to Compensate for Your Shortfalls

We all have faults and weaknesses. No man is perfect, no matter what you may think. What you see on the outside is only a momentary reflection of who that person is and what their problems are. It's only narcissism that makes us think that our problems and our life issues are any worse than other people's. Everything seems more important to us than to others.

We also have unique strengths, and it's our jobs as Alpha Men to use them to our advantage. There is no man who is so underprivileged that he doesn't have a few Alpha Strengths. (And if you think you don't have *any* strengths, your primary weakness is probably just low self-esteem.) In this section I will cover some of

the classic areas in which men typically judge themselves, especially in the eyes of women. These are all the classic excuses men will use to justify their sense of low self-confidence. "I can't attract women because ..." is the way the sentence starts. What most of these guys don't realize is that **every man** is flawed.

Your flaws are not important. How you overcome them and succeed in spite of them **is**. For every one of these you think is a limitation, I can show you ten guys who are doing well in spite of it.

Your Age

I hear a lot of guys complain because they're X years *old*, or Y years *young*, and that because of their age they cannot get laid.

Your age is a convenient crutch to hang your troubles on, but it doesn't hold up under scrutiny. Younger men are only unattractive when their attitudes give away their maturity. Younger guys have sexual endurance and exuberance. You have positive attitudes and energy.

Usually older age implies some maturity and confidence. And if you're a little older, I hope you've gotten to the point in life where you are at least are starting to enjoy the fruits of your age. By your later years, you should have been investing and planning a little for the later part of your life. You've also got more understanding of life (wisdom), **[-- Page 66 --]** which women want from us. Not to mention, you have sexual patience, which is a **big** turn-on for the ladies.

When you talk about age with women, you should first point out those benefits of your age without telling her your exact birth year. And the conversation should always be structured in a way that makes it clear that **her** age is the issue. After all, you're a picky man, and you don't want to waste your time with inexperienced little 22-year-old girls with no bedroom skills. (Frankly, some of these girls give head like they're not sure if your pecker is going to bite them back. I want a woman who knows how to perform.) - "How old are you, honey? *Really?* Don't you have to get home soon? I mean, it's awfully late, and I wouldn't want you to get grounded." - "Let me guess... you're 19? Oh, wait, I bet you're nineteen-**and-a-half**, huh? Let me see your license." Make **her** age the issue.

Besides, are you aware of how many women are out there who love older men?

Some are just looking for that daddy they never had, but others are looking to get some of that experience you've been accumulating along the path of life.

The best way to get around the question of age is to focus on your birth **day**, not the year. Talk about your astrological sign and get her to talk about hers. You take the focus off your age and put it on something she loves to talk about – destiny and fate.

"You don't really care how old I am. You just want to know if I'm a Taurus, don't you?" As a last ditch, you can say this if she's suspicious about your age: "I'm not worried I'm too old for you. I'm just not sure you're ready for a man of my experience." And if you're looking obviously older than your years, you should take a few minor steps to improve your situation cosmetically. I don't mean plastic surgery, either.

If you're gray, get a little hair coloring. If you're getting a few wrinkles, use some skin cream or do some bo-tox. Get a wardrobe work-over to make you look a little younger.

Get a more flattering hairstyle. Ditch those old-fart glasses.

[-- Page 67 --] There are lots of small improvements you can make to look younger.

Your Hair

As I stated above, if you're going a bit gray, there's nothing wrong with coloring your hair. Just about every woman you meet has colored her hair in some way, and I bet it's for the gray that is coming in.

As for balding, well, there you'll have to be more creative. As many men realize, your hair is a limited duration asset. It will eventually start to show up more on the bottom of your shower drain than the top of your scalp, so you have to be able to make the best of it while you have it.

First rule of balding– comb-overs don't look so good. You can part your hair in clever ways for the first few years, but eventually you won't be fooling her. Take a look at Donald Trump. Yuck.

Second rule of balding – when it goes, *let it go*. If you're just thinning all over with no patches of baldness, then cut your hair down to the lowest level. If you've got that monk's patch on the back of your head, then shave it all down to the thinnest level.

Third rule of balding – Toupees and wigs **never** work. *Ever*. Don't even bother. A woman can tell you're wearing a rug a mile away, and she'll see it as insecurity, not vanity. Women laugh their ass off at guys who think that they can't tell it's fake.

In the end, get a style that flatters your situation. For a lot of guys these days, shaving it **all** off is an option. Some go for the "Captain

Picard" look that Patrick Stewart managed to turn into a sexy statement.

And if your hair is something that you aren't willing to let go, then consider using the medicinal supplements that you can get both on the shelf and over-the-counter.

They can help. As a last resort, you can even consider surgery to replace it.

Whatever you do, choose to *accept the situation*, even if it's not the one you would choose to have. By fighting the inevitable, you take a harder toll on your self-confidence by perpetuating a false sense of self. Your hairline isn't *you*.

[-- Page 68 --]

Your Money

Money is power. Money also symbolizes the ability to provide to a woman. There are a lot of gold-diggers out there, and they are not the women you want. So when I hear a lot of guys complaining that hot women only want guys with money, I slap them (twice) and then remind them that even if this was true, would they want these women?

No, you don't. And you can still have the hot women without having a lot of money.

How?

You demonstrate what money represents to women: *Confidence, success, the ability to provide*. All of which you can show without being rich and driving a Ferrari.

First of all, as I detail later in this book, learn about money. Learn all about how it works, and you'll find yourself well on the way to making more of it yourself. Only careless men learn about money without increasing their wealth along the way. Avoid debt, and invest. That's more advice than most men ever get ... or use.

Second, cultivate the powerful presence of a man who has money. You'll notice many attitudes of the man who has money are just that. Attitudes. I know of a clothing designer who has a gold-digger wife, and his business is failing. Everyone knows that when his money goes, so will she. The only bankrupt man is one without the character to earn it all back again.

Third, learn how to make what you've got work for you. Learn how to be frugal, not cheap. You can make a little money go a long way if you choose well. Buy higher quality through outlet stores and sales. Style can cover up where you may lack financially. You can get a lot of older, classy cars for very little these days. You can do a lot with a little if you use your head.

Your Car

You don't need to drive the latest BMW or Mercedes to attract women. Most guys think of their car under the same heading as having a lot of money. No nice car means no hot woman.

Again, not true.

[-- Page 69 --] If you are absolutely determined to have a prestigious car, then look into the certification programs for used vehicles at many of the dealerships. You can get a previously-owned luxury car for much less than the price of a new one. If you take some time to do your research, you can get a great vehicle for less than half its original price by looking up the models that you're interested in and doing some research on the internet. (Note: Most cars lose half their value in the first 3 years of depreciation.) Donna, a friend of mine, used to call my friend Kevin's Mustang a "\$40,000 penis extension." She wasn't far off the mark. Women are smart enough these days to understand that men often use physical objects as validations of their masculinity.

Get your dick out of your gas-tank. Stop showing your masculinity through "penis-extensions" by way of possessions. The most effective way to demonstrate Alpha Man behavior is through your actions and attitude. Once you have this down, you can eventually get these other additions and add to your game. But it doesn't work the other way around.

And speaking of penis extensions ...

Forget About The Size of Your Dick

I know, it's tempting. You get a hundred emails a day telling you your cock is too small. That you can add three inches to your manhood with a magical herb from Outer Mongolia.

First of all, it's all bullshit. If it was legitimate, why do they have to spam you?

Wouldn't every man be spreading the word of this miraculous drug? Don't be a gullible dork. (Skepticism is a very Alpha trait.) You don't need any of the potions that you see every day online. They don't work.

Second, it's totally unnecessary. Unless you have a medical condition where your penis is less than four or five inches erect, you really don't need to be concerned.

Less than 2% of the male population has a dick that's nine or more inches in length, and around 83% of men have one that's smaller than 7 inches. The average is between 5 and 6 inches in length and

around 4-5 inches in girth. (*Source: Kinsey Institute.*) And even if you did have a bigger cock, what would you **do** with it? Beat off more? No, that doesn't give you game with women, and they won't date you just because you have a "thicker member." See how far bragging about your trouser snake gets you.

[-- Page 70 --] Somehow men have been brainwashed into thinking that their dicks are equivalent to their manhood. Maybe it's too much joking in the locker room, or watching porno flicks with unrealistic cocks being poked everywhere. The reality is that most of the guys with the biggest peckers **are** the biggest peckers.

And as any woman will tell you, there is such a thing as **too big**. Women don't buy dildos and vibrators the size of a horse's cock. They get them in the average size of the average guy. Those huge ones are nothing more than novelty items that gather dust on the shelves of sex stores.

I won't belabor you with those goofy sayings, like: "It's not the size of the wand; it's the way the magician uses it." But it really is true.

What you should work on are more advanced foreplay techniques. Use the Stop and Start methods, as well as the other ones detailed later in this book. Forget about your dick. There's a reason they call it a "tool," and that's because it still requires an experienced handyman to wield it effectively.

Giving her pleasure is about 90% of your game with the ladies. Learn how to fuck the right way, and with the right focus, and your manhood will be more about how many women you have, not what kind of freakish sideshow pecker you've got stashed in your pants.

Women do and do not care about the size of your penis. They do care if that's all they're after, but most of the time size only matters when there's nothing else to entertain them.

Your Intelligence

An Alpha Man is smart. But that doesn't mean you have to have a Ph.D. in Neurosurgery. Life is education, and you should seize every opportunity you have to learn. You can learn a hell of a lot from the educational television stations if you pay attention. Watch the History Channel and you'll have a dozen great topics of conversation when you want to tickle her brain.

Most of the ways you can improve your intellect are absolutely free. The source?

Your local public library. Make it a new hobby to get to the library once a month to pick up a few books, and not just fiction, either. They have books on tape, reference books, movies, magazines, and every form of reading material you could ever desire. They even provide Internet access for the underprivileged. Take advantage of this fantastic resource.

[-- Page 71 --] And speaking of the Internet, there are so many web pages out there for every subject imaginable, and most of them are free. Chances are you came across this ebook purely by using the Internet. Use it to your advantage.

I used to always pay close attention to the interests a women listed when I was doing a lot of online dating. I'd look up something they mentioned in their profiles that I didn't recognize, like some obscure author or a musician. Then I could always throw out some information later that would build rapport with her when we met. They'd be amazed I knew what they were talking about. Suddenly we were "more alike." Learning is a way of life for an Alpha Man, because he knows that in this modern age he will not likely have to fight a man hand-to-hand as much as mind-to-mind.

A mind is not a vessel to be filled, but a fire to be lit... ALPHA STRATEGY: Make it a habit to learn at least one new thing each day. Set an educational goal to work on your education. Maybe you don't need or want to get a college degree, but there are many certifications that allow you to increase your credibility in most any field, and will put you on a path of higher learning in the process.

Take a weekend class or self-improvement seminar. You'll be amazed at how many women attend these, by the way. You'll find many new prospects as you develop yourself.

Your Looks

If there's one thing most men are hung up on, it's that they believe their looks are what gets them laid. This is absolutely **not true**.

While women will be more quickly interested in a good-looking guy, this does not mean they'll sleep with him.

There is the first kind of "looks" which is your *physical attractiveness*. Does this matter? Sure it does. No one is going to argue that good looks won't help you in life.

[-- Page 72 --] That's a fact. However... Your looks are only going to get your foot in the door with women. (Fact: have you ever seen food that **looked** great but tasted like shit? Think about it.) Look at Kid Rock and Pamela Anderson...

Look at Billy Bob Thornton and Angelina Jolie.

Look at Diana Krall and Elvis Costello.

Look at just about any couple you know that makes you go, "HUH???" The second kind of looks is your **appearance**. How neat

do you dress? Do you have nice shoes? A good haircut? Did you trim those Daddy-Longlegs hairs that were sprouting out of your nose and ears? You can improve your appearance immediately with a few well-planned trips to the mall with a friend that knows good clothes.

The third kind of looks is the *aura of confidence* that you project. This is the **most important** kind of looks you have! You'll get laid more often with a good attitude and a decent appearance than you will with physical attractiveness alone.

Re-read that until it sinks in. I suspect most of you already know this, but it's easier for some to keep frowning and sulking, kicking the ground and whining about how all the good looking women go for the good looking guys. Gosh, it's just not *fair*.

Waaaaahhhhh....!

Their good "looks" help, but it's their Alpha Man behavior that projects this. What these guys got was a little cocky and confident about their ability with women because their good looks gave them a head start. And then this experience was reinforced over time. That experience increased their confidence. And so on up the spiral. I'll say it again. You'll get laid more often with your attitude and posture than you will with physical attractiveness alone. If you have looks, *great*. But you still need **more**.

If you don't have looks, *great*. You can overcome this with the right attitude.

NEWS FLASH: If you think your looks are holding you back, then guess what?

They ARE going to hold you back. Subconsciously and consciously. On the other hand, if you act as though your looks are not an issue, they won't be. Your attitude will jump up a couple notches, **she** will sense it, and you'll start getting [-- Page 73 --] laid. Then you'll get your proof that looks are just a visitor's pass. Even the best looking guys get dropped *fast* when they act like wimps.

Henry Ford said: "Whether you think you can or you think you can't, you're probably right." I happen to think he's right.

Oh, and one more thing to contemplate – What if it were true that women went for better looking guys? Ask yourself: *What if it were true?*

There are two kinds of guys out there:

1) The kind that would accept this belief and piss and moan about it - using it as their sole excuse in life for not being an Alpha Man and getting what they want. "I'm not gorgeous, so gorgeous women won't want me. Boo-hoo." Hand him a tissue.

2) The kind that do what they need to in order to get what they want. They'd find a way around it. If they don't see the circumstances they want, they *make* them.

The number 2 guys out there understand that this attitude is enough to get them successful with any woman they want.

So, we've established that just being good looking does not assure you of success with women. In fact, it will often leave you at a *disadvantage*, since you may get an early success or two and not realize what you did, or how to repeat it.

Let me use a friend of mine who had the same situation, though. His name was Jack. Jack was a good-looking guy. Women declared him a "hottie," and he rarely ever had any problems getting a positive reaction from women when he talked to them. Mind you, this didn't mean that Jack knew what to do with women. Sure, he'd gotten laid quite a bit in his past, but it wasn't because of his skill as much as it was random circumstances, and he had a certain level of assumed competence with women.

You see, he didn't have a clue what he was doing to get laid. He just assumed his success and ability, and that led to women feeling comfortable around him and him getting what he wanted. He assumed he didn't need to have any plan or structure to his seductions.

Later on, though, when Jack hit a dry spell, he had no idea what methods to practice to get out of his slump. Without a firm grasp of the basics, he messed up a lot of dates based on simple mistakes. He lost his self-confidence, and it took him *years* to regain it.

[-- Page 74 --] As I always say, beware easy success. You never learn from it the same way you do through the difficult successes (or the failures.) You're never forced to analyze what's going on. And, as a result, your bad habits stick with you a lot longer.

Being good looking is a double-edged sword. You see, initially, it helps you because you have an immediate "chemistry" with more women. They have a higher interest and attraction level in you right off the bat.

On the other hand, your looks work *against* you when women wonder: "Is he just a player? Does he really want *me* or just a notch in his belt?" And, as you've seen, it's more difficult to understand what behavior is working for you (or against you.) Just because you've got the looks doesn't mean they're lining up to jump in bed with you based on that alone. You still have to do the right things in the right amount.

The balance of this book, in fact, is devoted to developing the attitude that overrides any looks (or lack of) that you may have.

Your Job

Every guy wants a prestigious job. Our thirst for power ensures that men are rarely satisfied as just worker-bees. Most of us aspire to be managers, even if we're not sure that we'd be good at it.

Again, as it is with looks, your job isn't what will get you laid. What you can do, however, is learn how to *describe it* in ways that will help you get laid – until you get that CEO position you've been eyeing.

First, come up with some funny alternate occupations to tell a woman when she inevitably asks you what you do. I usually say things like I'm a seal trainer, or a nude ass-double for old actors. Sometimes I'm an alligator mud-wrestler. Or arm-candy for women who just can't get rid of their husbands.

Next, have a uniquely descriptive way of presenting what you really do. I used to know a guy that changed the fluorescent light tubes at a local college. He called himself a "lighting installation technician." You're a janitor at a high school? Not anymore. Now you're a "facilities coordination technician for a local educational facility." You say you're a road worker? Nope. Now you're a "road and highway construction technician." [-- Page 75 --] Bus-boy? Try "Food service quality technician." Face it, everybody is a "technician" in some way.

And you may find that in the process of re-engineering your job description that you also re-engineer your attitude toward that job. You'll become more successful when you treat your role as if it is the most important job on the planet.

Don't forget that you should also have a statement of your vision for your work that you can communicate to any woman you meet. When I tell women I'm a martial arts instructor and relationship advisor for men, I then tell them about my vision of improving the quality of character of men and women everywhere through better relationships and better physical fitness and confidence. I let them know that I've got a spectacular vision for what I do.

Your vision means ten times more to her than the job you currently have to pay the bills.

Share your dream with them...

Your Physique An Alpha Man works on his physical stature as much as possible. If he's obese, he works to change his diet and implements an exercise program. If he's on the scrawny side, he works to add muscle mass by changing his diet and adding some weight training to his exercise regimen.

Keep in mind also that smaller, thinner guys (of which I am one) have it easier than other large guys in most respects. We can sneak under the defensive radar easier with women because they don't have as much physical intimidation from us. We're less of a physical threat. By the time a woman notices that she's fallen for you completely, the size issue will have disappeared. Plus, thinner guys who have a wiry build also add muscle in more attractive ways, and it stands out much quicker than large guys looking to lose weight.

I won't go into details here because it's too much to cover, and there are hundreds of books and programs to lose weight and get fit. But if you are one of the millions of people who have a weight problem, **you need to focus on your diet and exercise immediately**. You'll not only feel better about yourself when you're in good shape, but you'll increase your lifespan so that you can experience more of what this fantastic world has to offer.

[-- Page 76 --] **ALPHA STRATEGY:** Find a fitness facility near you as soon as possible. Check into their memberships, and be willing to haggle for a lower rate. (You can get really cheap memberships when you join for several years.) Then make a commitment to get yourself in shape. If not for you, then do it for your sex life. Women aren't as appearance conscious as men are, but they can still be pretty critical when it comes to weight and fitness.

Your Self-Confidence

An Alpha Man also works on his self-confidence. It's a lifetime project.

Now if you're disappointed by this, thinking that you'd be able to just achieve this great super self-confidence and never have to do anything more for the rest of your life, well... you're partly right. Once you get to a certain comfort level with yourself, you inevitably can keep that level going for quite a while. But if you stop reinforcing your new sense of value, you can slide backward.

It's just like a batter that's lost his confidence at the plate. You can practically feel his fear of striking out. And each time his foundation shakes, he can't get it out of his head, and that makes it more likely he'll screw up the next time. Some people never get it back.

I had a slide like this when I was in my mid-twenties. I was doing great all the way up until that point. I got laid so often I couldn't

wake up without wondering what woman I'd find in bed next to me. Then I started reading a lot of books on relationships, trying to understand how the game worked.

Now, that was a bad idea right off the bat, because 90% of the people who write these books don't have a clue, and couldn't get laid to save their own lives. As I started to believe their bullshit, I was getting brainwashed by what I *wanted* to be true rather than what was *really* true. By the time I went through several failed romances, I was really on a bad losing streak and I went **a whole year** without dating. It was killing my confidence. I was lucky to make it back. And some guys never do.

That is a lot of what this book is about. No matter where your confidence is right now, it can be raised higher.

What's that you say? You're at the very bottom? A total Beta Guy?

[-- Page 77 --] No problem! That's great! That means you can only get **better**.

Self-confidence is something that will vary from day to day, and from week to week. If you keep working on the things that matter to you, and you keep reinforcing the principles you learn here, you can raise it to new and unbelievable levels. But it does take **work**. (NOTHING worthwhile in life comes without work. Accept that right now.) That's where a lot of the exercises come in, so make sure you pay attention and commit yourself to this path.

Well, I'm sure I haven't covered every possible male problem out there, but even if I haven't, I think you get the point, don't you? There is **no male weakness** that cannot be overcome and turned into an attitude that gets more women.

Well, there is *one* that cannot be overcome ... Unwillingness to **try**.

And that's what it boils down to in the end, when all you've got left are your excuses. When a man says "I can't get women because of (*insert convenient excuse here*)", what he's really saying is this: *"I've got my convenient Excuse, and I'm going to use it like a get-out-of-jail-free card. I've become so attached to my Excuse that I won't try. It's much easier this way. I can use this Excuse, and all my friends will nod and go along with me, because they've all got their Excuses, too. This way I don't have to risk changing. This way I can stay comfortable."* The only man who's genuinely comfortable is one that's six feet under in a pine box.

Get rid of your Excuse.

ALPHA EXERCISE: [-- Page 78 --] Every guy has a hidden reason that he thinks he doesn't do well with women. We all have it, and we use it as our excuse for not doing what we feel we could with our sex life.

Mine used to be this: "Women are so confusing. They're not consistent. I'm doing what they all say they want – being a nice guy – but they lose interest right away.

They're screwed up." My Excuse was basically that I wasn't willing to take the time to find out what **did** work with women and just **do it**. I couldn't let go of the myth of the Nice Guy – that a woman would just want me if I became everything she said she wanted – sensitive, caring, etc.

Once I let go of the need to keep doing what wasn't working, I found out what **did** work. I dipped my toes in. I experimented with the tactics I'm sharing with you, and I saw that they worked. Then I jumped in the pool all the way and got successful.

Big time.

So what's your Excuse?

Do you think you're too fat? Too thin?

Too old?

Too poor?

Too dumb?

Whatever reason you can come up with, I can come up with scores of guys who have the same limitation but overcame it.

If you find yourself holding on to your limitations as a way to define yourself, you'll be in for a lifetime of failures because of them. If you let go of them, you can give yourself permission to excel.

Write down all the reasons you think are holding you back from being successful with women. Then, right after them, come up with *at least three* methods that you can use to overcome that limitation. Then, build a plan to do it.

Example: *"I can't be successful with women because I'm short."*

Overcoming it: **[-- Page 79 --]**

1) Wear lifts and taller shoes to give me an extra inch or two. (There are elevator shoes that give up to 3.5 inches of added height.)

2) Make a list of famous men who are short, but still get women (Tom Cruise, Dustin Hoffman, Robin Williams, Earl Boykins – NBA guard, only 5' 5").

Before you say, "Yeah, but they're famous," remember that they were short **before** they got famous. Think about it.

3) Dress in colors and patterns to accentuate my height.

4) Develop my humor and presentation to sweep women off their feet with my wit, giving them too much to be attracted to rather than focus on my height.

5) Find the women that are looking for a man my height. There are plenty of women that are shorter than any man, so I'll hunt them down.

Okay, I gave you four ways there, but I know there are a lot of guys with this concern. I wanted to show you that there is a way to overcome your perceived limitation.

Ready? Now it's your turn to get rid of your Excuse.

Comfort

Beware that beast called Comfort. He'll never hurt you, but he'll also never, ever help you to your goals.

We are a world that has become accustomed to Comfort and Convenience.

When we can't have what we want, we become angry little children, stomping our feet that it isn't fast enough, or easy enough, or good enough.

In order to achieve what you want in this world, you'll have to accept some inconvenience. The best things in life won't come to you easily, or comfortably, or conveniently.

That's why they're the best things in life.

Anything worth doing in this world will not be easy.

[-- Page 80 --]

Accountability

Accountability is a large part of the Alpha Man's consciousness from day to day because it assigns proper responsibility for his actions, while making sure he's aware of who he needs to answer to for those actions. Ultimately, an Alpha Man is accountable to himself, first and foremost. He knows that he has a personal code to live up to, and he does not compromise it for anyone.

Without a sense of accountability, a man will not be motivated to do the right things at the right time. We start out our lives accountable only to our parents, and it is through them that we learned how to behave and what things were important in life.

Sometimes they did not teach us in the best way, but much of our development is a result of their example.

As an adult, a man must create his own code of conduct and make this his pattern for life. He understands that even though he is still accountable to certain family members and friends, *he ultimately must decide his own path*.

If he doesn't achieve a goal, that is his fault.

If he doesn't work to grow and improve himself, it is his fault.

Without accountability, a man can easily decide that he can do whatever he likes, whenever he likes, as long as it's within the limits of the law and social convention.

There are no real repercussions for the things he chooses *not* to do, like continue his education, improve his character, or seek higher levels of achievement.

Without that accountability framework, a man will often slip into bad habits, laziness, and negative thinking. Instead of achieving with his talents, he will squander his gifts and take most of his life for granted.

Keep yourself accountable!

Who Cares What They Think?

One of the most significant reasons that many people never achieve in their lives is that they are addicted to the approval of others. For many of us, this came as conditioning from our parents. All children want is acceptance and love, and we learned that if we did what mom and dad approved, we sometimes got that love. Well-meaning **[-- Page 81 --]** parents knew that they could manipulate our behavior through their use of granting approval and love.

So what happens to the poor kid? He grows up to think that he's only valuable if he's are approved of.

If you do good, Johnny, we'll like you, and that means you'll be worth something.

Otherwise... well, you're just what you want to think you are.

The thoughts of other people have no real impact on you if you have a strong enough sense of self. Let me give you an example: Let's say you had a great childhood. You had a lot of friends that you considered great friends. They served as a foundation of your high self-image through school, and you went on to more success in college and in your first career.

One night, you get a call from John, the one person you considered your closest friend over the years. John tells you he's been having problems, and his therapist suggested he call you up and tell you his true feelings. John tells you he was never very fond of you. He then goes into all the things he hated about you and why he acted like your friend just to stay popular with other people. In fact, John tells you, *no one* in your group of friends liked you that much. At the end of it all, John hangs up on you.

What do you make of this?

Was your entire sense of self based on an illusion? Are you really not who you thought you were all those years? Everything you did based on that assumption that these were your friends was a mistake? A lie?

Or could John have been lying about it, distorting things through the lens of his own mental problems?

What's the end result?

Even if you believe your "friend," you'd still be the same person. You'd still have accomplished the same things and the same successes. Only now you can see even more clearly that what *other people* think about you isn't what matters. It's what **you** think about you.

Now, there are two extremes to this behavior. On the far right end is where you don't care what *anyone* thinks and you do only what you want. You become a sociopath, with no real barometer of what right and wrong is, acting purely out of self-interest.

[-- Page 82 --] On the left end of the spectrum is what I call the approval-seeking toadie. He's a guy who is so totally caught up in being approved of – usually because his self-esteem was never built up by his parents – that he will do anything just to be liked.

The place you want to be is somewhere just to the right of the middle between these two extremes. You have to be able to fit into society in some way, but you should not let too much of this "majority" thinking decide your life. The vast majority of people do not aspire to the heights you are, so you must be willing to stand out and be different. If this means that a few people don't like who you are or what you do, then **so be it**.

Oh, and if you think you can make everyone like you, you're in for a big surprise.

No matter what you do in life, there will always be people who don't like you. Get used to it.

ALPHA EXERCISE: Nice guys often fall prey to "hidden behaviors." They do things that they don't want others to know about, and as a result, it takes a toll on their character.

Don't fall victim to this trap, either. If you're doing something behind the scenes, it's time to clear it out of your life. Whether it's surfing porn, or prank phone calling your family, or stealing peoples mail – just find a way to purge this kind of behavior from your life. If necessary, seek professional help.

This goes along with hiding your flaws. Don't be afraid to show others who you are, and work to get rid of things you wouldn't want others to know about.

You Make the Rules

Remember that life really has no rules. You can use someone else's, or you can create your own. You can choose to make life a game, or perhaps just a journey.

It's up to you to decide what success is for yourself. Don't let others decide what you should or should not want.

You are the ultimate judge of what constitutes "success" in your life.

[-- Page 83 --] Be careful not to let images from the media confuse you as to what you stand for or what has real value. What you see is what looks good, the superficial, not what has lasting and real worth in the world.

Here's an equation I want you to memorize: **Resourcefulness = Flexibility + Creativity** An Alpha Man is the one who must pave his own road of success to travel. Your resourcefulness will determine how you make that journey. And your flexibility and creative abilities will determine that outcome.

You must write your own rules to this game called life. That's what will earn you admiration from your peers, and get you the respect from women you deserve.

Risk-Taking

Alpha Men are risk takers. Period.

No ifs, ands, or buts. You have to accept a certain level of risk into your life, or you'll be dead way before your heart stops beating. You simply **MUST** learn to start enjoying risk – even romanticizing it.

However, you must also learn how to adequately assess Reward. Risk without reward is stupid bravado, and you deserve to get your head handed to you in those situations.

Part of risk-taking is consequence accepting, which we discussed earlier. Once you can accept that you are accountable and responsible for your actions, you're better prepared to take on the risks. Also, when you can accept the outcome of a situation, no matter what it might be, you can also feel better about the risk. The man who can accept that there is a risk that the woman he's talking to will not be interested in him will always be more willing to approach women than the guy who just can't deal with that outcome.

Your self-confidence – your Alpha Confidence – will determine how much you are willing to risk. If a man has a low self-esteem, he will not be willing to risk much because he perceives the possible consequences to be far more painful than the **[-- Page 84 --]** reward would be pleasurable. So your willingness to risk will be a function of how much pain you are willing to accept.

Many guys interpret the possibility of a woman's rejection to be a "high pain situation," and they hold themselves back from talking and interacting with women. The problem with this perception is that they've defined pain in a way that keeps them from succeeding. The pain of **not** acting winds up being ten times more painful over the long run than the possible rejection in the short-term, but we ignore the cumulative situation.

Think through the consequences of any risk you take and ask yourself if it really is that **bad**. Could you live with the outcome? In most cases, I'll bet you could.

Don't live life playing nickel slots when you know you can step up to the big money table and get the rewards of life that others get.

Life is risk. When you walk out the door in the morning, you risk a thousand possible consequences.

So what's a few more?

ALPHA EXERCISE: Make a list of the situations where you feel the most threatened by risk with women. After each situation, write down the *worst* situation that could happen. I'll give you an example list, but yours may vary.

1) Talking to a woman – Might be rejected, insulted, she walks away.

2) Teasing a woman – Might get her pissed off, she walks away.

3) Trying to kiss a woman – Might be pushed away, she might be angry.

4) Trying to touch her sexually – Might get pushed away, maybe slapped or yelled at, or she'll tell me to leave.

Then ask yourself, How bad would that consequence actually be? Could you live with it? Would it hurt you physically? Emotionally? Financially? Socially?

Then ask yourself what that particular penalty would actually mean once you've accepted that you could handle it. If you walk up and talk to a woman, and then she walks away, and you can accept this pain, what would it *really* mean to you?

[-- Page 85 --] To me, it just means one less woman I have to approach to find one I want in my life. And if she walks away, she made it easier for me to figure out if she was worth my time and energy. Better now than after a few expensive dinners.

Next!

And that should be your attitude after each of those possible failures – **NEXT!**

Now sit down and write down your list, exploring what you really feel the consequence of a "failure" might be in those situations. Once you really understand and accept the risk, you'll be much more willing to take it.

[-- Page 86 --]

Persistence

Alpha Men are persistent. We do not give up at the first hint of an obstacle or a failure. This is one of the most important traits of an Alpha man, because persistence will always bring you success.

Always.

Every single time. You may have to redefine your methods and even your goals slightly, but if you are persistent, **you will win**.

I often quote the story of the squirrel-proof birdfeeder as a prime example of this.

The story goes something like this: A man has a birdfeeder in his yard that he hopes will attract some interesting and exotic birds. So he stocks it with feed, but he discovers that a squirrel is stealing the food every day. He constructs an intricate contraption to try and stop the squirrel from getting to the feeder, but somehow the squirrel always overcomes the obstacles and steals the feed. The man tries everything, from putting nails on the post to chicken-wire barricades. But every time, the squirrel gets in and eats the birdfeed.

Finally, after he's totally frustrated, he goes to a store in town and asks them if they have a birdfeeder that can stop squirrels. They tell him they do in fact have a squirrel-proof birdfeeder. It's only \$99.99. He gladly pays the money and takes the birdfeeder home. He sets it up and fills it with food. The next day, the squirrel has cleaned it out of all the food from the feeder.

The man is furious, and he pulls the feeder out of the ground and takes it into the store where he bought it, demanding to see the same salesperson who sold it to him.

"Hey!" he says, frustration rising in his voice. "I bought this birdfeeder from you because it was supposed to be 'squirrel-proof.' Well the squirrel got into this one, too!" The salesman nods and says, "Of course." The man is furious by now. "What do you mean, 'Of course?'" "There is no such thing as a squirrel-proof birdfeeder,

sir." "What? No such thing? Why that's ... that's false advertising! I could sue you... I ..." [-- Page 87 --] The salesman waves his hands. "Sir, please calm down. We'll be happy to refund your money, but let me ask you something first. Can you tell me how long you spend each day, on average, thinking of how to keep squirrels out of your birdfeeder?" The man stops for a minute and thinks back. "Well, a little over an hour or so, I suppose." The salesman nods and says, "Let's be generous and say it's two hours. Some days more, some days a little less. Now, let me ask you this: *How long do you think that squirrel spends thinking about how to get into your birdfeeder?*" The man stopped and wrinkled his brow. "Well, uhmm..." The salesman smiled and said, "**Every waking moment of his life.**" The point of this story is clear: No goal can elude a man who can find the focus and persistence that the squirrel had.

Persistence!

Never give up on your goals. Never give up on pursuing whatever it is you desire in life. The only man who fails is one who gives up too soon.

Never quit.

Giving Up – The Exception

There is one situation where I will tell you that you're far better giving up than persisting. This is in the dreaded situation where you find that you want to win back a woman you lost because you screwed up in acting like an Alpha Man.

I hear about this most often in the "how do I win her back" questions I get daily via email. The horrible truth is that you cannot win back a woman you've lost by acting like a Beta Guy. If you slipped into wimpy mode and lost her interest, you can't get her back by any other method except *letting her go*.

Guys hate to make mistakes that we cannot fix. I believe that men are honorable, and part of our evolutionary design is that we want to *make things right*. This means that when we screw up a relationship, we want to go back and fix it. And, if the woman is suddenly no longer available to us, we thrive on the challenge of the hunt. The problem with this is that we get locked into these no-win scenarios where we pursue a woman to our own harm.

[-- Page 88 --] The dilemma of this situation is that if you try to win a woman back, any way you do it you'll end up pushing her further away.

1) You could get a *new* woman that you can keep by behaving the right way for 10% of the energy you would have used to win her back.

2) She becomes too important to you, and obsession starts to creep in. You're focused on her, convinced that she's suddenly "special" or one of a kind.

3) The object of your desire picks up on this creepy focus and it spooks her.

4) You feel her slipping away even faster, so you double your efforts, and wind up doubling the inevitable results – she disappears twice as fast.

5) And she's really not as fantastic as you thought. We tend to distort and amplify the value of something we cannot have.

You see, Hollywood has brainwashed men into believing that they can win women back by suddenly becoming little pussies that relentlessly pursue women with flowers and poems, and eventually she'll give in. Nothing could be further from the truth.

The women that come back are the ones that realize *on their own* that the reasons they miss you. Not because you "convinced" them. I find it interesting that most guys who want to win back a gal they messed it up with become convinced that somehow this woman is "the One" for them, and she's now super special, completely unique. This is a distortion created by the "*I had her, I lost her, now I'm going to beat myself up over it instead of moving on*" syndrome.

An Alpha Man knows that the only woman he can win back is the one he drops completely out of his life. Why does this work?

1) If she's going to be attracted to you, it's because you aren't obsessed with her. By dropping her out of your life completely, she'll be wondering, "What's he doing? And who's he doing it with? And why isn't he begging me to come back?" If you run into her at the store, you won't have a lost-puppy look, and she'll wonder why you're doing so well without her.

2) You can clear your head of all the nonsense that she's the "only one for you," and other crap like that. Only by getting some distance from her will you see the Truth – that she's just another woman. And there are BILLIONS more on this planet, chum. (Remember, there is no scarcity of chicks on this planet...) 3) You'll act much more confidently and congruently when you've got **options**. A man who has options is one that feels free and confident that he can have what he wants, and that there is no scarcity... [-- Page 89 --] Without the last woman around to turn

back to, your sexual energy will be turned into creative energy to find a *new* woman.

[-- Page 90 --]

Wanna Fight?

I remember reading somewhere that most men have never been in a real fistfight.

I find that this is more likely today, where children are encouraged to work out their differences in a much more civilized manner.

Let me be clear about this: I encourage the new thinking that changed our approach to anger-management from lashing out to working-it-out. It's a step in the right direction for kids.

BUT ... There is also a place in our society for a constructive use of hostility. We've gone too far in the wrong direction, brainwashed by a message that fighting is immature and bad. Hey, as I said before, I encourage working out problems before it reaches the point of physical assault. However, you also have to do this without backing down from what you believe is right.

There is an excellent book I suggest you read, and it's listed in the back of this book. It's called **The Lucifer Complex**, and it describes how men are hardwired through our DNA to be warlike and occasionally violent. I'm sure at some point we may be able to evolve beyond this need, but for the time being – at least our foreseeable lifetimes – it's a fact of human existence. The reality is that humans do not evolve without some method of cultivating skills that ensure our survival.

Sometimes you need to stand up for what you believe in, and sometimes that means getting a little physical.

Gender Roles

Men are not all assholes and violent rapists. Women are not all emotional wrecks. Men who aspire to achieve, to climb the corporate ladder and succeed, are not jerks or assholes – they are merely fulfilling a genetic need. We do have certain desires in us that are automatic because of our sex.

We are also responsible, to a certain degree, to fulfill these roles. When we deny who we are by trying to be something that is not in our nature, we wind up with confusion. Witness how men have been convinced to lose their masculine behavior.

When a man tries to be more "sensitive," "caring," and "romantic," he's turned into the one thing that women do not want – a wimp.

[-- Page 91 --] Women, on the other hand, are almost always looked at to be more nurturing and feminine. Aggressive women are not attractive to men, except those that are already having a little problem with their own gender identity.

Let me help you understand how your opinions of women have been shaped – and distorted – by the media. Ask anyone about the difference in the wages between men and women and they'll tell you that women earn (on average) less than men. But have you ever asked yourself why this is?

The common assumption is that women earn less than men because of discrimination. We imagine that there are all these ass-slapping chauvinists in corporate America holding women back.

But that is completely false.

Here's the REAL DEAL, Alpha Men: Recent studies by Economics professor June O'Neill found that among workers ages 27 to 33 who've never had a child, women earn **98%** of what men do. Men and women also earn similar median starting salaries *across most disciplines*.

What they also fail to tell you is that women earn **more** than men in many vocations. Female banking officers out-earn men by \$15,000 a year, and female health industry managers make \$18,000 more per year.

So what accounts for the wage difference in all those statistics where they say that women only earn 76 percent of what men do?

1) Women (generally) have fewer years of work experience, work fewer hours per year, are less likely to work a full-time schedule and leave the labor force for longer periods of time – often for family reasons.

2) Women are also less likely to pursue degrees that lead to high-paying jobs, such as those in law, medicine, engineering, computer science, math, and science education.

3) Women tend to lose a lot of productivity due to leaving the labor force to bear children. Not that women should be penalized for this, of course, but these absences from the workforce will have repercussions on their earning power and professional development.

Huh. How about that.

[-- Page 92 --] Ultimately, this whole topic of women earning less than men is a bunch of bunk.

Sure, there are some cases of discrimination out there, I'm sure, but on the whole, the reasons for the statistics you hear from the media are delivered in a way that is easy to misinterpret. It's also easy to take that kind of misinformation and let it erode your sense

of masculinity. After all, with all these Bad Men out there doing Bad Things to women, what right do you have being a MAN? You must be Bad, too.

Don't let it undermine your cocky male behavior. Alpha Men never have to resort to dirty tricks or deceitful behavior to keep their place on the food chain. Honor is the way of the Alpha Man.

Ways to Develop Your Alpha Power

This book is all about harnessing your Alpha Man Power. What is the Alpha Power? Well, let's see what your Alpha Power does for you:

- Decides your income
- Decides the quality of woman you attract and keep (including the amount of sex you will have)
- Decides your friends
- Decides your health and how long you will live
- Decides whether you will live your own dreams, or someone else's
- Decides how happy you will be over your lifetime
- Decides your standing and power at work

Are you starting to get the picture now? Are you starting to see how you cannot afford to fall into a lower layer of the social pecking order?

In my life and from my observation, there seem to be some layers of hierarchy in our social pyramid, but there is really only one important distinction: Either you're an Alpha Man, or you're *not*.

And if you're not an Alpha Man, you are *not* the first choice for women, or even the first choice for a job, or the first choice for the dodge-ball team, or much of anything.

[-- Page 93 --] You might think you can still do well by settling for "Beta" status or maybe even some other lower level, but that's a huge chunk of horseshit that will keep you mediocre for the rest of your life.

Don't settle.

Aspire!

The lead sled dog gets the view; all the rest of the dogs get to see its ass.

Your very existence depends on learning and acquiring the behaviors of the Alpha Man. In fact, if there's anything you can do to improve your overall quality of life, it's to increase your Alpha status in the herd called humans.

More examples of Alpha Men:

- John F. Kennedy
- Martin Luther King, Jr.
- Arnold Schwarzenegger
- Alexander the Great
- Maximus (from "Gladiator")
- William Wallace ("Braveheart")
- Indiana Jones
- Don Juan
- Aragorn ("Lord of the Rings")

You don't have to like any of these guys for them to be Alpha Men, but you better believe they still typify the primal male essence.

[-- Page 94 --] "I shall be closer to you for the next few days, which will be the last of your miserable lives, than that bitch of a mother who first brought you screaming into this world! I did not pay good money for your company. I paid it so that I might profit from your death. And just as your mother was there at your beginning, I shall be there at your end. And when you die – and die you shall – your transition will be to the sound of... [claps his hands] Gladiators... I salute you." -Proximo – "Gladiator"

Always Have A Say

One of the best ways you can demonstrate your Alpha Man character is to make sure that you have input in every situation that comes your way. You may not get to decide, but you should always have a say. Never go along just to be "easygoing." (By the way, most easygoing guys are **not** respected for their relaxed attitude by anyone other than other guys. Women don't find the slacker attitude attractive.

"Easygoing" often looks just like "wimp.") You must have an influence on your world. In some situations, especially those with women, you must display total control over the situations you encounter. Bar **none**.

This doesn't mean you completely disregard a woman's input when you are making plans to do something. It merely means that you never – *ever* – let her decide the plans for you without any input from you.

Here's what you say when this behavior shows itself: "Dear, I appreciate your enthusiasm in planning this out for us, but in the future, I want you to consult with me, too. I need to have input on these plans as well. Okay?

Great." Don't wait for an answer or agreement. Assume it. Don't be a dick, but don't be a mushy pile of "yes, dear, I hope I didn't

anger you, dear..." If you make a plan and she tries to change it slightly, I recommend that you change it slightly different than her request – a third alternative. Early on, anyways. *After* you have established your Alpha Man dominance with her, you can then allow her to make changes that are conscientiously accommodating. Don't appear inflexible, but appear decisive.

[-- Page 95 --] If, on the other hand, she makes a change to your plan that is *drastically* different, you must put your foot down. This is a female test (also called a "shit-test") and must be stomped out immediately. You let her know that radical changes to your plans are **unacceptable**. (You're going to use that word quite a bit as an Alpha, so start using it now.) You tell her that you can either find someone else to share the plans with, or she can go along with you.

Here's another phrase I think you should add to your mantras: **This topic is open for discussion, but closed for debate.**

This simply means that you can talk *about* the decision, but it stands as given. An Alpha Man puts his foot down on certain subjects, and women respect him for it.

Learn to LOVE a Challenge

True Alpha Men absolutely **love** a challenge.

Think about what usually happens in most situations: Once an obstacle is figured out, or you learn how to handle it, there is usually no more fun. It's like being able to solve one of those puzzles where there are two interlocked metal rings in a funny shape that you have to figure out how to separate. Once you know the secret, it's no longer any fun.

So learn to love the process of figuring out the puzzles in life. Women are a puzzle. Success and overcoming your personal obstacles is a puzzle. Life is one big puzzle. That's all we have to do for our entire lives is figure out clever solutions to the challenges you're presented with.

Learn how to enjoy them, because without challenge, this world is incredibly boring.

Alpha Men will not sacrifice their self-esteem in the pursuit of a challenge, but they are persistent to the end.

Long-Term Vision vs. Short Term Rewards

Canadian psychologists have done a study that showed that men who were shown pictures of beautiful women were more likely to accept a smaller short-term **[-- Page 96 --]** reward than a larger long-term reward. The men who were shown pictures of average women were willing to wait for a larger return, with an indefinite delivery date.

What does this prove? Well, we know that there are enticements that men find more valuable in the short-term. We choose a really hot woman with a bitchy personality over a decent woman with a good personality because we're hard-wired to desire hot women, even when it's not the most advantageous thing to do. The simple fact is that a good woman, one you can stand to be around long-term, is always the one with the relaxed and flexible personality, never the bitch. Low-maintenance is the way to go.

But sometimes a quick fix of pleasure is more interesting – and, unfortunately, *addictive*. This is the same kind of risk/reward behavior that gamblers fall prey to.

There are two kinds of pleasures in life – the short-term "cotton candy" pleasures, and the long-term fulfilling pleasures. Knowing which is which, and knowing when to choose them is one of the Alpha Man's most important skills.

The longer you can delay your gratification, the more success you'll find in life, and the more satisfying the results will be. You need to focus on your **long-term** goals in life, and keep the short-term steps in front of you all the time. If what you want right now conflicts with those goals, then you're going to wind up sabotaging your success.

ALPHA STRATEGY: Always engineer short-term pleasures into the goals you set for yourself. When you complete a part of the overall goal plan, make sure you reward yourself appropriately.

Back in another career, when I was getting certifications for different technologies, I would make sure to go out and buy myself something I wanted as a reward – after I passed the test and got the certification. (Don't reward yourself before the fact, or you destroy the power of this strategy.) Your nervous system will learn that doing the work gets you the goodies.

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State of Mind

In order to be in control of your life, you need to be in control of your mind. A large number of the people out there are running around as slaves to emotional impulses in their lives. Self-discipline, a key trait of the Alpha Man, is the ability to stop and *choose* your reaction to events. What makes this task so difficult is the presence of moods in your life.

Moods are the temporary up and down states of your emotions. You can't really control them (because, by their nature, moods are often unpredictable) but that doesn't mean that you shouldn't have some skills to counter bad moods when they come from time to time.

Occasionally, we all lose our Happy Thought. Life is not always kind, or convenient. But a man's ability to go with the flow of things, not being too shaken up by life's more unfortunate events, is something that a woman will *always* find attractive.

Keep in mind that women are much more subject to the ups and downs of their emotions. They're looking for a man who can serve as an island in the stormy seas of their turbulent moods. They don't need or want a man that they will have to take care of.

(Which is why you need to have your shit together *before* you enter the singles marketplace. No one buys damaged goods.) So you need to find your own methods to attain a calmness and peace to your life that you can then project for others. These next Alpha Exercises will give you a few ways to do this.

I want to emphasize that you must take the time to perform these exercises. No other work you do will be as important as learning to focus and discipline your mind.

Memorizing a few clever things to say to a woman won't do you a bit of good if you can't deliver them from a stable and grounded place. You'll have all the effectiveness of a bad actor reading lines he doesn't believe.

ALPHA EXERCISE 1: Meditation Meditation is one of the most effective ways of calming the mind and stabilizing your emotional state. People have claimed some wild phenomena has happened to them during practiced meditation, but you need only focus on the very practical benefits [-- Page 98 --] of controlling your thoughts. Thoughts are like cats, and can be as difficult to herd. It's a skill, actually, and it's one you must develop with a little practice. Some of the positive benefits of meditation are:

- Focused attention
- Spiritual peace
- Less frequent mood swings
- Lowered stress
- Higher perceptive ability
- More positive thinking
- Improved character
- Heightened willpower
- Self-discovery
- Develop your latent mental abilities
- Improved athletic ability

And so much more, including improved seduction ability with women.

All of these meditations require you to sit in a cool (not warm, you'll fall asleep) room, in a comfortable position. You can sit on a cushion on the floor, but do not sit in a chair with a back as you will tend to slump your posture. There should be no noise or distractions in the room. Unplug the phone, and turn off your cell phone. Also wear some loose-fitting clothes so you don't have to adjust yourself every minute or two. At no time should you fall asleep, though this may happen from time to time as you learn how to relax. Try to keep your mind awake, but as blank as possible.

Once you've gotten comfortable, you can begin with one of these meditation methods:

1) Simple Countdown: Close your eyes and breathe slowly. Deep breaths in and out. Proper breathing comes from the diaphragm, or "stomach" breathing as it's sometimes called. You'll know you're doing this correctly when your stomach puffs in and out more than your chest.

Try to clear your mind of all thoughts. What you will do is start at 20 and count down to zero. Each time that you do, you must see the numbers as you count, 20, 19, 18 ... If you catch yourself thinking of anything else – bills you haven't paid, or people you want to call, or movies you want to see – [-- Page 99 --] whatever the thought is, you must start over again at 20 and count down all over again. Keep doing this until you can count down all the way with no distracting thoughts.

It will take some time to be able to complete this. Don't be surprised if you can't count down to zero the first several dozen times you try. It takes quite a while to calm your thoughts and let go of the distractions.

When you've been able to complete a count of 20, start trying to do the same from 50 and 100. Pretty soon you'll find yourself able to do this without having to use the numbers, instantly finding that calm place in your thoughts.

2) Water Bubble: Imagine you're sitting cross-legged, floating on the surface of a smooth lake. You start to sink through the surface, but the water does not wet your skin. You're enclosed in a perfect bubble of air that allows you to breathe as you float downward. Fish

and other life swim around you, but you keep floating down. The further you float down, the more your mind clears, all the distracting thoughts evaporate. By the time you settle on the bottom of the lakebed, your mind is completely blank, but aware.

3) Open Eyes: For this meditation you'll actually be doing it with your eyes open. Find some object you want to contemplate. It could be a statue, or a plant, or a picture. Place it in front of you in a position that doesn't require you to move to see most of the detail. Choose one point to focus on, and stare at it until your mind is blank. Look at the object and just take in as much of the detail as you can. Then move to another part of it and contemplate that part.

Keep looking until you see beyond the obvious. The objective here is to let go of all the thinking that normally stops you from seeing the true detail and beauty of an object that you might normally take for granted.

The state of mind you want to achieve here is where you can take on the role of an observer to the thoughts that flicker through your mind. You can't really **stop** your thoughts, but you don't have to hold on to them, either. The point is to let them pass by, like water rushing by you in a river. You don't grab on to any of them or get distracted.

This exercise will help you keep your cool in just about every situation, because you'll have a new frame of reference to understand when your thoughts are getting carried away from you. You'll also be able to control those moments of male panic and anxiety that may appear from time to time.

[-- Page 100 --] **ALPHA EXERCISE 2: Mr. Popular** This is another way of changing your mental state, and it works great before a date or any meeting where you want to be at the top of your game. Here's what you do: Close your eyes. (You don't have to go through all the steps you did for meditation, but try to do this in a reasonably quiet place, like in your car.) Imagine you're walking down the street, and you pass by the window of a few video rental stores.

There's a poster of you in your latest movie, standing next to a hot woman and running from some explosion and armed bad guys. The title at the bottom says, "(Your name) is back for more in the best action movie of the year... Nominated for twelve Oscars ... Eight thumbs up!" You chuckle and keep walking.

You then look up and see a billboard with your picture on it, and you're wearing a tux, endorsing the latest model Porsche. Hmmm. They still haven't paid you for the rest of that advertising campaign, you remember. You'll have to get your agent on that one.

You pass a newsstand where you're on the cover of *Time* magazine as the "Man of the Year" for all your work to support charities. A woman is standing there reading her copy of it, and she looks up at you and does a double-take, smiling. She asks you for your autograph, and you happily oblige her.

Just then, your cell phone rings. The mayor of the city is holding a party that night, and he's invited you to attend. He mentions that he's also invited a few people that are "dying to meet you," like Quentin Tarantino, Pamela Anderson, Janet Jackson, Pierce Brosnan, Metallica, and others. You tell him you'll be a little late because you're working on a few more songs before you go on tour this month, but you'll try to get there sometime.

Now, this may seem a little far-fetched, but if you let yourself believe that this *could* be your lifestyle, you can really jack up your self-image a few levels. I used these examples because they appeal to me, but you can use any situation that makes you feel more confident about yourself. The more you imagine it, the less silly it becomes, and the more you start to believe that this could really be your life.

A simpler version of this is to just imagine the situation you'd feel the most powerful in, and imagine it completely, with every detail. For example, if you'd feel most confident in a three-piece suit, one woman on each arm, walking into the most expensive restaurant in New York City, then imagine that.

See every detail. See the textures of the suit you're wearing, and the zippers on the women's dresses. You see the little flower tattoo on one of their ankles. You smell [-- Page 101 --] the fresh lobster and fillet mignons as they are brought from the kitchen. You hear the jazz quartet playing a few of your favorite Frank Sinatra songs. You can feel the heat of the breath of the woman next to you as she whispers to you that you look gorgeous and wants to go down on you during dessert.

Involve every sense you can, and make it almost *too* real, so that you believe it.

Turn up the intensity of the light and colors, and make it super-real.

Now how do you feel? I'll bet that you've got a bigger smile on your face. I'll also bet that if you were in a bad or low mood, you're

feeling a little better. You may even have forgotten for a minute all those "reasons" you have for feeling bad.

ALPHA SECRET: Your mood is created entirely by the thoughts you are focusing on. You can't be in a bad mood if your thoughts are on all the good things in life. You can't be in a good mood if you're thinking about all the despair and tragedy.

You can't feel confident if you're thinking about all the mistakes you've made, or could make. You can't feel worthless if you think about all the accomplishments you've had in your life.

You determine what your mood is by *what you focus on*. Whatever you think about will become your emotional reality.

Remember that the difference in mindset between an Alpha Man and a lowstatus man is what he focuses on. There's a saying: "Two men looked out from the prison bars. One saw the mud, the other the stars." Take the time to come up with your own empowering picture, and then commit it to memory so that you can recall it quickly. You may find a point where you recall it fast, but it doesn't seem to have an affect on your confidence. This is only an indication that you're rushing through the details. Don't go **too** fast, and make sure that you feel **every** sensation you can that adds up to the full image of the confident Alpha Man you want to be.

[-- Page 102 --] *NOTE: If you have emotional problems such as depression, excessive anxiety, or any other conditions that are beyond the "average" fluctuations of mood, you should seek professional help. These exercises are not meant to be a substitute for qualified professional care.*

Playfulness and Sophistication

There are two facets of Alpha Man Power that a man should understand when dealing with women, and they are when to employ the techniques of playful and sophisticated flirting. These can be mixed in your own personal recipe of seduction.

The first kind, playful flirting, is when you regress a woman into more basic and primitive interaction to get her excited. This is a lot like the "sandbox" interaction you learned with kids on the playground. Some of the types of playful flirting are:

1) Tickling – when you get physically frisky, get her laughing with a little tickling.

Make it a game to find the spots where she is ticklish.

2) Teasing – When you find harmless topics to tease her about, she will respond by feeling challenged. She'll lower her need for trust while looking for reasons to gain your acceptance.

3) Play wrestling - Physical domination of a woman (not by hitting) but by wrestling and play-fighting is the best way to get into sexual contact. A big key to getting laid is getting a woman to play-wrestle with you, because lots of good things happen. First of all, you are getting physical – you are getting closer, skin-to-skin. Second, you really have the chance to let them know who's in charge. Third, it's a game of domination and a display of power. If you can pin her, you can start many of her attraction mechanisms. Don't be too rough, but don't be shy to really pin her down and smack that ass once or twice. And lastly, wrestling and sex are similar activities and lots of sexual tension gets created during them. LOTS.

4) Thumb-wrestling/hand-games – this shows that you're not all serious, and you can embrace the fun of being a kid again. It also gets you in physical contact by holding hands with her. It's easy to boost the energy of the thumbwrestling and turn it into play wrestling, too.

[-- Page 103 --] The other kind, sophisticated flirting, is when you appeal to her more rational and romantic side – intellectual intercourse, in a manner of speaking. This is the traditional "romance." You turn her on with foreplay to her brain. Some examples of this are:

1) *Talking about sex* in a detached and offhand way, and then easing it into more revealing specifics

2) *Witty and playful talk* – When you get into verbal sparring with a woman, you are able to tease and tickle her mind. This is covered in a special section later in the book.

3) *Demonstrations of Power* – (Palimistry, astrology, cold reading, handwriting analysis, magic tricks, any kind of fortune telling) – Women don't always like to admit it, but they go ape-shit over any form of fortune-telling or divination.

Now the reason this turns her on to the man performing them is that it demonstrates power. For you to tell her these things about herself means that you have a powerful skill, and that moves you up the Alpha Man status ladder a few rungs.

4) *Demonstrations of Knowledge* – Having a specialized knowledge that can be used to your advantage is part of the "expert" power that we'll review later on when we cover power in more detail. You should be aware that knowledge – correctly demonstrated – is a source of intellectual turn-on for a woman.

There are a few ways that you should *not* demonstrate your knowledge: - *Bragging* – Never demonstrate knowledge to impress. Instead, casually reference your understanding and then deflect the conversation back to her.

When you brag, you demonstrate insecurity.

- *To prove someone else wrong, or to make yourself "right"* – There is a saying that a man convinced against his will is of the same opinion still. I will add that a woman convinced against her will **won't sleep with you**. If you have a need to prove yourself right, you should join a debate club and practice your argument skills there. In any other situation, women and men will not react positively to your need to be in the right. Guys do battle in conversations, women seek to be heard and understood.

Now, when you mix these two – Playful and Sophisticated Flirting – in the right quantities, you'll be able to break a woman down and get past her defenses by using them at the right time.

[-- Page 104 --] For instance, when a woman appears to have a stuck-up air about her, I usually approach with some Sophisticated Flirting to get me through the door. If she's drinking a red wine, I'll give her glass a look and ask, "That looks a little like a Syrah. What are you drinking?" Now, I structured the question so that I win no matter what. If she says, "No, it's a Merlot," I still look knowledgeable because I dared to guess a red wine variety that few people choose when they're out at a bar. (Most often women drink a Cabernet Sauvignon, Zinfandel ("Zin"), or a Merlot, and sometimes a white wine, like a Pinot Grigot.) Then I can also throw back a cocky taunt to her: "Well, I said it **looked** like a Syrah, not that it **was** a Syrah." That would be delivered with a mischievous smile that let her know I wasn't offended or getting defensive.

After a little talk, if she persists in putting on airs, or is acting too stiff, I'll start to break her down by gently teasing her about how long it must take to get laced into her corset, or I'll change the subject and start to ask her some goofy questions to bring her into the Playful Flirting mode: "Have you ever wondered if Mickey Mouse and Minnie Mouse sleep in the same bed? I mean, would it shock Goofy if he came over one afternoon and there's Minnie with that after-sex messed up hair, and Mickey's got that 'I just got some mouse tail' look on his face?" Of course, use this after some rapport has been built.

Using Playful Flirting has many purposes, but one of the special uses I have for it is to determine if a woman is capable of handling some edgy humor, or if she's uptight. I have absolutely no tolerance for women who aren't fun, and uptight women are the epitome of *not fun*. Not fun = **dull**. It's *unacceptable*. They're scared to "get real" with people, and if you can't get real with me, I'm going to drop you like 1st period French, honey.

(Oh, and from experience, uptight chicks are **never** good in bed. The more laidback and real a woman is, the better she is between the sheets.) So the best use of these two strategies is always together. Start with Sophisticated Flirtation when you're just going in and haven't figured her out yet, and then bridge into more Playful Flirting as needed. Stay with Playful as long as possible, because this will have the most direct affect on her sexual attraction mechanism.

Sophisticated flirting is good for going in indirectly, or when you want to build a little anticipation.

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Physical Dominance

One of the critical factors of being a physical being is the ability we have to affect and change our environment. We do this through the use of our bodies.

Today's society demands that to be an Alpha Man you must put out much more energy than you used to in order to reach people. Society insulates itself from the interest of others. We walk around with iPods, sealed in our cars, locked off in conversation with people on our cell phones.

You have to actively *reach* into people's lives to connect with them. This is the true power of an Alpha Man.

In humans, Alpha Man behavior and characteristics are still noticeable although these may vary by social context. In a survey, women were shown a series of head-only photographs of men. They picked those who were financially wealthy as "attractive" in better than 90% of cases. However, wealth is not the only Alpha Man trait that is still in vogue.

Height is often regarded as very desirable. Tall men have been proven to be both more attractive to the opposite sex on the whole. Similarly, physically fit men do better than unfit men. Actual values of being "good-looking" are so subjective as to be practically **useless** for demographic testing. But studies have shown that some level of facial symmetry (the proportion and placement of eyes, nose, etc.) is regarded as desirable in and by both sexes.

The Alpha can be physically powerful, his goal being dominance through acquisition and then protection. Research has shown that,

regardless of cultural background, a male who exhibits the traits of strong jaw, broad chin and imposing brow will be found attractive by females. His height and weight are visual clues to his genetic background, and to the positive environmental factors of his infancy and youth. Upper body strength as evidenced by wide shoulders, deep chest, and well-toned musculature, proclaim him capable of success through aggressive force, self-defense or the protection of what is "his" (broad shoulders, strong hands).

Trim hips and long legs show the lower body strength that allows him to travel quickly and far on foot, indications of endurance. Most of these Alpha traits are indicative of healthy levels of the male hormone testosterone. Beyond all these, any other cues for healthy "animal" traits are desirable, such as strong, white teeth, clear eyes, and a sharp attention and *wit*.

Among his other features, the Alpha Man is a born breeder. This is why men who cheat are forgiven more easily by women than those women who cheat. Men are [-- Page 106 --] expected – at a genetic level – to need to seduce many women to ensure his dominant and successful characteristics are passed on to future generations. It may not be socially acceptable, but it is a fact of our gender.

We layer a lot of "rational" thought on top of our basic impulses, but the fact remains that we still have a lot of unconscious motivations and needs. Women need to **feel** that a man is a good mate and desirable, not just *think* it or rationalize it logically.

To review, when it comes to **physical attractiveness**, there are some features that will make you more immediately visually appealing to women:

- Tall
- Good physique
- Strong facial features
- "chiseled" face, strong chin
- Piercing eyes (this one can actually be learned, and we'll cover it later in the book)
- Fitting a "type" she may have

Now let's clear up the misperceptions about these traits.

Tallness

We covered this in a previous section. While being tall is a good physical trait, not many guys realize what this translates to in a woman's mind. When a man is physically taller than a woman, this provides a subconscious reassurance of protection for her. She feels better around tall guys because they imply physical security, a man that can protect her.

This can be overcome by AMPing up those other qualities that give her a feeling of satisfaction and security. Your confidence and overall fitness can overcome this, as we discussed earlier.

ALPHA TACTIC: Here are two more ways of compensating for height: 1) develop your physical body as best you can, and 2) develop a strong sexual communication style.

[-- Page 107 --] Get to the gym and work out, as well as pick up a self-defense skill. There is no excuse for not being in good physical shape. If you don't have enough time, what you're saying is that you're not willing to *make* the time.

A strong communication style will replace your height to her as a way to provide comfort and security. When you can communicate your value without words, you'll attract women on a subconscious level.

Physique

I can tell you of no better way to improve your self-confidence than to get in shape. Not the shape of an orange or a pear, mind you, but the toned shape of a man that women are attracted to. I would normally not consider this an advanced topic worth covering, but I'm continually shocked at how little men care about their appearance.

Women are actually forgiving of men's physiques – to a point. As long as you're not extremely overweight, or scrawny, your build will probably not present a major obstacle. However, the benefits of achieving the kind of physical presence you desire will add an incredible amount of conviction to your attitude overall. Knowing that you're fit and strong will give you a cockiness that just cannot be imitated. It comes from the heart, and women smell it on you. Not to mention that there's a tie between testosterone production and exercise, which is literally communicated through pheromones and other behavioral cues. Real men have loads of hormones pumping into their bloodstream. Not to the point of stupid brutish behavior, like the Hulk, but enough to push them past some of their wimpy behaviors and be more assertive and aggressive where needed.

And don't forget nature's wonderful opiate: *Endorphins*. These are produced as a result of exercise and give you that lift in your mood, calmness to your thinking, and razor-sharp focus. This is the best side effect of good health you can possibly imagine.

I've already made a pledge to myself that I'll be around and in great health in forty or more years, so that when the rest of the herd is dying off, I'll still be around – getting all the pussy they left behind.

Diet

Americans are pigs, no two ways about it. We eat too much of the wrong things at the wrong times. Diet and exercise are the Twin Powers of your overall health, both physically as well as mentally.

[-- Page 108 --] That saying about "you are what you eat" is actually very literal. Eat a lot of fat, and you get fat. Eat a lot of junk food, and you turn into junk. Not to mention the mental benefits of the food you take in, which can help your brain function on the job and off. I attribute a lot of my mental sharpness to eating foods that don't slow down my mind.

I've had a bag of fatty potato chips that made me fall into a coma in the middle of the day, where an apple managed to bring my energy level back from the dead.

It's not hard to find a diet that works for you. Take the time to get a book from the library on basic nutrition. Learn how your body works. And if you need motivation, have a read in a medical journal about the horrible problems you'll have later in life from nutritional problems and obesity. Or talk to someone who's had angioplasty or surgery to try to fix a bad lifestyle.

ALPHA STRATEGY: Sit down and plan out some exercise and diet goals for yourself over the next year. Plan them out, month by month. Make sure you set targets for:

- Weight
- Body fat percentage
- Dietary balance of meals (carbs/protein/fat/sugars)
- Times at the gym per week
- Time exercising aerobically (accelerated breathing/heart rate) versus non-aerobic exercise, like weight lifting.
- Mixing in "fun" exercise, like team sports or learning a new sport like racquetball or volleyball. There are plenty of amateur groups in any metro area to get involved with, or you can start your own.

ALPHA TACTIC:

- Subscribe to Men's Health. By far this is one of the best men's magazine's available. They cover everything from diet to fashion to exercise to sex.

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- Set aside some time **THIS WEEK** and check out the gyms in your area. Stop putting it off.

And don't try to convince yourself that you're going to be able to work out by yourself at home unless you are *extremely* selfdisciplined.

And if you were, you'd probably already be doing it, wouldn't you?

- Cut back on sodas *immediately*. Drinking a can or two (or ten) of Coke may be a bit of an addiction you've developed, but once you get free of the sugar, your body can adjust and start working **for** you instead of against you.

- Start eating more frequent meals each day and in smaller quantities.

- Cut back on your caffeine intake. A little caffeine actually is great for confidence and lifting your mood, but beware the Mega-super-motherfucker sizes you get from the local coffee shop. You only need about 30-60 mg of caffeine to feel an effect, and these super-size coffees can range from 100 to 600+ mg. (And even a lot more...)

- Cut back on the booze. Alcohol will also work against you since there are more calories (yes, in carbohydrates, for you Atkins nuts) in there than you think. Cut back and find alternate ways of getting your buzz. You might think you need a couple shots of liquid "courage," but you're also risking the extreme affects of beer-goggles and asshole behavior. Nothing makes you screw up a seduction faster than getting too buzzed. *You* think you're Mr. Life of the Party, but *they* think you're an idiot.

- Make it a point to get yourself a good book on nutrition to learn how your body processes the food you eat. Learn about the ATP cycle, and how muscles respond to different forms of exercise. Learn about the use of proteins, fats, and carbohydrates in the body, and how they're stored.

ALPHA SECRET: If you just diet without exercising, you'll probably end up gaining more weight.

Most people don't realize that eating fewer meals means that you're teaching your body [-- Page 110 --] that it can't know when the next recharge is going to come, so your metabolism slows down to compensate, holding on to reserves. You burn calories slower.

However, if you eat *more frequently*, but smaller amounts and calories, you'll train your metabolism that it doesn't have to worry about the next meal, and it can keep burning energy all the time because a snack is always just around the corner.

Remember: Hunger does not make you lose weight. It just tells your body's systems that you're in famine mode, and it needs to hold on to what it's got. The optimum plan is to exercise **and** diet for maximum benefits. One doesn't work without the other.

Body Language

A man's body language is a very powerful communications mechanism. You give off waves of information about yourself by the way you walk, and by the way you stand still. Just by the way you choose to face a person, you can communicate your personality and feelings.

If you were to watch two men walking down the street, one a very confident, successful player, and the other a fairly quiet "average" guy, at first glance you'd think they looked pretty much the same. But take another look... They are not as much alike as they may appear.

These slight differences in posture are all very subtle, and they speak volumes about you:

- Level of confidence
- Mood
- Self-concept (opinion of yourself)
- Focus (are you introverted or extroverted)

There have been studies performed on women with respect to victimization. One of the findings of these studies is that women who were raped communicated their "victim" status by means of their body language. The rapists knew how to pick their targets by the way they carried themselves. They could actually figure out which women would and would not fight back.

NOTE!

[-- Page 111 --] I am not stating that the rape was the victim's fault, or that she "asked for it" in any way. What I am trying to communicate is that some women appear as more accessible targets to men who are able to "sense" this victim body language. Just like the ruthless predators of the wild, they can pick out a target from a pack by the signals they give off. Hunched shoulders, a meek or timid demeanor – all these signals are there for the would-be sexual predator.

An Alpha Man's body language is always **strong**. Here are some of the traits you must display:

- Head held up high, not looking down at the ground
- Stands straight, with an erect spine. No slouching.
- Makes eye contact strongly and regularly with everyone he talks to or any woman he passes on the street. No nervous, darting eyes.
- Reasonably quick gait, not hurried but with intention and *purpose*.
- Slow hand gestures – if you were to observe him explaining something, you'd be captivated by the way he uses his hands to illustrate a concept
- Smiles occasionally, but not in the manner of a goofball or idiot.

When talking to women, he knows when to smile and when to keep a serious expression. Too much smiling can come across as supplication or approval seeking. He doesn't smile for approval; he smiles to *show* his approval.

- Breathes deeply, from the stomach or diaphragm.
- Is confident enough to stand with his arms at his side while waiting or standing casually. Avoids crossing his arms, as this is a closed stance that keeps people away.
- Leans back slightly when talking to women. Leaning toward her seems too eager.
- Not afraid to make occasional physical contact (momentary touching) with women to let them know he's confident and secure in his sexuality.

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- Avoids nervous ticks, like playing with his hair, or fidgeting with a pen. He holds a purposeful stance that doesn't appear nervous (even if he is nervous inside.)

The Alpha Handshake

And Alpha Man has a strong and confident handshake. When you shake hands with men, you squeeze firmly, not to break his hand, but to let him know that he does not intimidate you.

When you shake hands with a woman, you still have to shake her hand firmly, but less than you would with another man. Don't let her get away with a "limp fish" shake. Here's the Alpha Man handshake for a woman you're just meeting: Take her hand and clasp it gently in the one you initially offer her. Then take your other hand and gently clasp it over hers for just one second, sandwiching her hand between yours. Then pull both hands away. (Only do this if your hands are dry and warm. Always warm up your hands if you know you're going to be introduced to a woman.) Clapping her hand sends an enormous message of your dominance when executed correctly.

The way you part with a woman at the end of an evening (*just the first night you meet a woman, say at a party or out on the town) is

with a quick hug. They may offer you their hand again, but you just move in and give them a short but sincere hug. I always use the excuse, "Oh, come on, I'm Italian, we need hugs." They always laugh and give me a warm hug in return.

Woman's Intuition

Now think about women for a moment. They have exceptionally refined sense of intuition.

Intuition is actually just a high-performing sense of **attention to detail**. When a woman says she's using her "intuition," mostly she's saying that she is picking up a million small details of behavior and words, and her subconscious mind is processing them to tell her what to do, or **not** do.

[-- Page 113 --] When she talks with a man, she's taking down mental notes about how he looks, where he puts his hands, how he stands, how he leans, where he looks, what tone of voice and words he uses, and so on. After tallying up all these indicators, she then makes a decision of what to do with this guy. Does she go out with him? Sleep with him? Ditch him?

Based on dozens of these interactions, she will refine this skill into an ability to "read" guys based on their visual and sub-visual cues. If she has a bunch of bad experiences with guys who seem "nice" at first, but later turn out to be boring and unchallenging, she now associates that profile with "No way!" If she has a bunch of thrilling and highly charged experiences with guys who tease her and show no need for her approval, her association with that type is, "Yeah! Bring it on!" This, fellow Alpha Men, is what "*women's intuition*" really is.

So how can a man avoid falling victim to her uncanny ability to read their intentions and behaviors?

First off, recognize that 95% of all guys are **unbelievably** obvious about their intentions. They think they're being all cool and clever, but they're being so blatantly stupid with their body language and sexual communication that they don't even get to first base most of the time.

I'm going to review some of the body language that an Alpha Man should strive for, and I'll tell you a little about what she sees in these behaviors.

1) Upright posture. Head up, looking straight forward. Chest out.

She wants to see a man who has a good posture and shows physical traits indicative of a man who can protect her as well as her children.

2) Purposeful walk. Not too slow, but not speed walking like old people in the mall.

A brisk walk shows intention and that you've got somewhere to be. You're not just aimlessly wandering the streets looking for something to come to you.

You're out *going after what you want*. Find a "strut" that helps you communicate your presence.

3) Direct eye contact.

If there's just one of these that I could highlight as being imperative for you to work on, it's this one. The eyes truly are the seat of the soul. Eyes [-- Page 114 --] communicate an immense amount about you. From where you look to how long you hold her gaze. We'll discuss this again later in this section.

4) Smoothness of gestures.

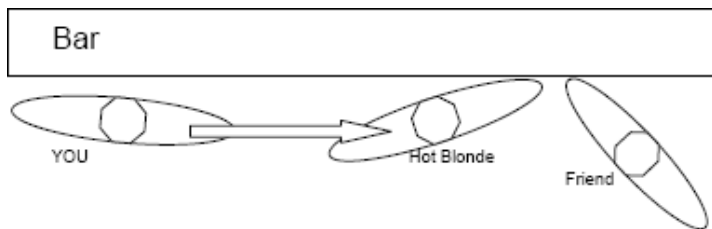
When standing or interacting face-to-face, use very slow motions of the hands. The body should move like liquid. Avoid darting, fast gestures, as these communicate a hurriedness, an insecurity about yourself. Slowness communicates assuredness. Calm. Poise.

5) **Facing angle – directness** A lot is said about a person's interest by the way they face someone. When you stand directly across from someone, with your body completely square with theirs (face is forward, body is facing them, and toes are pointed at them) you are communicating complete attention and focus. This is often too much for a woman you've just met, since it over-states the obvious – that you're interested in her.

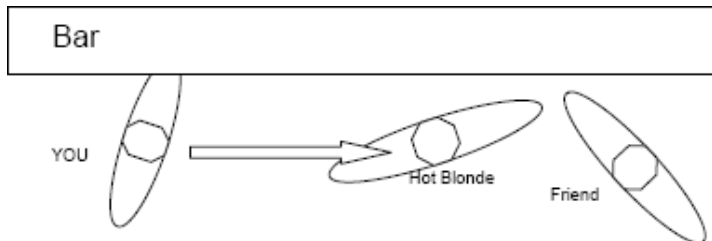
On the other hand, facing too far away from them will communicate that you are not interested at all. You see this kind of communication from women who are playing the traditional game of "hard-to-get" with guys they are testing for inferiority. They will look over their shoulder when they talk to you, or somehow avoid direct eye-contact or turning too much in response to you.

This is her way of saying, "I get this all the time, so you better be different than the last few guys or I'm not going to really give you any attention." I recommend you get a feel for this and use it to send the same signals back to women. Here's how: At a bar, you walk up to get a drink. There's a hot blonde giggling and giggling with her friend next to you. You look over your right shoulder at her and say: "Hey, do you have the time?" No smile or overly-friendly behavior from you. Here's what this looks like from above:

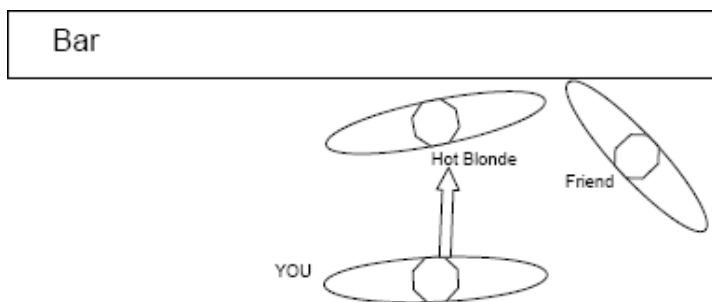
[-- Page 115 --]



As you can see, by keeping an angle, you don't "telegraph" your intentions to her. This is where a lot of guys come on too strong with really hot women. Compare this to the diagram below:



Or even this one:



Which is a lot worse, primarily because of the overt attention placed on her. In some cases this attention can be fine, as in a situation where she may have called you over, or seems like she is giving you clear IOIs (Indication Of Interest).

But for the really gorgeous babes, this will not work. They've got more attention than they'll ever need. You can only separate yourself from the pack Bar Hot Blonde Friend YOU Bar Hot Blonde Friend YOU Bar Hot Blonde Friend YOU **[-- Page 116 --]** by communicating superiority and value. (And when the time is right, you will maneuver yourself more directly into her line of sight and speak directly to her.) What kind of man casually asks for the time over his shoulder? The kind of man who isn't desperate for what she's got. And that, my friend, will spark her curiosity like nothing else.

6) Interaction space When you talk with other people, where do you stand in relation to them? Are you at a distance, outside arm's reach? Or are you in close?

Much of this is decided by your culture. In some countries, it is considered rude to stand too close, while in others, it's rude to stand too far away. In the United States, we observe a certain "personal bubble" around people that we stay outside of as a rule. It would be considered strange to walk up and stand within a foot or so of a person if there wasn't a need, or a familiarity with that person. The typical personal bubble for an American is arm's length.

A confident Alpha Man can sense a woman's comfort zone and stay just inside it. As he gains rapport and familiarity, he can move in closer as needed. The best affect is achieved when he learns how to move in close enough to get her curious, then pull away for a time to get her wanting to know more. This is an extension of the "push-pull" system covered later.

7) Touch After working with the space between two people, you should learn how to use touch. Alpha Men know that – *in a way* – what they touch, they **own**. It's a subtle communication that only men who are leaders and commanders of others will do. Most men are too timid to touch women (and other men, for that matter.) You must learn how to touch both men and women in ways that expresses your power and influence.

Eye Contact

The way you use your eyes is a primary indication of your status in the pack. If you can hold prolonged eye contact, you immediately communicate Alpha status.

[-- Page 117 --] Eyes are a primary focal point of a person's presence in any conversation. We center our attention there, because that is where most of us experience the world. We take

most of our experiences through them, and we look at other's eyes as an indicator of what *their* experience is.

Animals, for example, use eye contact to determine almost immediately if another male is going to compete with them for dominance. If you've ever been to a zoo with a pen of male gorillas, you know that they tell you not to make direct eye contact with them, because you risk agitating them and sending them into a fury.

ALPHA EXERCISE: Practice Eye contact every single day. Here are some good ways of doing this:

1) Lock eye contact with yourself in the mirror. You might find that you can only do this for a few minutes at a time before you break into a grin and have to look away.

I used to avoid looking myself in the eye. Then, after repetition, I started holding a stare, and I got pretty good after a while. You should aim for holding your own stare in the mirror for at least a couple minutes without changing your expression.

Here's a little interesting trivia for you: Did you know that you can't see your eyes move in a mirror? Try it. You have a blind spot in your vision that prevents you from seeing your own eyes move. (You can fake it by moving your head instead of your eyes, but that's cheating.)

2) Practice on people you pass on the street. First wear mirrored sunglasses.

Try to make eye contact with them, safe in the knowledge that they can't see your eyes. Watch how other people manage their own eye contact.

3) Lock eyes for real. Without any sunglasses, try to make eye contact with every woman you see on the street. Hold it for as long as you can. Give them a nod and a smile if that helps. You should practice this until you get to the point where you can lock looks with them until they break it first. In most cases, she'll look down from your stare, which is a sign of submission. (Not always a sign of interest, mind you, but it is a good sign of your dominance.) Learn to enjoy it when a woman looks away in embarrassment. I love it when I can prove my dominance by laser-beaming my presence into a woman.

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Relax!

I'm about to impart upon you the most important foundation of conveying selfconfidence with women (and anyone, for that matter.) Of all the things you can possibly do to enhance and improve your image as an Alpha, this one thing will have the most impact – across the board.

You have to learn to **relax**.

Now, I think a lot of guys out there may think they know what relaxation is, and may even believe that they are genuinely relaxed around women, but the fact is that most all of us have to consciously force ourselves to relax. It is not a natural state for men when they get around women or into situations that seem risky. But you simply must.

When you're relaxed:

- You are alert, more so than when you're jumping around and bouncing off the walls with too much attention. If your mind is racing too fast, you will lose control on the turns.
- You are in complete emotional control. If you are relaxed, her words may test your state of mind, but you will not be provoked to emotional outburst. (An emotional outburst is absolutely the last thing you want to have with a woman.)
- Your body language is much more fluid and poetic. You will be more seductive and relaxed, and she will pick up on this energy, which will in turn put her at ease. Note how James Bond moves in all his movies: he is always relaxed and controlled, even when he has to move quickly. His body language is never spastic.
- Your mind is more attuned to the present moment. When you are with a woman, you need all your faculties focused on the situation in front of you, not daydreaming or zipping around the cosmos. If she doesn't feel your attention is in the present, it will also push her away. There's a term used by jet fighter pilots: **Situational Awareness**. It means simply that you understand *where you are, who and what is around you, and where threats may be located*. In this way, you can always be responsive to the circumstances that may present themselves.

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- A man who is reacting from his stress response is always at a disadvantage. Stress will force you to resort to the most primitive of reactive mechanisms. Your lizard brain will be more prone to fighter- flight behavior than it will be to breaking down the situation and acting on it intelligently. You'll also abandon all the skills you learned.

- When you're relaxed, you feel more confident. The two are synonymous. If you are nervous, you lack confidence, and you'll be broadcasting that through your nervous system and out to her through your mannerisms.

Use the meditation methods I described earlier to bring you to this relaxed state.

Especially focus on the correct breathing patterns. This next exercise will help you take the meditation to the next level – **mental rehearsal**.

ALPHA EXERCISE: You may want to enhance this technique with music of some kind. Obviously, techno or deep house dance music is probably not going to achieve the desired results.

Something New Age or light Jazz will help you get the right mindset. I suggest you use the same music every time so that you can condition yourself to fall into this state much faster.

Sit in an upright chair, one that isn't too comfortable. This will help you avoid falling asleep during the process. Shut off the phone and any other distractions.

What you do is this: Imagine yourself in a situation of high anxiety, one that causes you a great deal of nervousness. For most guys, a situation where you have to go talk to a beautiful woman who is with her friends is one of the most stressful a guy can imagine. Picture the scene completely, from the giggling of the girls to the color of their drinks and fingernails. Picture them as clearly and realistically as possible.

Now imagine yourself walking up to them, but they are not aware of your approach. You are totally safe from detection. You can even stand within a few inches of them and not feel a fear of discovery. You can hear what they're talking about, and you can even smell a hint of their perfume from here.

If at any point in this exercise you start to feel the nervousness that usually accompanies this situation, take a moment to check your position. Are your hands tensing up? Relax them. Are you breathing faster? Slow it down. Is your mouth dry?

[-- Page 120 --] Take a second to sip some water. You don't want to re-enter the mental state without bringing yourself down to a level of calm relaxation. You should feel no different than you would if you were talking to some of your friends from work. Imagine anything you need to in order to keep these women in perspective in such a way that you don't feel the usual stress or nervousness.

Now imagine that they are actually aware of your presence. Pretend that you are a guardian, or a bodyguard sent to ensure their safety. They're not ignoring you, but they're just comfortable with you nearby. They were just talking about old sixties comedies they like to watch on cable, like "Gilligan's Island," or "The Brady Bunch." You take this opportunity to add something to the conversation. "Do you girls like 'Bewitched' or 'I Dream of Jeanie' better?" you ask them. "Oh, yeah," one of them says. "I loved Bewitched so much more." And the other girl smiles and winks at you, wiggling her nose like Samantha did on the old TV show.

Did you feel that warm thrill of acceptance when they took you into their conversation and started talking to you? YOU generated that feeling, not them.

Remember that, because you can summon that feeling any time you need in order to give yourself acceptance at any time.

Extend this exercise by changing the situation to progressively more and more uncomfortable ones. I originally started out years ago with just the meeting scenario, and now I'm at the point where I imagine how I'd handle it if I just appeared naked in the middle of Times Square. Pretty silly, huh? But can you imagine a more heart-pounding situation? If you can handle walking naked down a city block and reduce that fear to where you could actually handle it, you're well along the path to Alpha Manhood.

Shyness – The Alpha Inhibitor

This is perhaps the most limiting Alpha Blocker there is. Shyness is an imagined state of mind that has no place in the Alpha Man's character.

What is shyness?

It's the irrational fear of other people based on a feeling of insecurity in yourself.

Some parents and other sources have tried to make shyness look like a "cute," positive trait in little boys, but it is not. Shyness is the one thing that will turn a guy into a whimpering maggot, and deny him the company of a woman for most of his life.

[-- Page 121 --] Harsh words? Maybe. But I want to stomp any possibility out of your mind that your "shyness" is an endearing or attractive trait to women. It isn't, and never will be, no matter what you may have heard from other well-meaning females out there.

I don't know how this belief got started, or how it perpetuated, but it's absolutely unattractive in a man. It paints him as unable to exert his masculine force, and brands him as a guy a woman would have to work on to get to an acceptable level. Some women will do

this, but what ends up happening in most cases is that they take over the male role and own the relationship.

My father recognized this in me at an early age and did his best to pull me out of my shell of shyness. I'm glad he did, because I could have been a real lost cause if I didn't find a way to project my personality and overcome it. (Again, this is something that we need **male** role models to help us with.) Not every Alpha Man has to be a crowd-pleasing extrovert, but he should have an acceptable level of confidence that allows him to interact in most social situations. Shyness is not a part of the Alpha Man gameplan.

Impatience – The Alpha Killer

Oh, if I could just demonstrate this one pitfall that all men fall into and how it kills your chances with women.

As part of the **Dating Dynamics** and **Seduction Method** operations, I regularly answer emails from customers during the process of answering questions or handling any number of other customer service issues. One thing that distresses me most is the level of impatience I encounter in my dealings. I can literally tell by the emails they send me and the tone of the writing as to what is screwing up their game with women. It's also the other half of the last issue we covered, relaxation.

You see, most guys aren't relaxed around women, and they come across with an air of *impatience*. You feel it in waves from them, in their attitudes and their words and their intentions. And when a woman feels impatience, she can translate it into the next few dates with you with amazing accuracy:

- You'll call too often

- You'll ask her a lot of questions to try and "figure out" where you stand with her

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- You'll be touchy-feely too much and too soon

- You'll try to kiss her before she's ready

- You'll push her for sex too early

She can map this whole thing out to the last frame of the picture, the one that reads "The End," and she knows the whole plot in between. She's got no reason to watch this movie again, so you'll get turned down before anything can even get started.

Impatience is communicated in so many ways that you'll never be able to spot them all. In fact, if you suspect you *might* be impatient at times, chances are this is a problem area for you with women. Start learning the golden trait of patience with women, because it will pay you in so many dividends that you cannot imagine.

Now, a better way to describe this is to turn this negative into a positive for you to grab onto: Alpha Men are **unbelievably patient**.

Now, patience comes from a secure attitude toward life. We won't feel the need to act impatiently if we're sure we'll come out on top no matter what. If we're insecure, we'll want to "lock something in" and get it "for sure" as quickly as possible to overcome our insecurity. On the other hand, if we're secure, we know that everything will work out, and stressing about it now will only make our desired result that much harder to obtain.

Think about the guys you know with good Alpha Man attitude. Are any of them running around worried that they're not going to get a date with this woman or that woman? Hell, no! They know, deep under their skin, that **they've** got the goods, and any woman that doesn't recognize this is the loser. So he acts with supreme patience.

He was going to call her up the other day, but it just kept slipping his mind. He's not stressed about any one woman, so he can just wait it out a couple days, calling when *he's* ready.

The impatient guy, on the other hand, gets a phone number and he wants to call her right away. If he's been lucky enough to get this Alpha Man training, he knows that he shouldn't, so he waits a day. But, oh man, does that day seem to take for-fucking-ever!

He counts the minutes until he can dial her number, and by the time he does, he's so wired from restraining himself that he's tripping over his words, rushing to ask her out.

As they used to say on that old television show, "Kung fu":

Patience, grasshopper!

[-- Page 123 --] This kind of anxious, gotta-get-it-quick attitude is the mark of an insecure man.

Otherwise known as NOT Alpha.

It's really very hard to wait *too long* with a woman. Sure, once you get the hang of this, if you slip and let something slide for a couple weeks, you're bound to lose a woman's interest, but in the end it will do so much more for you to go to this extreme than the other extreme where you call her too soon or too frequently.

ALPHA STRATEGY: *Experiment with delayed gratification.*

The next time you have the opportunity to pounce on something that you want, experiment with holding back from it for a while. For instance, when I get something in the mail that I've been waiting on, I make it a point to put it on the table and walk away from it

for a while. I try not to open it for a couple hours. I mean, I've already got it, right?

I can wait a little while.

I also do this when I go to the store to pick something up that I really want to buy, like a movie that's just come out on DVD. I'll walk past it and not touch it. Then I'll pick it up later and put it back. Then I'll deliberately wait until someone else has picked one up and taken theirs before I get my copy.

Small exercises like this teach your nervous system that it *can* be more patient.

The longer you can wait, the more self-discipline you're instilling in your mind.

Then, the next time you get a phone number from a hot babe, you can learn to wait a couple days before calling her. You don't need to rush right home and start planning for the date. Just take it one step at a time.

Eventually you should be able to delay your need for "reward" longer and longer.

And that is one of the most effective indications of long-term success in any area, from business to success with women.

[-- Page 124 --] Social Status/Social Perception

Another important concept for you to accept and utilize is that a woman will look at an Alpha Man for his social status and their place in the "pecking order" to determine how she's going to be attracted to him. In other words, all other factors being equal, a woman wants a man in proportion to his currently perceived social status.

If you're a janitor earning minimum wage, a woman is going to have some reluctance at thinking of you as "relationship material." (If that's what you're looking for.) Men are judged on their social status as harshly as women are judged for their looks.

But, luckily for us, perceptions can be changed and altered by behavior, and a woman's looks can only be changed or improved with three or more beers.

The key to this is to always drive up a woman's attraction for you with other Alpha behavior before she gets to learn what it is you do for a living. If you want to "hook" a good woman, you need to get her crazy for you, enough that it doesn't matter to her if you have a job transporting hazardous waste or running an investment bank.

(In fact, I have a female relative who was in this exact situation. She married a guy that did hazardous waste cleanup. How did he nab her? By being a real MAN, and not caring about any of his shortfalls. He never thought she was out of his league.) If you look closely, you'll see this from time to time. Lots of women fall for guys they might not have "logically" chosen as mates, but they know that they were attracted by his other Alpha characteristics.

Now, some guys may argue that you can't be a "true" Alpha Man if he's employed in a low-status position. I disagree, as long as the man is working on aspirations to raise him above the level of his job. You have to have passions that drive you beyond your station in life, and also are actively **working** on attaining them. The bus driver that just dreams of that great novel or going back to night school is not an Alpha. He's a dreamer. Dreams need action to take flight.

One of the side-effects of this Alpha Man work you're doing in this book is that if you make many of the changes I suggest, you'll find your own dissatisfaction with your position will appear and you'll begin to want more out of life for yourself.

Now, keep this in mind: A woman does not feel attraction for a man that she senses is lower in status than her.

Or, put another way, **A woman is attracted to a man she feels is more powerful than her.**

[-- Page 125 --] She wants to feel that you have more power than her. This reassures her that you're capable of protecting and providing for her. It also demonstrates that you have better genetics than the other guys out there, and that she's better off bonding with you.

You Better Be Able to Walk Away

I'll slip in one more principle here before we move on: If you want to play with the big dogs, you have to be willing to play with the same stakes they do. The Alphas never sit down with a woman without the **total** and **immediate** ability to get up and walk away at *any time*.

It's the same principle as when you want to haggle over the price of something. If the seller smells that you want the item he's selling enough, he knows you won't really bluff. You can't haggle unless you are willing to walk away empty handed at any moment. Otherwise, they know you're playing scared.

And you'll lose.

Women can smell this ten times better than the street merchants, so you have to work to build your ability to just walk away when the time comes.

The Politics Of Hagglng

In 2004, I traveled to China to take part in some training and ceremonies at the Shaolin Temple in China. I observed something very interesting on my trip that relates to your "buying power" with women.

During the trip, I got to do some fun haggling with the street vendors and small shops. They sell these trinkets like fake Rolex watches and some genuine North Face gear. Now, I'm sure you know that you can negotiate prices down just about anywhere you shop (including here in America). I was getting great deals on name brand stuff.

Yeah, and there was some junk, too...

But what I found very cool was that the dynamic of interaction with these vendors illustrates many concepts that are applicable with women. Here's a short list of things I discovered while perfecting my haggling ability: **[-- Page 126 --]**

1) Don't show too much interest.

If you found something you liked at a booth, you had to be careful not to show them how much you liked it. If you picked it up and showed a lot of interest, they knew you were hooked before you even started haggling over the price.

I watched one guy who had made this mistake. He picked up a couple books he wanted and proceeded to try and work the price down. You could see by how he held the books that he had already decided to buy them, which meant that the vendor could be a lot more difficult with the price. He looked as if he already owned the books, so that meant the guy selling them didn't have to lower his price much at all.

The best tactic was to pretend as if you were actually only *slightly* interested in what you wanted to buy. I went to several booths and just scanned my eyes over the merchandise, not letting on what it was that I actually wanted. I casually worked my way around to the items I was interested in without letting them know I was looking to buy them. The more they thought I was just "looking," the more interested they were in selling to me, because I might move on at any second.

2) You have to be willing to walk.

We just covered this one. If you can't walk away from the table and risk losing the thing you want, you cannot get the best prices. Inevitably, a vendor would lower his price if you put down the object you were interested in and started to move away, as if you had lost interest. They would always come back with another lower offer to keep you there.

The person with the most desire would lose in the battle of the wills.

3) Let them lower the price first.

If you let the seller start the bidding for the item you want, they'll set a price that's anywhere from 2-10 times as much as you can get for it. The first thing they want to know after they tell you the price is what *you* want to offer. Once you offer a number, you really can't go lower than that, and they'll know how to deal with you. It prevents you from going too low on them. And most people will feel bad about offering too small a price, even if it's the most fair.

But if you get them to push the price down before you make an offer, you're in a far better position. You've demonstrated that they are willing to reduce the price, as well as put yourself in a position of power.

[-- Page 127 --] So, I always treated the first offering price as if it was totally unfair and unrealistic. I got them to see that I wasn't interested in a price that high, and they'd have to work to get me interested. This got them to understand that I wasn't a sucker.

4) Let them know you can get the same thing somewhere else.

We worked out a buddy system that helped us get a lower price. Whenever we saw a friend haggling over an item, we listened for their last offer. Then, we swooped in and said, "Hey, no way, dude. I just paid only \$25 over there. C'mon, I'll take you." And right then, the vendor would jump in with a competitive price. They knew that they had to match it or risk losing you.

5) The sellers always let you think you got away with a deal, even if you were paying three times higher than the lowest they would have gone.

Value is a perception. They would make you work hard to make them lower the price, and even if you only talked them down a few dollars, you felt like you got a much better deal. Also, if you let the vendor feel like it was agony paying whatever price they offered, they would lower theirs.

The process of haggling and working down a price was actually a very simple game. If you know what you're doing, you can apply these principles to your dating and seduction approach.

Here's how to use these strategies:

1) Don't show too much interest.

A woman doesn't want to feel like you just fell in love at first sight. She wants to know you're interested, and you'll have the most success when you can hold back on letting her know how much you are interested in her.

This is where most guys screw it up with beautiful women. They show too much interest and lose their value because they're no challenge at all. If she thinks you want her too much, you're going to lose your leverage.

2) You have to be willing to walk away.

[-- Page 128 --] You need to be able to walk away from *any* woman. This includes the one you're dating or even married to. A person values what they have much more if they know they could lose it at any time. They also realize that a person with the ability to leave is someone worth holding on to.

3) Let her lower her price first.

If you pay her asking price (through her level of maintenance that she demonstrates with her behavior) you'll be locked into a situation where you have no power. She'll own you because you are willing to pay whatever she asks, and this is just like desperation. When someone agrees too readily to your price, you are always left wondering, "Would they have paid more?" Get her to lower her price (maintenance level) before you even think about taking ownership of a losing situation.

4) Let them know you can get the same value elsewhere.

Never be afraid to let a woman think you've got other "products" you're interested in. This will change her perception of your value as a buyer, as well as her perception of her own value when she realizes that you have options.

If she thinks that you think you're in a scarcity situation, she knows she has the supply, and all you have is demand. But if there is competition – good, healthy competition – you will stand a much better chance of keeping some level of posture and dignity.

5) Never act as if you're the one getting the "deal." You always act like the other person is the one getting the great deal in the transaction. If you are too happy to be standing in her shadow, you're obviously not an Alpha to her, and she'll pick up on this and get rid of you. You have to be completely confident that you'll get what *you* want from this deal.

Using these haggling principles, we were able to get t-shirts for around \$1 or \$2 each, a name brand outdoor jacket for about \$8 (instead of over \$100), and other bargains too numerous to mention.

If you use these principles with women, you can get the same kind of bargains in the dating and seduction world.

[-- Page 129 --]

Hyper-vigilance

Ooh. That's a big word, huh?

What does that mean? "Hyper-vigilance"?

This is a fancy way of saying that when men become aware of how this game of seduction is played, they tend to get a little paranoid that they're doing the right things at the right time. It's easy to start watching every single move you make and getting worried that you're doing things right or wrong. This is not the position you want to be in.

This relates back to what I explained about relaxation. You need to maintain a balance between self-observation and your comfort level in any circumstance. I won't promise you that it's easy, but it is critical to your overall game.

Let me explain with an example: I played guitar for many years. I used to learn all the heavy metal stuff from the 1980s, you know, the fast guitar solos that were so cool to watch. I got pretty fast myself, and I learned that there is a unique frame of mind you need to be in when you play a solo. First of all, you're working with scales, which are notes that fit in with the key of the song you're playing. In the C Major scale, there is no D# (D sharp) note, so playing it – or the chord – would sound out of place. That's why a bad singer can really make you wince when they don't hit the right note. It stands out like a naked lady at a dog show.

When you're playing these guitar scales very fast, you have to turn off the part of your mind that is monitoring the notes you're playing. If you try to think about *every single note*, you'll find yourself tripping up and slowing down, and before you know it you're way off from the song. You just have to be willing to let fly with a flurry of notes, and hit as many on-key as you can. You may not get them all, but after a while your confidence grows, and you stop thinking about avoiding the bad notes, and you just go after the good ones.

It really means – once again – that you have to **relax**, let go of your need to watch everything you do. Let go of your need to make everything perfect. *Mistakes will happen*, and you'll never avoid them all. In fact, the only way to really handle a mistake is to have an attitude that says you didn't care that you made it.

Get it?

[-- Page 130 --] So while you read this information, keep in the back of your head that you're going to get really excited about the new tactics and strategies, and you're even going to spot a lot of things you've been doing wrong all this time. That's okay. You'll probably still keep making a lot of those mistakes even after you figure them out and do a lot of forehead slapping.

What I don't want you to do is become so self-aware that you freeze up and second-guess everything you do. It's better to get in the game and make a lot of errors than it is to sit on the bench and avoid all of them.

Obsession

Here is another of man's great failings with women. When a woman has her Alpha game together (remember that women can be Alphas, too), and she challenges us in just the right way – being distant and aloof while still giving us hope – we become obsessed with having her.

I hear it every day in the emails I receive. The one question I get all the time goes something like this: "I met the girl of my dreams! She's perfect for me. We went out a few times, but now she doesn't return my calls. She sent me an email telling me she just wants to be friends. How do I get her back?" And I have a dent in my forehead where I keep slapping it. Men are obsessed with getting the one that got away. Men love a challenge as much as women do, but they don't know when the challenge is unhealthy instead of harmful.

When you fail to attract a woman in the right way, from the very start, you lose the opportunity you had with her. Her feelings change from interested to "forget it." It's like having milk that you didn't drink fast enough, and now it's gone sour. You can't unsour the milk.

The real danger is that many would-be Alpha Men *keep chasing* these women.

The truth is that the energy they use to keep pursuing these women, even if they were able to totally clean up their act and start behaving secure and interesting to her, would be ten times as much effort as they need to attract a new woman the right way from the start. The most dangerous part of this situation is that their obsession actually hurts their Alpha abilities over the long run.

[-- Page 131 --] The obsession takes hold, and makes them cling and attach to one woman, driving her off. This heightens their feelings of panic, and the cycle is reinforced. You've probably had this happen to you. I think every guy has.

You might have even heard this phenomenon described as "trying too hard." This is the lower end of the obsession spectrum. What's happening is you're paying **too much** attention to her. It comes through in subtle ways, like leaning too close, touching her too soon, keeping too much eye contact, sending emails that sound too eager, etc.

The point of avoiding the obsessed appearance is to go the other direction – to almost look as if you don't care. If you can come across so that your persona and talk sound *effortless*, you'll be getting a big part of the puzzle figured out. (Remember, you must **relax** to make it seem effortless.) **ALPHA STRATEGY:** When you feel the first pulls of obsession tugging on you, you need to find a distraction. We'll cover this part of an Alpha Man's life in the section called "Passion," but for now you need to have a hobby or involving activity that you can fall back on to pull your attention away from *her*. It doesn't matter if it's going to the gym, watching old movies, writing songs, or even if it's shopping. The important thing is to not let your mind dwell on her. The more you *think* about her, the more you are becoming *attracted* to her, because you aren't focusing on the negatives about her, only the positives. No one daydreams about a woman being disgusting or bad in bed.

The real Alpha Man knows that you have to reverse this process. You need to get **her** thinking about **you** more than you think about her so that **her** attraction develops and keeps you in balance.

The best way to do this is to make sure she gets reminders of you from time to time that do not require you to make personal contact with her. You can send emails, but make them almost too short. (If you spend too much time writing them, it sends an obvious signal to her that you're interested and probably obsessing.) You can call her, but make them seductive and enticing voice messages.

Be very careful to hold back in the early stages, and you'll give her the space she needs to feel free to move in on you much sooner. Don't spoil this for her! She wants to have the gut wrenching "does he want me" game played all the way to the end.

[-- Page 132 --] The primary difference you must accommodate to seduce women is this: **WOMEN want to feel emotional depth and connection first, which makes them feel safe enough to want sexual pleasure later.**

MEN want to feel sexual pleasure first which makes them feel safe enough to want emotional connection later.

Monogamy, Polygamy, what these women do to me...

Remember, an Alpha man does not immediately focus his attentions on one woman too quickly. It's a distorting and illusion-creating phenomenon. Here's how it works:

- A man gets interested in a woman
- He starts becoming focused on only her, perhaps due to guilt about "dating more than one woman," or he's afraid she'll disapprove
- She behaves in ways that tell him he's not the only one she's seeing
- He begins to obsess about her
- He pays too much attention to her and starts to become clingy and needy
- She senses the extra attention and loses a little interest. At first, it's not enough to put her off him entirely, but she does find that she needs a "break."
- He senses her pull away, and then worry and fear start to nag at him. "Uh-oh," he thinks. "What's going on? Why didn't she return my call?" (This is the official start of the obsession.)
- He starts to increase his attention and steps in closer again. He's looking for a "sign" that she's still interested.
- She backs off *more* when he moves in closer.
- He moves in even closer to make sure he doesn't "lose her." [-- Page 133 --]

- She gets smothered, scared, and completely disappears, not returning phone calls or emails for several days. Sometimes she'll even no-show on a date.

- He makes a few urgent calls to find out what's going on, leaving voicemail messages, even sending text messages to her cell phone. Why won't she respond?

- She finally calls him and tells him she's not interested in seeing him anymore. They should "just be friends." Sometimes she'll even say that she's met someone and she just wants to see this new guy.

- He's crushed. He can't sleep. He wants to "win her back," and he'll do anything to get her. She's perfect. **What happened???**

The ugly part about this situation is that all of this can happen between one really great meeting with a woman and before the next date. Sometimes just a day or two.

It's *that* quick.

Sometimes this obsession is so subtle at first that he believes that he's behaving "normal" to her, but she can sense the extra attention and how "available" he is. It might start out as responding to phone calls or emails too quickly. Or maybe he makes one too many phone calls over the course of the week. It becomes too difficult for him to leave her alone and ignore her a little while because she's the only thing on his mind.

Focusing on one woman too soon is always the kiss of death for a man, except in those situations where both of them are so insecure that their sudden infatuation satisfies each of their needs for attention. They need to be needed, so their clingy and needy tendencies feel like "love." This is not a good situation.

However, in most cases, the man just loses his perspective, thinking that an *apparently* nice and normal gal is suddenly the most unbelievable and perfect woman for him. He has no real frame of comparison, so this is another illusion created by his distorted thoughts. He knows nothing about her, but falls so head-over-heels that he convinces himself that she's the "one." (It's not just men that do this. Women also get obsessive and clingy.) The fact is that monogamy is a double-standard during the dating process.

Women behave as if they're only interested in men that are "monogamous," but the truth is that they are attracted to the man that has many women interested in him. And she'll fight to get the one she wants. Society tells us that women are supposed to be [-- Page 134 --] more willing to settle for one man, but the reality is that it's supposed to be okay for her to see as many guys as she wants.

What you have to do as an Alpha Man is avoid this trap. You have to always be dating **at least** two women to keep your attitude fresh and your air of independence strong. You wouldn't dream of buying the first car you walk up to on a lot, so why would you want to settle down with the first woman you date? Do you have only one pair of shoes? One tie? Do you only look at one movie ad when you're trying to decide what to go see?

You have to have many **options** in the beginning, and then, as the women show their true nature to you, you can then better make a decision as to who you would want as a steady girlfriend. Your favorite will rise to the top of the bunch naturally. And you'll be keeping a healthy perspective in the process.

Usually this obsessive tendency comes from a fear of loss, and a belief that the women who want you are scarce. The more you believe that you have limited opportunities, the more likely you are to settle. And this sense that you have limited opportunities usually comes from a fear of introducing yourself to the many millions of women all around you. Once you overcome the hurdle of meeting these women, you'll find a radical turnaround in your attitude.

[-- Page 135 --]

Never Ask for Permission – OR Forgiveness

There's a good saying that I live by: It's easier to ask for forgiveness than permission. Meaning, it's better to do what you're going to do and get it done, risking disapproval, than it is to ask for permission in the first place. Because, chances are that if you try to get permission first, you'll be turned down.

Life is filled with opportunities missed because of a lack of initiative. To wait for other people to give you permission to live your life is living like a slave. No one else will have your best interests in mind the way you will. You must always remember that.

An Alpha Man will not walk up to a woman and ask her permission to sit down.

Asking for permission is seeking approval. What you're really saying when you ask her, "Can I sit next to you?" is "I need your permission before I will act on my desire to be near you and show you that I'm a man." You **don't ask**, you just **sit down and start talking**.

"Can I talk to you?" another guy asks.

Oh, geez, another damn wimp, she thinks to herself. "Oh, uh, sure," she says, because she's too nice to say no and hurt your feelings. But she'll make an excuse to leave at the first opportunity. "Do you want to go somewhere a little more quiet?" another guy asks, instead of taking her hand and saying, "C'mon, let's get out of here." If she asks where he's taking her, he says, "Don't worry, it'll be fun." It's when he behaves like he's doing something wrong from the start, acting a little nervous that she might "see through" his intentions, that **she** starts to get nervous, too.

And an Alpha Man also knows that he should ... [-- Page 136 --]

Never Apologize

Earlier I said above that I live by the saying "it's easier to ask for forgiveness than permission", but I had to re-think the last part. Because I've found that it's just as important to know when **not** to ask for forgiveness, even when you over-step your boundaries. Sometimes you have to know that it's okay to be wrong and *not* seek anyone else's forgiveness. The ability to forgive assumes that they have power over you, and an Alpha Man does not accept someone else's authority to forgive him anything. Only **he** has the right to forgive himself.

Alpha Men know that apologies are almost **always** a losing strategy. In most of the situations that a Beta Guy will apologize, he is working against his value as a man.

Now don't interpret this to mean that if you do something that is terribly wrong that you shouldn't offer some sort of apology from time to time. I'm not talking about that. Unless you're a total idiot or a sociopath, you'll know when these situations come up. If you spill a drink on her, apologize. That was dumb. If you wreck her car, that would probably demand an apology.

What I'm referring to are all the times you say you're "sorry" when you don't need to. Nice guys – *Beta Guys* – are simply way too damn apologetic.

"I'm sorry to hear that..." "I'm sorry your day was so bad ..." "I'm sorry your girlfriend didn't call ..." "I'm sorry you're in a bad mood ..." *Sorry, sorry, sorry.*

All they are is **SORRY**.

You need to pull in the reins on this sorry business before you start apologizing for all the atrocities of mankind.

"I'm sorry men are rapists." "I'm sorry men are so violent." "I'm sorry men are only after sex..." [-- Page 137 --] "I'm sorry for looking at your breasts." "I'm sorry for my boner poking you in the leg." It's a defensive "one-down" posture that will ensure that you never become an Alpha Man. You start to take on the collective guilt of the entire human race, and somehow you feel that you are at fault, or at least part of the problem. And by apologizing you lower yourself in status, implying that the person you are apologizing too has *the power to grant forgiveness*.

I see this most often in the faces of men who grew up with a mother or father that beat down their self-esteem from the earliest age. Or they had parents that never worked to increase it. Or maybe they were easily shamed. These are smart guys who have a *sensitive emotional nature*, but with no real fighting instinct to turn it into positive Alpha Man energy.

ALPHA STRATEGY: Turn it around.

What you have to do is learn to withhold the impulse to apologize. Most times, men who are apologizing are doing it for the wrong

reason, while the ones who don't apologize are actually doing all the things that they should be sorry for.

An Alpha Man does not make excuses or apologize for his behavior. It's never necessary. I'll give you an example: I was out meeting a woman for drinks once, and I got to the bar about an hour early. I wanted to get a beer and relax a little before she arrived. I made sure to get a good cold beer that I could make last for a while, and I watched a basketball game on the television. (*Always* be doing something else if you have to wait on a woman for any reason.

You want to be distracted when she arrives so that you don't look like you're just waiting on her.) The place got fairly crowded, and a gal next to me started up a conversation. I noticed she had a wedding ring on, so I wasn't going to push it anywhere, and I still didn't know when my other woman was going to arrive, but I also knew it was a good idea to be talking to other women. Not in an obvious come-on fashion, but purely friendly.

[-- Page 138 --] Well, the married woman went off to find her friends, and I noticed that my date was standing about ten feet away, but she wasn't approaching. I acted distracted again with the television, but finally I had to wave her over. She said that she saw me talking to the other woman and didn't want to interrupt.

Now nine out of ten guys would probably have apologized at this point. I didn't. I didn't have a reason to be sorry for talking to someone else. I said that I had been talking about layoffs and the whole job scene in San Francisco, and I left it at that. I knew that my date was a little jealous of this other woman, but I wasn't going to apologize for it. First of all, it wasn't my fault that the woman was chatting me up.

Second, it wasn't my fault that my date didn't come over to stake her claim. And third, I knew that while an apology might have seemed like the "nice" thing to do, it would also have ruined my posture with my date. Deep inside, she didn't want me to apologize, even if she was mad. Her anger was *her own problem*. She wasn't angry with me for being rude; she was angry with **herself** for not being the one talking to me and starting my interest. (I let her make it up to me later that evening by her car.

©) Apologies are rarely necessary, unless you've done something really bad, like make a joke about her mother who just died, or told her that her body reminds you of a liposuction article you just read. I'm going to assume that you've got about an ounce of common sense and can avoid this kind of screw up. Be polite, but be **strong**.

Forget Yourself

Generally speaking, I can sum up the Alpha Man's mental state in one concept, but it's a little complicated to explain. When I finally understood this, though, it pointed me clearly in the direction I needed to aim in my journey of self-improvement and growth.

The concept is this: When you reach a state where you are no longer concerned about yourself – that is, *when you forget yourself or you can take your own safe existence for granted* – you will have achieved a state that will allow you to be successful with and influence other people.

[-- Page 139 --] Consider what most people do all day long. They think about *themselves*. They worry about *themselves*. They're afraid for their insecurities and their shortcomings.

They are too preoccupied with *keeping themselves safe*.

Narcissism is the delusion that we are more important to the world than we really are. Many people have mistaken narcissism for self-centered behavior, but they're not the same. Selfish behavior is just a focus on yourself that doesn't take other people into account.

True narcissism is the belief that others are as attentive to our behaviors and faults as we are. That they see our mistakes and are all secretly taking pleasure in our problems.

Think about this for a bit. We all think that everyone is watching us and making judgments about us all day long, but the reality is that everyone else is too busy ... well, thinking about himself! No one really thinks about us as much as we might like to believe.

There's a story about a man who goes into a restaurant when he was in a particularly bad mood. As he's waiting to order, he sees a woman look at him with a nasty stare. He thinks, "What did I do to her? That bitch. I've got a good mind to tell her off." And he goes over to ask her in a rude voice, "What were you looking at?" She looks at him as if he just popped out of a can. "What do you mean?" she says. "I was looking at the waiter behind you who hasn't taken our orders yet." Ashamed, the man apologizes and returns to his table. He learned right then that as much as he wants it to be so, he isn't nearly as important to other people as he thought.

It may come as a big disappointment to some people (even though it should be really liberating and a source of joy when you realize this), but no one really gives a crap about your faults or your insecurities. Who has the time? And that's a good thing, because it

doesn't mean you have to be so concerned about what other people think about **you**. You can put aside your fear of rejection when you realize just how other people's opinions don't actually carry any weight. Sure, the cop who pulled you over might have an important opinion of you and your speeding, and you want your boss to think fairly well of you, but most everyone's opinion about you is completely and utterly **worthless**.

Hopefully, the point of this is clear. **The less you feel you need to protect or defend yourself, the more attractive you will be to other people**. You won't feel the need to argue with the blonde who makes a sassy comment to you. The less you'll feel the need to get into a confrontation with the guy in line for the rollercoaster who just can't seem to shut up.

[-- Page 140 --] When there's too much **YOU** to take care of and protect, you lose the ability to pay attention to others, and that's where your ability to influence other people will ultimately come from. That's where your seduction ability comes from. That's where your power to persuade as a leader will come from. Because you'll be able to abandon your own point of view to see things from another person's perspective.

The less you feel you need to protect or defend yourself, the more attractive you will be to other people.

[-- Page 141 --]

The Conversational Style of an Alpha

The language you use determines more about your life than you realize. In several studies of successful men, the single most relevant indicator of income for a man in life is the size of his ... vocabulary.

That's right. No single factor – education, upbringing, race, etc. – more clearly corresponded to his prosperity more than the power he holds over words and their meaning.

Why is this?

Well, the most important reason is that we *think* in words. Every concept you create in your head is made up of words and language. Therefore, it makes sense that the more words you know, the more complex concepts you are able to visualize. It's like having a set of Legos with only 10 blocks. You can make a few things, but not a heck of a lot. Now give that same kid a huge bucket of Legos, with all the different sizes and configurations, and now you can make a whole space station, or a city, or a race car, or ... **anything**. The possibilities are limitless.

The moral of this story is two-fold:

- 1) You want to give yourself the maximum potential, and that means expanding your vocabulary as much as you possibly can.
- 2) You want to take control of the words you use instead of letting them control you.

I subscribe to a dictionary email list that sends you a new word every day. I've found this is the easiest way to expand my vocabulary. It's not something that you can do passively; you need to use this new word somehow to make it stick in your head.

Otherwise, it will just fall out of your short-term memory and you'll lose it for good. Find a way to put new words into use as soon as you learn them to ensure their retention.

Another way to keep your vocabulary up is to **READ**. Read as many books as you can get your hands on. Another study of college graduates found that after leaving school, most (80+%) of all people did not read a single book afterwards. Even more distressing is that only a small percentage of readers ever get past the first couple chapters of any book.

[-- Page 142 --] The Alpha Man understands that he can't survive in a stagnant pool. He has to keep improving and growing and expanding his horizons. This means exposing yourself to learning at every opportunity. Scan the web for resources dedicated to subjects you're interested in. You'd be amazed at how much free information there is out there if you just know where to look and how to search for it.

ALPHA EXERCISE 1: I'm going to take this opportunity to advise you of two of the best ways to add time back into your life so that you can accomplish these new activities, and thereby add more time to do the things that improve your life. The extra time will allow you the opportunity to find a woman that complements your lifestyle. The extra time will let you learn more. The extra time will give you the chance to date more. You'll have the time to do what you know you need to do on this planet in the short time you have. The first change is simple: Get up one half-hour to one hour earlier every day.

You'll gain 7 hours a week, 28 hours a month, and over 350 hours a year. That's over 8 weeks of extra time for you each year! Don't waste time sleeping your life away. (As long as you're getting around 7-8 hours or so each night, chances are you're getting enough.) Take back the extra time and add it to your mornings or evenings. Use the time to do your planning, your improving, your reading – your Alpha Man work.

ALPHA EXERCISE 2: The second change is simple, but not necessarily *easy*: **Turn off your television.**

The average person watches over 7 hours of television each day! That's incredible. You can do with a little less television in your life, trust me. I have a home theater, but no cable. I indulge in about 3 or 4 movies each week – maximum. I use the remainder of the time I'd be spending with "Friends" on TV and spend it with *real* friends, instead. And I'd also be able to do all the work on my goals and development.

Hey, I understand – we all need our relaxation time after a long, hard day at work. It's tempting to turn on the Tivo and tune into someone else's more interesting life. But if you can just cut that television time in half, you'll gain more than just your time – you'll reclaim your *life*. You can choose your own life, or someone else's, but not both.

[-- Page 143 --]

Don't Ask Questions That Can Be Turned Down

One of the most important rules of persuasion (especially in sales) is that you have to be careful how you ask for things. You have to put more thought into how you ask questions of people.

For example, imagine what happens when you ask a woman this: "Do you want to go out on a date with me?" First of all, you're giving her a yes/no question. Very bad.

You're going to have to learn to guide people to the decisions that they want to make, and that you want them to make. Stop assuming that life is going to give to you without a little mental effort on your part. The only things that separate the winners from the losers in life are the amount of effort they put in and how smartly they use it.

Think.

THINK.

Thinkthinkthinkthinkthink.

Use your head for more than a hat-rack, as my seventh-grade Social Studies teacher used to say.

If there is one thing a man will go to any length to avoid, it's thinking.

So you should always consider what you're asking, and who you're asking it of.

Instead of asking a woman out directly, start by tuning into her favorite radio station: **WII-FM**. What's In It For Me?

That's what she's always asking. What's in it for me? Remember, people don't want to be around you solely because you're a great person. They're around you because you benefit them in some way. They like your looks, or your personality, or your money, or your advice, or something. They are with you because of what's in it for them. And you hang out with them for the same reasons. It's not selfish, it's just the way people are.

[-- Page 144 --] Here's a better way of asking that Pretty Blonde out for a date: "Hey, you know, I heard there's going to be a really great sale on CD's over at Amoeba's. I'm going down there this weekend, and I know you'll **love** their selection.

They've also got a great coffee place next door. Would you like to meet me there on Saturday or Sunday?" Let's break that down.

First of all, he pointed out benefits: a sale at the store, great selection, she'll like their stuff, great coffee place. All the things that make her think "Yes! Yes!" Second, he didn't ask her a question that is easy to deny. He gave her a choice: "Would you like to meet me there on Saturday or Sunday?" She now has to go out of her way to turn him down. She's got to make herself more uncomfortable if she feels she has to say no. And, he's also given her a choice that is *Yes* or *Yes*, not *Yes* or *No*.

And third, he made a very low-key offer to her. It wasn't a scary dinner date with a movie afterwards where they sit in the dark and hope there's no embarrassing sex scenes. He made it lighthearted and fun.

Smart, huh?

This works in almost ALL situations where you must pose a question to someone. If you ask your boss for the day off, don't ask: "Can I take a day off?" Instead, ask: "I need to take a day off. I realize you're short for staff, so I thought I'd make sure things worked out in advance. Friday is light, so I chose then. Or would you rather I take Monday instead?" Note that nowhere in there did he ask for permission. He *assumed* he was taking the day off, and it was only a matter of choosing when. Most guys who struggle with their Alpha Man Power cave in to other men. This is displaying submissiveness. You must assume your ability to take the power for yourself.

I had a friend at work, Steve, who had to share an office with another manager, Jeff. Since only one person could work in there at one time, they had to agree on a schedule. Steve – a very lowly Beta Dog – went up and asked him: "Jeff, when do you need to use

the office?" Jeff said, without missing a beat, "Monday through Friday. Eight to Five O'clock," and went back to his paperwork. Steve's posture slumped and you could see his tail drop between his legs. "Oh," he said. Steve cowered and walked away.

With a little coaching from some women in the office (never mind how utterly *humiliating* that he actually had to be advised on Alpha Man behavior from *women*), [-- Page 145 --] Steve decided to try again, only to be more assertive. He went back to Jeff and said, "Jeff, I need to use the office at least two or three days a week. How do you want to work this?" Jeff just shrugged and said, "I'll take Monday and Tuesday." Just another example of teaching other people how to treat you. Steve's question cut right to the win-win answer he wanted, and that's the only alternative he gave him.

His first question was weak and supplicating. His new question reframed the situation in a way that Jeff knew he had a challenge to answer.

In situations such as this, people like Jeff rarely put up a fight when they know they're not going to be able to walk over their adversaries. More often than not, their Alpha behavior is a weak bluff, and it blows away at the first signs of resistance.

Remember this rule: **Women want to feel slightly overpowered by a man, and they'll feel unconscious attraction for a man that they feel possesses power, in any form.**

Women are turned on by power. The smell of it is intoxicating to them. Why do you think a woman like Jacqueline Kennedy Onassis hooked up with men like John F.

Kennedy and Aristotle Onassis? Why do you think hot female actresses only get together with other actors? Why not the hot bodybuilder?

HINT: **Power.**

Women want to feel that you have a power, something that they can attach to and draw from. We'll cover power in more detail later, along with building a game plan for you to find and develop your own.

Don't Argue With Rhetoric

Def: Rhetorical Question- a question asked solely to produce an effect (especially to make an assertion) rather than to elicit a reply.

The first step in avoiding a trap is to be aware of its presence.

[-- Page 146 --] One of the most effective games a woman plays with guys to test their Alpha ability is to use the power of rhetorical statements. Let me illustrate: *GINA*: "Did you see that? He pulled her chair out for her. Nancy's boyfriend is so nice. He even calls her all the time, and brings her flowers. He's so romantic." *TOM*: "Hey, I call you all the time. I'm not an asshole, you know." *GINA*: "What do you mean? Who said you were an asshole?" *TOM*: "You just did. So tell me how I treat you so badly?" *GINA*: "You just don't get it. You don't even know, do you? You're always out with your friends, and you *never* call." * *TOM*: "You're on crack, skirt. I call you every few days." (Ugly confrontational shouting match starts here...) *

Note 1: The argument style of a woman is always to present her feelings, which are rarely based in fact – only her feelings. If you try to argue whatever evidence she presents, you automatically lose because she only does it to meet a man's need for examples. Avoid getting into a *facts vs. feelings* argument. It's a dead end.

* **Note 2:** A woman will tend to use absolutes in arguments to make her case seem stronger. "You **always**..." or "You **never**..." This is a tactic that will put you immediately on the defensive, which is always a losing position. If you argue over what she stated, that means that you're immediately guilty.

Did you notice how this argument started and progressed? She stated something without making a direct accusation, although it's implied in her words. Tom took the bait and assumed she was accusing him of not being as good as Nancy's boyfriend, thus starting the argument.

Of course, I made this example a bit more simplistic than it might actually occur, and I do not want to get into a drawn-out analysis of how women and men argue. I use this example to re-state that the best way to avoid arguments is to not get drawn into them in the first place. And this is one of a woman's primary tactics for baiting a man into arguments that he cannot win. Know the trap is there!

Here, on the other hand, is a better and confident way to handle this: [-- Page 147 --] *GINA*: "Did you see that? He pulled her chair out for her. Nancy's boyfriend is so nice. He even calls her all the time, and brings her flowers. He's so romantic." *TOM*: (Silence. Crickets chirp. Feet tap. Tom is attending to his own thoughts.) *GINA*: "Did you hear me?" *TOM*: "Yes, I heard you." (Continues to eat his meal, pours her more wine.) *GINA*: "He's just so *nice* to her." (More silence. Somewhere, far away, leaves rustle. More silence.) *GINA*: "Tom? Did you hear what I said?" *TOM*: "Did you ask a question? Or do you just want a confirmation that he's a good guy for Nancy?" *GINA*: "Oh, nevermind." I, personally, avoid the

trap of reacting to another person's rhetoric. This is a tactic from sales, where oftentimes a potential customer, wanting to haggle with you, will point out something in the hopes that they can get you to react defensively to their statement and give them a reason to either back out, or drive your price lower.

"I heard that Anderson's place is offering the same deal for \$280 instead of \$300." "A lot of places throw in a free membership." "I thought it was cheaper." A lot of would-be purchasers use this tactic of making statements in the hopes that you'll respond in defense. It's easier to make an unsubstantiated claim than it is to ask for what they want and be turned down. It's a way of "putting feelers" out there and not have to worry about rejection.

In the example above, Gina may or may not have been trying to make a point about Nancy's boyfriend, but if you respond to it as a comparison to you, you'll always feel as if you're starting out in a defensive situation. You'll have lost before you started.

[-- Page 148 --] Remember, never let yourself get baited. If you can avoid this trap before it's sprung, and avoid it enough times, she will stop testing you as frequently with this one.

She'll learn that you're in control, and she'll have to be more direct with you.

ALPHA TACTIC: Learn how to avoid being baited like this. Start right now to condition yourself to pause before responding to what a woman says. Most guys don't take enough time to craft a response before he answers with something off the top of his head. As a result, he gets drawn into conflicts with her rhetoric. Women are experts at social manipulation; that's one of their strengths they developed over the millennia.

Listen to what her words are saying, and then practice pausing before you give a response. A good way of handling this is to turn around and ask her a question right away to get her to clarify what she meant.

GINA: "Did you see that? He pulled her chair out for her. Nancy's boyfriend is so nice. He even calls her all the time, and brings her flowers. He's so romantic." *TOM:* "Do you consider that important? That he should call her all the time?" *GINA:* "Well, not all the time, but every so often." *TOM:* (Nodding, decides to put his own rhetorical statement out there.) "Cool. I'm doing good, then, since I called you three times this week." He winks and looks away, not waiting for her response.

Also learn this disarming tactic that will almost always soften her back up. I call it acting **confidently hurt**: *GINA:* "Did you see that? He pulled her chair out for her. Nancy's boyfriend is so nice. He even calls her all the time, and brings her flowers. He's so romantic." *TOM:* (pausing) "I have to apologize that I've been such a poor boyfriend. I must be doing something **terribly** wrong." (Knowing full well this isn't true. Remember that women are addicted to that Walt Disney Fairytale Romance they were sold as little girls, so they see all the "new" romance around them and dream of the "wine and roses.") **[-- Page 149 --]** *GINA:* (a little shocked) "What do you mean?" *TOM:* "Well, you compliment Nancy's boyfriend, so I must not be doing a good job at pleasing you. I'm sorry for that." *GINA:* "Oh, no, it's not like that at all... I just wanted to ..." *TOM:* "I mean, if this isn't working for you, let me know. It sounds like you're really unhappy." *GINA:* "No! Not at all. You're fine! I was just noticing how he treats her.

Sometimes he can be kind of mean to her, too." And listen as she starts to re-sell herself on how you're *not* a bad boyfriend, she's not appreciative, she's sorry, and then she'll be able to tell you what the real meaning was behind her bringing it up in the first place.

The best way to demonstrate to a beautiful woman that you are the best thing for her is to show her how ready you are to get up and walk away. Women always appreciate something more if it is *easy to lose*. They will also work harder to keep it.

The most critical element of pulling off this disarming technique is that you have to be able to deliver that statement about apologizing for being a poor boyfriend without sounding whiney or cry-baby. It has to be delivered with conviction and confidence.

Even in your apology you can say with complete congruence that you don't **really** believe you're a bad boyfriend, and this is a complete shock to you, *and* you're even prepared to accept it if it is true. But, of course, inside, you know it can't be.

Part of pulling this off is not looking to her to confirm or deny what you said. You made the interpretation, and you're not looking for her approval of your statement. Just go forward and act as though you've made a decision – and that another decision may be imminent: That you may have to walk away from her since you aren't giving her what she wants.

Feel me here? It takes a lot of self-focus and conviction so that you come across with just the right level of believability and sureness. Even if you found out you *are* a loser, you're prepared to take necessary action to remedy the situation, and that you wouldn't **act**

like a wimpy loser – *even if that was what you found yourself out to be.*

Does that sound tricky? It's not really that hard. You can see the occasional example of this technique in the movies if you want to see how this works. In the movie "Wall Street," Charlie Sheen gets in an argument with his father, Martin Sheen, in the elevator. He tells his dad that at least he had the guts to go out in the world and stake his claim. Martin Sheen just glares at him for a second, and then he says, "Well, if you **[-- Page 150 --]** think that, I must have done a terrible job as a father." And he looks appropriately hurt, but you can also see in his eyes that he knows this isn't true.

The way he delivers this line is similar to how you act confidently hurt when a woman implies something about you. Women rarely tell you exactly what they're thinking (in fact, almost **never**.) And that's their tactic to get you to dance to their song.

You have to have your own tactic to avoid being pulled into this kind of defensive stance.

The way to win an argument with a woman is not to win over her, but instead focus on **not losing**.

ALPHA TACTIC 1: The way you're suckered in to an argument is when you ask, "What's wrong?" and she says, "Nothing." But you know damn well there is. Then you *keep asking*, because you know she wants you to *keep asking* and make it all better. And if you do, she's manipulated you into a defensive posture. You're now dancing to HER music.

Every guy out there who's dated a woman for longer than a few months knows this trick by heart.

Instead, when a woman pulls the "Nothing..." approach with you, you set her straight like this: "Okay, I'm going to ask one more time, and we're going to get this cleared up. If you say there's nothing wrong, then there's nothing wrong, and I won't ask again. I won't play the 'nothing' game. You're a big girl, and you don't need me to pry it out of you. So, one last time – is there anything wrong?" Then let her explain. Don't become her psychologist, asking questions and pulling the information out of her. She has to learn how to communicate like a big girl, and you can help by breaking her of these bad habits she learned from dating Beta Guys.

ALPHA TACTIC 2: [-- Page 151 --] When a woman comes to you and says, "We need to talk," you're in for another defensive situation. She's immediately put you in the hot chair so that whatever is said puts you on the defense. Don't let this happen. Here's what you say: "No, not right now. If you have something you want to talk about it, you just start talking about it. If you ever come up to me with that phrase again, I won't talk with you. If you've got something to say, you can just **say it**. Do we understand each other?" You see, by coming to you in that way, it's another clever psychological manipulation she's using that makes you the "bad little boy" that has to be "talked to" about something. You're on her terms and dancing to her song again.

Don't Listen TOO Much

Beware the advice that says you should *always* be listening to a woman on dates. Sometimes we get into a negative cycle with the chatterbox women of the world by letting them dominate the conversation. You should pay attention, but not give her a license to own all the talk.

You should always be sure to have your say in a conversation. Don't let only her conversational issues dominate the talk. There are a lot of women who won't get around to asking you about *you*. They jabber on and on and on about their job, their family, their problems, sometimes just out of nervousness. And in the end, when she thinks back, you still want to be sure you communicated a little of who you are to her.

- Don't let her interrupt you too many times. Demand your equal space in the conversation. If she interrupts you, say: "Hang on, let me finish," and then finish. Don't be controlling, but be *firm*.

- Don't let her change the subject too far from what you were talking about. Pull things back around, because that will show her you have a good sense of control.

- Complete your thoughts, even if she doesn't let you. You have to be sure to get a little of your own point of view across. Don't be too aggressive, but be *assertive*. Make it clear you've got your own point of view.

- If she returns to a topic you do not want to discuss (or a question you do not want to answer), you must be clear that you **[-- Page 152 --]** are not going to talk about it, and why. Again, don't be a dick, but make it clear what your feelings are.

Frustration

An Alpha Man understands this critical principle of male-female interactions: **Women love sexual tension, as it raises their feelings of excitement and novelty.**

You see, most interactions between men and women tend to follow the same pattern:

- 1) Boy sees girl
- 2) Boy says hi to girl
- 3) Girl says hi back to see what boy will do
- 4) Boy bores the shit out of girl
- 5) Girl tells boy she's got to go, or she's got a boyfriend, or anything she can to gently let this guy down, without saying, "You bored the shit out of me!"

Frustration is what an Alpha Man injects into conversation and interactions with women to let them know that:

- A) He's in control - She's not going to be able to "own" him
- B) He's confident enough to take the lead
- C) He knows how to please her by teasing her

Frustration does not mean taunting her until she gets pissed off. It's a very precise amount of tension that you raise in her so that she's having enough **fun** with the interaction that she gets more interested in you. You inject this frustration by using several techniques designed to build up the sexual tension over the course of a conversation.

[-- Page 153 --] Your conversations with women should contain at least the following:

1) Teasing – This is where you bust her chops to raise her sexual frustration level. When men become frustrated, we become angry. When women become frustrated in a positive way, they get sexually excited.

2) Pausing – Learn how to hesitate to give yourself a real presence.

3) Unanswered questions and unfinished stories – Thus leaving her hanging and wanting more.

4) Sexually suggestive topics of conversation – But without making her the subject of them. Only refer to other people and situations. USE WITH CARE.

5) Drama, drama, drama 6) Humor, Humor, Humor And *leave out* the following:

1) Compliments – Only one compliment should be given early in the meeting, and that's for her appearance, if she looks like she worked to make herself look nice for you.

2) Direct statements of your interest in her – Do not tell her you "really like her," or "think she's great," or any of that. She would much rather find out from your actions, not your words. If you tell her, you're an easy kill.

3) Feedback hooks – A lot of guys try to get a woman to tell him she's interested in him by dropping clever hints or suggestive comments. He might say something like, "Yeah, well even if you're not interested in me, that's okay." Which is a loser way of saying, "Now you're supposed to say, 'Oh, no, I really am interested in you!'" Don't go there. You'll appear insecure and childish.

4) Discussion of your old girlfriends – Obvious.

5) Discussion of her old boyfriends – Obvious.

6) Too much detail about you – The way to get a woman interested in you is to leave out more than you put in. Less is more. The less you tell her about you, the more mystery is created. Don't make it ridiculously hard, but don't give up all the juicy details. Men who talk too much have no mystique and no selfcontrol.

(This also includes bragging, by the way.) **[-- Page 154 --]**

Frustration is constructive, and you should work to put it in every conversation you have with a woman. Beware that you don't mistake certain forms of female *frustration* for anger – and vice-versa. Women sometimes pout and stomp their feet to get their way, just like little bratty girls. (This is most common with really attractive women, by the way.) You can't give in to her in these situations. It's a test of your boundaries. A woman feels safe when there are boundaries set around her that she knows will be held in place. This is how she establishes trust in you.

Alpha Men always pass these tests by not giving in to a woman's anger. A woman wants to know that you've got the confidence to stand your ground, and that's what her tests try to uncover.

Now, let's cover the 4 items I listed above that you need to have in your conversations to jack up the frustration:

1. Teasing

Think about how you use your own creative energy, or your physical energy. We sometimes put this energy into our exercise, such as Triathlons and weightlifting. Or, you may be like me, a frustrated writer that needs to pour his mind out on paper as a form of mental therapy.

What about sexual energy? Any guy that's spent a couple weeks celibate knows what I mean by this kind of energy, and you know it's real, too. There are days of sexual frustration where you wake up and shut off your alarm with a roundhouse kick, and then you go to work and belt out about thirty pages of spreadsheets, upgrade the workstations on five floors, and it's not even 7:30 in the morning.

For a woman, sexual energy is less about immediate and direct gratification.

Most of the women I have known do not get "horny" the way a guy does. She'll do this only after she's broken down some of her trust barriers with a man and can feel safe and secure about putting her more primal physical desires out there. When a woman gets horny, it's still a game, and it's one she feels in complete control of. Sexual attraction is a switch for women, and it's an avalanche for men. She can turn hers off quickly, but once **you** get going, bubba... Now, think about frustration for a guy. When a guy gets frustrated from his goal, what happens? When you find yourself thwarted at every turn, what emotion begins to rear its head?

You get *angry*.

Men are hardwired by the testosterone in their bloodstream to feel aggression when they are held back from their desires. They get pissed, and then they are prone to **[-- Page 155 --]** get very aggressive. Now, luckily for modern civilization, we don't always act on this feeling, but if you look around you I think you'll agree that we still let that frustration find its natural outlet. I get frustrated at certain things in my life, and I'll feel the old Incredible Hulk syndrome start to kick in. (Even if I can't turn green and kick as much ass as the Hulk can.) How do women react to frustration?

Have you ever watched a woman when she gets flustered and teased? Have you seen how she behaves? I'll be honest, it's almost embarrassingly primitive and childish.

First, the women gets excited. It looks a lot like anger, but it's not. It's a delicious cocktail of emotional energy.

And then the woman gets **turned on**.

She doesn't even realize it, but it's there. You see, women have an entirely different reaction to their frustration, and it's not like our male aggression. It's a form of female aggression, called *sexual excitement*. She can't get rid of her frustrated energy any other way.

Here's an example from a field report that I sent out in a newsletter some time ago. It's a textbook perfect example of how to raise the level of frustration to get a woman hot for you: I was celebrating a birthday party with some friends, and I got the chance to interact with a gal I'd never met before. Cute, young, redhead, perky, with a great outgoing attitude. Her ass was nice, too.

She was a prime candidate to hit on. I didn't really have the opportunity to follow through with a seduction because I was there with another girl, but I wanted to see what I could do with this redhead to turn her on. I used something that worked like a charm with her, and it demonstrates how powerful busting a woman's chops – or *teasing* – really is.

She talked about where she grew up (Germany), and that she had just relocated to San Francisco from the Midwest. She also mentioned that she'd just bought a Subaru. Now, I always joke with women that I've heard that Subarus are owned more by lesbians than any other group. They find this funny and just weird enough to go along with me.

(And please keep in mind that I'm not bashing gay people at all when I use this as a teasing point.) **[-- Page 156 --]** Well, I could see that she was a little concerned about her sexual self-image, so I kept coming back to the topic, joking and busting her balls on it, hard. I found her teasing point and leaned in on her.

"So, are you going to get a rainbow sticker for the back?" I asked her. (The gay flag.) She'd scowl and hit my arm. This is a sure-fire indicator that a woman is digging you, by the way, when she play-fights and play-slaps like this.

And I kept building it up: "Well, since you came out here from the Midwest, to a place like California, you must have known you could hang out with more affectionate women here. You know, the kind that wouldn't mind *experimenting*. Just don't try to get me in a threesome." She laughed along with this and we went on to other topics. Somehow, though, the discussion came back around to four-wheel drive vehicles.

"I suppose the airbag in a Subaru deploys in two sections," I said, holding my hands in front of my chest to indicate that they'd be like breasts. "It would be like being nurtured in a woman's bosoms." She replied, "Okay, you need to back off on the Subaru now." But I could see that this was working on her. She wasn't used to a guy putting her on the defense. A woman will seem irritated as a way to test you and see if you'll cave in when she gets mad at you. (And you flunk if you do.) "Hey," I said, "It's okay if you're having a few issues figuring out which gender is the one you want. You've come to the right city to work out your feelings. There's nothing wrong with that. I, for example, am a flaming heterosexual. Which probably puts you out of the running for my attention, but I'm sure I can hook you up." I winked, letting her know I was looking for a woman to pair her up with.

And again, I could see that she was in heaven - heavenly *frustration*, that is.

When a woman feels that level of frustration, she cannot act on it the way a man does, which is to get pissed and start a fight.

When a woman gets frustrated, she gets *energized*, and if you learn this technique thoroughly, you'll know how to divert that kind of excitement and tension into **sex**. Keep it fun and she'll play with you for long time.

2. Pausing [-- Page 157 --]

Pauses are a way of demonstrating confidence. When you place a constructive pause in your speech, you show that you are thoughtful and controlled. You don't just throw words about like someone tossing confetti in the air.

Practice this by finding places in your conversation to stop dead and leave spaces to have an affect. One place is right after you ask her a question. "So do you want to know what she said to him then?" She says, "Yeah!" And you just smile and look into her eyes while she fidgets. She'll be on the edge of her seat. And you wait until she says, "Well???!!" Build up the tension in the conversation, and let it go when you feel it's about to explode. It's like taking one of those toy cars you rub on the floor to get the wheels going, and revving it up until the wheels are screaming, then you put it down and let it race off.

Pauses get her emotionally involved and just a *little* frustrated, once again.

3. Unanswered questions and unfinished stories

Just like the pause above, you can get her constructively frustrated by leaving a really interesting story unfinished and jumping to a new one that is interesting, or even jumping to another activity like reading her palm.

What you do is tell her a really interesting story that gets her curious and involved, and then find a way to interrupt it. Maybe you have to go use the restroom in the middle. Or you decide you want to order a beer. This gives her a space to psychologically reach out to you, like a beggar saying, "Give it to me!" Unfinished questions work much the same way, only you just refuse to answer a question, or refuse to tell her some important fact that you've been teasing her about.

"You know why you should never wear perfume on the inside of your elbows, don't you?" She says, "No, why?" And you just smirk and shrug, as if she should know. "Oh, I just can't believe you don't know that." And you hold it back for a while.

She'll probably pull the "Fine, I don't want to know" tactic on you. But you have to keep bringing it up and teasing her with the ending she wants to know.

Stacking is when you leave one story unfinished to start another, and maybe even a third, and then tie up the loose ends by finishing them one by one. This one takes some advanced skill, and you should only start with one story, then work to two stories, then more later. You can easily kill any interest if you put too much out there and not resolve it the right way.

[-- Page 158 --] (By the way, I don't really have a reason for not putting perfume on the inside of elbows, but the women don't know that... and I'll bet you were wondering, too!)

4. Sexually suggestive topics

This one has to be handled with care. A lot of guys bring up sex far too early in conversations with women and blow themselves right out of the water. I'd suggest that any guys who do not feel secure in their new Alpha Man shell hold back from using this one if possible, because you actually stand more chances of turning her **off** than on if you screw it up.

However, if you're really willing to play with the fire, you need to use this technique to raise the tension level.

First of all, make sure you've achieved a decent level of rapport with a woman before going into this territory. If you've just started a conversation, or things aren't genuinely warm between you and her, **don't use this**. You'll kill your seduction right there. Get a degree of warmth and trust from her, as well as some Indications of Interest (IOI) from her, like her touching your arm, or positive body language.

What you're doing here is indicating your comfort with your own sexuality. If you can bring up sexual topics in a way that does not hint that you want to sleep with her, but shows that you are a sexual man capable of talking about sex, she'll be more interested. The key to this one is to steer clear of saying anything that might be considered a suggestion that you want to take her back to your place and get her into bed.

What you do is bring up a sexually charged topic, almost reluctantly. Start by saying something like, "I've been curious about something, but ... oh, uh, nevermind. I better not." Now what will she do? She'll bug you to tell her. Put up a little fake reluctance.

HIM: "Oh, I don't know if I should."

HER: "Oh, *come on*."

HIM: "I dunno, you're a little young. You might be offended by ... mature subjects." (A little tease.)

This part is critical, because once *she* pushes you for more, she's getting the idea that it might be a hot topic, and this is her giving you permission to talk about it.

[-- Page 159 --] The next step is to bring up a sexual situation of a hypothetical friend of yours: "I have this lady friend of mine who is complaining that her current boyfriend isn't ... uhm, giving her enough (whisper) *oral sex*. She thinks he might be shy and isn't taking the hint enough. How do women hint that sort of thing?" And then watch her reaction. If she opens up and talks freely, you've just succeeded in getting her to accept the thought of sex, and discussing it with you. She'll even tell you what you need to know when she wants it from you.

Most women don't want to even go near the subject of sex with a person they don't feel comfortable with. So if she steers off the topic, or seems uncomfortable, let it go and switch to a fun subject again.

Most times, however, you can take this conversation into some really sexually charged areas. Just make sure you don't **push** the conversation in that direction, and no hint dropping. Just *lead* her there, and let her pull you along. Even take the opportunity to tease her for having a dirty mind while you're at it.

5. DRAMA, DRAMA, DRAMA

Conversations are most interesting to women when they've got drama in them.

What is drama?

Drama is emotionally charged conflict or tension.

It can be as simple as talking about a celebrity situation in the news. Or even a situation where a friend of yours is cheating on someone. Or someone is involved in an office romance. Or a story about someone that's stalking a friend of yours. If there was a celebrity involved and you could publish it in a tabloid magazine, it's drama.

Drama is all around you. You just have to take something of human interest and magnify the emotions surrounding it to make it more interesting. There's drama in that woman that was yelling at her kids in the store checkout line. There's drama in the guy that sings opera from across the street every day. It's up to you to find the parts that appeal to her sense of interest.

Just listen to what women talk about all the time. Take a look at the covers of the women's magazines. Read the "gossip" columns about celebrities. This is stuff she can sink her teeth into. She's not interested in the latest plasma televisions because there's no real drama there ... except maybe in her ability to get one and put it in her apartment. She doesn't care about the technology, but she might care about having one of her own if she thinks it's cool.

[-- Page 160 --] (Secret: Women don't desire physical possessions except to obtain the status and function that those possessions provide her. With the exception of clothes and shoes, of course.) A lot of guys tend to steer the conversation to black-and-white factual conversations rather than the fun topics, the ones where you can interpret things in different ways. That's **drama**. Women love those subjects more than any other, and drama fulfills that need.

You should steer far away from her own family drama, or any personal emotional drama of hers, because chances are there are a lot of negative emotions hiding in there that you don't want to uncover. Stick to other people's drama to have the right affect. If she starts telling you her personal drama, change the topic before you become her therapist.

6. HUMOR, HUMOR, HUMOR

This one goes without saying. Make your conversation with women as fun and funny as you can. Inject humor at every chance. Women love humor, and they love to laugh.

Allow me state this in another way: Humor = Fun.

Humor turns her on.

Humor will get you laid.

And a sense of humor communicates so much more about a man that she needs to see and feel. We'll cover humor again later in several sections of this book.

Voice Exercises

An Alpha Man projects his confidence through the careful use of his voice. Don't neglect a little warm-up before you go out to meet women. Your voice is an instrument, and you should treat it with respect. Here are a few exercises that will get your voice and speech primed for the event.

[-- Page 161 --] **ALPHA EXERCISE 1: Tongue Twisters** You want to keep your tongue as loose as possible, and not get tripped up over your own words. Your mouth needs warming up (especially if it's going to be working on Ms. Hot Lips later). What I do before meeting up with a woman is to go through a series of tongue

twisters to get my speaking ability up to par. Here are the ones I use:

- She sells sea shells by the sea shore
- Rubber Baby Buggy Bumpers
- The big black bug bled blue blood
- Tommy told two tall tales
- I saw Susie sitting in a shoeshine shop. Where she sits she shines, and where she shines she sits.

Run through them a few times and you'll find it helps you to keep from tripping over your own words. (And get her to say them at some point. It's another way to get her laughing and having fun.)

ALPHA EXERCISE 2: Stretches Between each of the tongue-twisters, stretch your tongue, lips, and mouth out.

Make exaggerated expressions in the mirror to loosen up your face.

- Pull your lips back tightly.
- Push your tongue out. Work it around
- Make exaggerated yawning expressions to loosen the muscles of the face and neck.
- Push your jaw out and pull it back in several times. Work it sideto-side.

ALPHA EXERCISE 3: Resonance Take a minute or two to warm up your vocal chords. Start humming along with a song you're familiar with. Notice how you automatically hum up in your mouth. Now, push the humming down into your throat. Feel the difference in the depth of the sound and the resonance.

[-- Page 162 --] Then, when you've gotten the hang of humming from your throat, push it down even further into your chest, all the way to your diaphragm. You should now feel the humming from the center of your chest. The sound will still come from your vocal chords, but your chest will vibrate slightly at a point just beneath your lungs.

When you're able to start humming from this point, you will also be able to deepen your voice, avoiding any nasal overtones. You will sound ten times more commanding and powerful with a deep, resonant voice. If you have to, I even suggest you take a few voice lessons for training. When you can speak with a powerful tone, you'll get many more women (and men) to pay attention to you.

ALPHA EXERCISE 4: Projection A good voice should be able to project across a room without sounding like you're shouting. This comes from the same place that you use for the resonance exercise above – the diaphragm. It's also a bit trickier to control because it's easy to find yourself yelling instead of projecting.

This is a combination of focusing your voice (aiming it), raising the volume slightly, and using your resonance to give your voice some dynamic range. This is best practiced with a recorder of some kind, with a microphone placed at a distance. Practice talking in different volumes that work for your voice until you can feel like you're not yelling as much as *pushing* your voice out.

ALPHA EXERCISE 5: Animation/Emphasis Part of what livens up your presentation when you speak is your physical animation, as well as the way you vary the tone and emphasis of your words. You want to use your body, hands, gestures, tone, etc., to accentuate certain portions of what you're saying. It adds to the emphasis and the interest level of the recipient.

This will sound silly, but one way to practice this involves a dog or cat, if you have one. What you do is talk to your pet about something that you might discuss with a woman. Use your hands and vocal tone to make it as interesting sounding as you can.

You have to keep the attention of your pet for at least five minutes or so. If your dog or cat walks off in mid-sentence, you flunk and you need to start again.

Pets are notoriously easy to bore, and short on attention span. If you can master this ability to keep a pet interested, especially when they really only understand vocal emphasis and visual cues, you'll have really developed a powerful style of **[-- Page 163 --]** communication. You'll keep any audience interested in even the most boring story if you use the right combination of gestures and vocal tone.

(And don't tell me you'd feel embarrassed talking to your dog or cat. We all do it.)

It's just not something we reveal to our friends. Don't worry, I won't tell.) A variation on this is to get a recorder of some kind and tape your voice. Review the recording and grade it on the voice characteristics. If **you** sound dull to you, think of what *she* must be going through.

You should also use a video camera to record your appearance. Watch for nervous gestures and vocal tics. You want to smooth out your presentation so that you could even present the nightly news, if you were ever asked. Think of it as auditioning, and let yourself get freaky. (Just be sure to erase the tape before your friends put it up on the Internet.)

ALPHA EXERCISE 6: Pausing/Pacing There's a Zen saying that it's not the notes that make music – it's

the space in *between* them. It's not the bars that make a prison, it's the space *between* them.

It's the same thing with your speech. Proper pacing is essential. You want to speak *slowly* when you're talking with women. 1) Because you'll seem more thoughtful and introspective, 2) You'll seem more in control, 3) You'll seem like you're not in a hurry or anxious/nervous.

It really is easy to get excited when you talk to women. You get this surge of energy just from interacting with a good-looking babe. Your heart speeds up. Your breathing becomes shorter. You find yourself licking your lips and your mouth drying out. You have to get over this performance anxiety and relax to be effective.

Get out a book or magazine with a few paragraphs that you can read aloud. As you read them, try to find the places where pauses work, and stick them in. Maybe even make an emphasis with your hands. Then, also figure out where the best places are to speed up for a second, then slow back down. Repeat these paragraphs several times, until you can read them so convincingly that someone would swear you were making it up on the fly.

Use this technique when you're with a woman and you want to impress her with your ability to present yourself. Inserting pauses is a way of building dramatic tension in your words, and all great speeches have used it.

(Go online and search for an audio clip of Winston Churchill's famous speech to the British about "We shall fight them on the beaches." Listen to the way he uses **[-- Page 164 --]** pauses in this great speech. Listen to speeches by Martin Luther King, Jr. In fact, listen to *any* great speaker and you'll get tons of examples of this.) **[-- Page 165 --]**

Pain Threshold

I was at the dentist recently to get my teeth cleaned. My teeth are in very good condition overall, but one of my back gums had begun to bleed a little. They offered to use a topical and a local anesthesia for the cleaning process because it might be a little "uncomfortable." I decided against it, partly out of the added cost, but mostly because I thought that it couldn't be *that* bad. And it wasn't really painful at all.

During the cleaning, the dentist asked me several times if I was okay, am I all right, etc. I didn't feel that much, not really even a sting. When it was over, I wondered how many people they administer anesthesia to unnecessarily, or just out of plain wimpiness. Oh, I know that there's a lot of dental work that you better be knocked out for, but a lot of it is routine and pretty tame. The dental crew at the office acted as if my decision to avoid the heavy anesthesia was some kind of heroism.

The point to my story is that you should understand that a man's threshold of pain must always be as high as possible. Your threshold is the point where you wave your hands and say, "Enough!" Or where you call in the drugs or anesthetic. And I'm not talking about physical pain as much as mental pain.

You should be able to hold up under a great deal of emotional and psychological pain as well. One of the male gender roles that we have to bear is that men must be much more resilient in terms of our *emotional endurance*. We have to be prepared to support not just our own low moods, but the other people in our life as well. A woman looks to her man to provide support and **strength**.

Male Emotional Strength

There are a lot of "feel-good" bookstore therapists out there that want you to believe that you can and should embrace the feminine side of your personality. "Show your feelings," they say. "Tell her how you *feel*." There is a place for us to "experience" our feelings, and we should not strive to suppress them. If the pressure becomes too much, even the strongest bottle will crack.

However, it is up to you to monitor your own release valve so that this does not happen.

Don't get caught up in the propaganda that says that men can now give up on the behaviors that have kept them alive for centuries. They need to remember that the things we've been doing for centuries that attracted women to us didn't become obsolete just because of the changes we've made in society and women's equality.

[-- Page 166 --] Women didn't suddenly change their instinctual need for a real man over to a male pussy in the last thirty years.

However, this doesn't mean that we men don't learn how to *adapt*. The reason the dinosaurs became extinct was because they couldn't adjust to changes in their environment. Men today must also adapt to become more intelligent and savvy. Women are smarter than ever, and men need to sharpen their wits as well.

Some male behaviors will have to change. For example, it's no longer acceptable to make sexual jokes in the workplace, or appreciate a secretary with a firm, openhanded slap to the

buttocks. You have to observe new standards in the workplace, as well as in social situations.

Just be confident enough to recognize what a woman really **responds to** instead of what she just **says** she wants.

Give her what she really needs – an Alpha Man.

Perceived Value

If there is one thing that will ultimately determine your success with women, I would have to steer away from the usual cliché you hear about it being your "selfconfidence." I would normally tell a beginner at this game that it's all about confidence, but now that you're seeking *advanced* answers, I need to give you a little more to this truth than you've heard before.

You have self-confidence when you have a firmly developed sense of your own value.

In the end, women observe your behaviors, listen to your words, and they make subconscious and *pre-conscious* decisions about how they feel about you based on this evidence. Deep in the darkest part of her mind, she's evaluating your **value**, and that will be the primary determinant in how attracted she is to you.

I call this *Perceived Value*, or **PV** for short. And it works like this: Let's say Dan is walking down the street, and someone walks up to him with a flawless ten-carat diamond. The guy says he'll sell Dan this diamond for whatever money he has in his wallet, OR he'll sell him a lunch bag of food and water he's carrying [-- Page 167 --] for the same amount of money. Dan would first wonder if this seller was out of his mind, but he'd be interested. They both walk over to a diamond appraiser who tells Dan that this is a genuine diamond, of the highest quality and cut. He even mentions that it's worth over a million dollars, as is.

Dan pulls out his wallet and gladly hands over the \$20 he had in his wallet to the seller and he walks away with his find. He's a rich man, and it cost him next to nothing.

Now let's change the circumstances a little.

Dan is stranded in the desert, a hundred miles from any villages or settlements.

He's been without food or water for several days, and he knows that his time is running out. The same guy appears making the same crazy offer. He'll sell Dan this diamond for whatever money he has in his wallet, OR he'll sell him the lunch bag of food and water he's carrying for the same amount.

Knowing that the food and water will make the difference between life and death, Dan gladly hands over the money in his wallet to him for the lunch bag. He feels a little sad that he couldn't have gone for the diamond, but right now the food and water are going to save his life.

I ask you, which was more valuable, the diamond or the lunch bag? Of course, you'd have to say that it depends. To the starving Dan, the food and water were valuable – in fact *priceless*. To the Dan walking on the street, the diamond was valuable.

This is what is known as *perceived value*. Our concept of what something is worth is an individual experience. It is subject to circumstances, as well as individual needs.

With women, however, there are consistent behaviors that communicate this perceived value. For example, which do you think is perceived as more valuable to a woman:

- A man who barely meets her gaze, stutters, and has no sense of humor
- A man who talks with an air of assurance and poise, and makes everyone around him laugh

[-- Page 168 --] A no-brainer, right? The second guy obviously has more value to a woman.

How about this one:

- A man who calls a woman every day and tells her his feelings and how much he loves her
- A man who rarely calls her, often leaving her wondering where he is and what he thinks of her

It's a little bit of a trick question, but I think by now you know how this works. The second guy is perceived as the most valuable to her. He is obviously aloof, challenging, and leaves a woman guessing. While she would never admit this, she knows that he appears ten times more valuable to her than the other guy who leaves nothing to her imagination and no challenge.

Your job, my fellow Alpha Man, is to always radiate a higher level of Perceived Value to a woman. Everything you say or do will communicate this **PV** to a woman. And, as you increase your ability to A.M.P. things up by being more of an Alpha, you will be astounded at how women will pick up on this transmission of energy and flock to it, like moths to a porch light.

There are actions that increase PV, and these are **positive** PV factors. There are things you might do that *decrease* her attraction, and as a result your PV will drop.

Those are called **negative** PV factors.

Some of your actions will have an immediate affect on your PV with her. Others will be delayed. Some will be obvious; others will be hidden. But you must always be focused on **positive** PV, every single minute. The higher you drive this perceived value, the more she will also forgive you for those times you may slip up and act like a chump.

Caution: Some of the things that appear to have a positive affect on your PV in the short term (such as complimenting her) actually have a negative affect in the long run. She may blush and thank you, but you must not be fooled. And, conversely, some of the things that appear to not have any affect (such as standing up to her shit tests) and even appear to have a negative affect, actually work to your favor over the long run.

This is one of the biggest mistakes guys make, when they misunderstand the ultimate affect of their actions.

Think of **Perceived Value** as being like a bank account. When you go to open your PV account with Donna, the bartender you love with the natural 38Ds, sometimes you start out with a small balance (if she's a nice woman to begin with, or if you're a [-- Page 169 --] very physically attractive guy). Other times you may start out with absolutely nothing in the account. You want to keep the deposits going in to drive the **PV** value up.

The funny thing about this account is that *it's not you making the deposits!* **She** is the one jacking up the value of this account because of **your** behavior. You do something right, she puts in \$10. You do something charming and funny, she puts in another \$10. You do something a little needy and insecure and she takes out \$15.

As a rule, remember that negative PV actions always *take out* more than your positive PV actions put in.

Why is this?

Ever set up a line of dominoes? So you can push one over and a whole long line of them will fall? If your hand is not steady when you're setting them up, you tend to knock over more than just one or two, if you don't end up knocking them all over by mistake.

It's the same thing with the hot babes out there. They're a lot of work to get them lined up where you want, but one careless action can knock over all those dominoes way early, leaving you further behind than when you started. And more than likely she won't wait around for you to set *her* up again.

You have to work at this without seeming like you're really working at it. The **PV** she has for you can really only be increased by doing the right things at the right time.

You raise your **PV** by giving her a quick seductive look at the beginning of the date. You lower your **PV** by trying to sneak lusty peeks at her tits and ass. You raise **PV** if you tell her that she's going to have to come up with a funny story if she wants to stand a chance of getting a kiss at the end of the night. You lower **PV** again if you try for the kiss without establishing the right groundwork.

Your primary skill in raising **PV** is just to be tuned in to the moment and adjusting your approach accordingly. Be flexible, and adjust depending on her current state. Don't use a technique just because it worked ten times before. You have to pay attention to the moment.

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Alpha Lifestyle

An Alpha Man knows how to satisfy his basic needs. Without sounding too much like a stereotype, here are some things that are classically thought of as "Guy Stuff":

- Beer
- Football, or any competitive, aggressive sport
- Action movies, especially "Braveheart," "The Matrix," and "The Godfather."
- Dogs
- Porn/Pictures of naked women/Strip clubs
- Hard rock music
- Pizza ... and beer
- Kung-fu movies
- Playing guitar or drums
- Cigars
- Fast cars/Car races
- Weightlifting

Okay, some of them are a bit of a stereotype, but you get the point. These are things that most guys have some interest in. They're just associated with being a "guy." Now, there's another more sensitive side to many of today's "intellectual" or "new-age" guys. These guys like things that are typically thought of as more feminine, like:

- Classical music
- Art
- Writing poetry
- Cats
- Ballet or Opera

- Gardening
- Films, like "Chocolat," "Amilie," and "Shakespeare in Love."

[-- Page 171 --]

- Cooking
- Yoga

When I was a kid, if you were interested in any of these things you were labeled a "fag." There's nothing really wrong with any of these interests, as long as they're *balanced out* by masculine interests. I like a lot of these "sensitive" things, too, and a lot more men are opening up to them these days. Especially well educated men. Women talk a lot about wanting to find men who are "in touch with their feminine side." Just don't get **too** feminine, guys. You still have to keep the inherently male things in your life, and don't get too far out of balance.

Yin-Yang and Balance



I'm sure most of you have seen this symbol before. It's the Chinese icon of Yin and Yang. It's a representation of the balance between male and female energies in the world. Under *yang* are the principles of maleness, the sun, creation, heat, light, Heaven, dominance, and so on. Under *yin* are the principles of femaleness, the moon,

completion, cold, darkness, material forms, submission, and so on. We need both to complete the circle, and each side has an element of the other inside it (shown by the smaller dots.) The masculine and the feminine must balance each other. However, according to the ancient emperors, Yang, the masculine force, should be the more dominant for true harmony. While this is probably an old chauvinist view, I think it is probably correct where it comes to living systems. However, I believe that "dominant" in this situation really means assertive or active. Men are the leaders. The masculine is the *initiator*. (I do not believe that dominant means that men should "rule" or "overpower.") [-- Page 172 --] This symbol also represents your need to understand the balance between forces in the universe. You don't have to believe in any crazy spiritual hokum to follow this principle. This is merely the belief that there is a balancing force for everything in the universe. For every summer, there is a winter. For every light, there is a dark. For every fire, there is water. We've been taught this throughout our lives in various forms.

An Alpha Man has to keep a level of balance in his life with respect to his interests. If he's too much on the "masculine" side, he runs the danger of being very shallow and two-dimensional. He won't keep a woman that has more sophisticated interests very excited unless he has some depth to him. On the other hand, if he's too much on the "feminine" side, he runs a big danger of being a complete wuss, or becoming a "nice guy." (Note: The term "wussy" is a cross between "wimp" and "pussy.") The key to keeping this balance is that for every feminine thing you're interested in, find **at least** two masculine things you are interested in. (For every woman out there, I suggest they find one masculine thing for every couple of feminine things they enjoy.) Don't deny yourself the "guy" things because you look down on them as being vulgar or primitive. This is social brainwashing that the media has been handing to us for years.

I've found that guys who start looking down on all the things that guys enjoy to be more of what they think women want are usually far down path to becoming sexless Nice Guys.

I did this myself a while back. I got into a lot of Buddhist and Taoist teachings that made a lot of sense, but I neglected the fact that these philosophies are **ideals**, and not the way the *instinctual* part of us works. I found myself looking down on those guys who were giving other men a bad name by being jerks and treating women badly. I cast aside all the things that I enjoyed doing, like watching a good football game or anything that women generally found as being typically "male." I tried to dissociate myself from all those "bad men." I also thought that if I didn't do all the things women complained about (leaving the toilet seat up, talking about feelings, never asking for directions) that they would recognize me as a superior man. What I didn't know was that women aren't really able to put into words what **really** turns them on to guys. Women have a need to complain about guys. It's not bad at all. It's absolutely necessary.

Women respond to the animal part of men most readily. Even the most intellectual, sophisticated, smart chicks really respond to the men-being-men behavior the most. Not grunting-and-scratching-your-balls or igniting your farts with a Bic lighter, but the kind that shows he's got a strong sexual charge, and isn't afraid to communicate it.

[-- Page 173 --] So watch out as you travel the road of life and discover your ability to grow. While there are many opportunities to embrace the feminine and soft parts of culture, be sure you have a

firm grounding in those things that make you an Alpha Man. It's easy to be suckered off the path.

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Alpha Socialization

Alpha Men understand that a strong and open social circle is necessary for them to develop and advance in the world. A good network of friends and associates is the clearest sign of a healthy Alpha Lifestyle.

Make sure you're not just out on a rabid hunt for Ms. Perfect. Your dating life is important, but when you abandon your social life for it, then you'll become unbalanced.

This is more of a detriment to you in the long run.

Don't make the mistake of neglecting your friendships, especially when you do find yourself a relationship with a woman. Too often men focus too much on the woman they're with, not maintaining healthy ties to their friends. Especially their male friends.

Some of the reasons you'll want to keep your friendships and social network active:

- 1) You'll find a much more balanced sense of self when you have friends to keep you active. Your self-esteem will stay higher.
- 2) It's easier to keep from obsessing over a woman when you've got healthy distractions to keep you busy. Again, balance.
- 3) You'll keep women interested longer. She wants a man who's got his own life and circle of friends.
- 4) You'll meet more women overall when your social network is large. (At parties, social functions, etc.)
- 5) Your friends can give you perspective that others cannot. Our friends tend to see us as we really are, and their opinions can be priceless.
- 6) When times are tough, you'll want people to talk to and support you.
- 7) You'll just plain live longer. It's been shown through studies that people with very few friends have a shorter lifespan than those with a healthy circle of friends.

The moral of this is that it is very tempting to ignore your friends when you think you've found that "special someone," but that's the worst time to desert them. I think we're all familiar with the guy who tends to jump into relationships headfirst and then ignore all his friends. Suddenly he becomes unavailable to do anything. Months later, when he's "overdosed" on his love affair, and they break up, he's single again and looking to hang out. And then he wonders where all his friends went.

[-- Page 175 --] Remember, your family is there for you because they *have to be*. That's family.

But your friends are there for you because of sincere acceptance, and that's invaluable, especially to an Alpha Man.

Networking

A network of contacts helps you in a variety of ways:

- 80% of jobs are estimated to have been filled by word-of-mouth, referrals of friends. Keeping a wide range of business contacts will help your professional life.

- A good portion of the women you meet will be through your friends and friends-of-friends. Keep a good circle of female acquaintances to introduce you to their girlfriends.

- Just to keep a good range of social activities in your life you should have a diverse group of friends. You'll get invited to more parties, more events, more everything.

- You'll find that a large social network also helps you in your personal interests. The other day a friend of mine called to tell me about a television special on the Shaolin Monks, knowing that I had an interest in them and martial arts. You'll have people calling you to tell you about special sales and other things that might interest you. All because you keep your friends a part of your life.

Get Used To Saying Things You Might Not Mean

Some guys get to a point in their lives where their disgust with the dating game with women overflows into their social life. They start to really hate all the "fakeness" and other game playing in life. To some degree this is good. It's better to be "real" than a phony who just says what he thinks to make everyone happy.

[-- Page 176 --] But there is a social skill that requires some flexibility in your standards. A great deal of the time you'll have to say things that may not be true. Everything from "Oh, that dress looks great on you," to "No, you're much better looking than she is," or "No, those pants don't make you look fat." Ever seen the movie "Liar Liar" with Jim Carrey? You learn that a certain amount of lying is necessary to function in life. If we told everyone what we really thought in every situation, it would be tough to keep any friends. You can't always tell a woman that her hair looks ridiculous, even if it really does. You'll just alienate her as a friend, and she'll feel bad about herself. (It's not your job to improve her

taste, anyway.) These kinds of lies are a form of social lubricant, helping us all get along a little better.

Some people look at this as a form of hypocrisy or flaw in character, when in fact it is actually a good thing to be able to keep our friends happy with a few well-placed "little white lies." This is one of those areas where only a lot of experience will tell you when it's better to tell the truth than the lie. Think of who it would benefit most to tell the truth or the lie. If it doesn't make much difference to you, do what helps *them*.

You may not always like to do it, but it will help your social and dating life immensely.

Honesty is not always the best policy when it comes to human interaction.

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Alpha Thinking

You're going to have to do some serious work on your thinking, my friend. Alpha Men exercise their minds far differently than the rest of the chumps out there who are afraid of their own shadow.

Your thinking is where you will differentiate yourself from the rest of the world.

You need to cultivate a different attitude and way of mind. In the end, as Earl Nightingale once said: **You are what you think about all day long.**

And an important clarification: **You are what you *emotionalize* about all day long.**

If you focus on negativity, you are a negative person. If you think about avoiding contact with women or rejection, then you're shy and fearful. Your emotionalized issues are what will define you.

If you are emotionally caught up in a woman, you're going to be steering all your decisions around that. If you haven't got a woman, but you want one badly, you'll be focusing all your thoughts on that one thing. You'll be desperate.

Your emotions form the energy behind your current desires. We'll discuss leveraging your emotions in a bit.

In this next section, we will review the thought patterns of an Alpha Man and how he cultivates the kind of mind that actively takes ownership of his world, turning it into what he desires. Not living out someone else's dreams.

Brain Language

Your mind has a specific mechanism to it. If you learn the secrets I'm about to teach you, you can overcome ANY limitation you have imposed on yourself.

[-- Page 178 --] One of the most important fundamentals about your mind that you will learn is the theory of cyclic reinforcement. In the world of your thoughts and your actions, it is a lot like the situation of "chicken and the egg." I'm sure you're familiar with this conundrum: If the chicken came first, where did the egg come from? If the egg was first, where's the chicken that laid the egg?

When it comes to the language of your mind and thoughts, this situation is the same. If you have self-confidence in your thoughts, where did it come from? Success with women? Positive reinforcement from others? Or if you get real success with women externally, where did you get the mental confidence to get this success?

Which came first, the confidence, or the reality that *gave* you this confidence?

You have to be willing to step out of your old thought patterns and take on new empowering mindsets. Now, before I start sounding like an Anthony Robbins seminar, let's make sure we understand each other on a few things...

1) Change is hard. I'll be the first person to admit that. But once you understand that it's hard, you only have to *accept* the burden of the work. If you do work at it, you can change *any* habits or limiting beliefs you have. Everyone who sincerely works at changing himself for the better can do it with persistence.

2) Some days are tougher than others, and you'll have to really work at it.

We all have our up and down days, and we have to prove to ourselves by controlling our thoughts that moods will pass, and there will be good days ahead, too. Again, accept it.

3) Change takes time. I don't care what all those self-help gurus out there say (and there are a lot of them in the field of seduction, too.) Don't expect to change drastically *overnight*. It doesn't work that way. But you *can* change a little every day, and after a while, that can add up to a lot. Small changes, consistently done, will stick. Only your willpower will determine this.

Your neural pathways are pretty well set by the time you're 18 (some experts say your personality is set by the time you're 4 or 5 years old.) So you're going to have to learn how to stop deepening those crazy ruts in your thinking.

You can train your brain to think in new ways. It simply takes **repetition**. It takes 21 days to establish a new habit, and you have to reinforce that habit every single day.

Just remember this formula: [-- Page 179 --] **21 days = Change.**

Revise Your Rules

The Alpha Man must control his thinking, as we've stated. Now you need to know the one belief that will change your entire thinking – if you let it.

We develop a pattern of rules in life that originate in our belief systems. If you modify what you believe, your behavior will change accordingly. This is so obvious it's almost too easy to overlook.

Think about it: If you believe planes are unsafe, are you likely to fly?

No.

If you believe you're terrible at gambling, are you going to make a killing at the craps table?

No.

If you believe that women don't trust you or are not really attracted to you, do you think you're going to be successful with them?

No.

I ask these questions not to be flippant, but to impress upon you that you will only succeed in life to the degree that your beliefs will allow you. You can't be a millionaire if you don't believe you're capable of it. You can't write a great song if you don't believe you can.

It all starts with **beliefs**.

Now we developed those beliefs by observing our world around us. Most of your beliefs were burned into your brain at an early age. As I mentioned before, experts agree that your personality is almost completely formed by the time you're just **4 to 5 years old**.

Not a lot you can do about that, but you can still modify the beliefs you created.

Back to the way you learned your beliefs.

You learned by observing the world around you, acting on what you interpreted.

You then used the experience to either validate your beliefs or alter them. Your beliefs became etched in the wood of your mind by constant reinforcement.

[-- Page 180 --] When you were learning to skip a stone on a pond, you picked up a round stone and chucked it in. Plumpf. No skip. So you picked up a different rock, and you threw it sideways a little more, the way you saw your friends do it. Plip-plumpf. You got one skip out of that one. Then you chose a flat rock. Plip-plip-plip-plip-plip-plumpf. Aha! That worked even better. You came to believe that round rocks suck for skipping, and flat ones work.

And so you learned. You try, you change your approach, you try again. Until you get the results you desired.

The problem comes when we formed beliefs without ever doing anything to *validate* them. We often form some of these beliefs without realizing why we believe them. And we never question them. (Religious doctrine falls into this category.) Some of the beliefs we fail to question are the things our parents told us as children.

- "Don't hang around *those* people. They're a bad influence."
- "Don't question your teachers."
- "You should always respect your elders."
- "Boys shouldn't cry."
- "Rich people are crooks."

And these beliefs become part of us, without ever challenging them or validating if they were real.

The best analogy I have is this: If you had *never* ridden a bicycle before, you'd have doubt as to whether you could do it, initially. But what makes you believe that *you* can ride a bike? It's because you see people riding them **all the time**. Kids everywhere ride and do wheelies and all kinds of crazy stuff. If they can do it, you think, so can you.

Now, in reality, what kind of proof do you really need to believe that you could ride a bike, or do something new that you haven't yet done?

ANSWER: You'd only have to see only **one** person do something to know that it *could* be done. (And you could still be the very *first* person to do it, too.) The true mark of an Alpha Man is when he believes in a goal that no one has done before. That's the ultimate statement of his power and belief.

[-- Page 181 --] I'm sure everyone is familiar with the story of Roger Bannister, the first man to run the four-minute-mile. For years it was claimed that it was impossible, that the human body just wasn't capable of that kind of performance. On May 6, 1954, he ran the mile in just 3:59.4. Then, during the year after his record, **dozens** of people suddenly broke the same four-minute barrier.

Why did all those people break it so soon after him? Because they saw that it was *possible*. They broke the *psychological* barrier of the 4-minute mile. They only needed to see **one** man do it to believe it could be done.

(By the way, the conditions were not ideal that day for Roger's attempt. There were crosswind gusts of 25 mph, and he almost called it off. Further evidence that the only obstacle to your success is *in your head*. He didn't have any proof he could do it, but he still believed.) So how do you get on this bike and ride it? How do you break your own fourminute- mile barrier?

Here's one belief I want you to understand as you go forward, not only learning these principles, but in general in life: **In order for something to be achievable, you need only know that one other person has done it to know that it can be done.**

Further – if you believe enough in yourself, you don't have to see anyone do it.

You can always be the first one.

Of course, it doesn't need to be painful or agonizing to be that first person. Most great achievements in life require only that you persevere long enough to attain the goal. There are a lot more things men have to achieve. Why don't you be one of them?

[-- Page 182 --]

Early failures in life are learned limitations – not true limitations.

An elephant, when young, is tied with a length of rope to keep it from escaping.

After struggling for a while with this, the elephant soon learns that it can't break free. But even years later, when the elephant has reached massive size, it still won't fight against the same thin rope, even though it could easily snap it with just a tug.

It has learned its limitation so well that it no longer *tries*.

Pull on your rope, Alpha Man. I bet it's not holding you back like you thought it was.

ALPHA EXERCISE: Again, get out your pen and paper. This next list I want you to create is a list of all the things about yourself you believe to be true.

- "I can't speak Russian."
- "I'm not attractive to women."
- "I'm not smart enough to get that job."
- "I can't become a millionaire."
- "I can't sleep with hot chicks." It's time to bust them down. Right beside each of them, make a list of why you believe them to be true, and then read that reason over and over until it seems like someone else wrote it for you. Start to doubt these reasons.
- Now re-write the same belief in the opposite way, and give a reason for it.
- "I can speak Russian. It will take some time and tutoring to learn, but it can be done. If millions of Russians can do it, so can I. It just won't be natural at first."
- "I can become a millionaire. It will take learning what they do to become rich that will help me do it. I have to read as much as I can on the subject and learn all about how money works."

Where there's a will, there's a way.

[-- Page 183 --] Preserve your *character*, but drop those beliefs that don't serve you or hold you back.

Preparation

The first step in overcoming any limitations in your thinking is to **prepare**.

Preparation will give you the best opportunity to win. These Alpha Exercises that I give you are meant to do just that.

Let me ask you, when was the last time you did this: After a few unsuccessful attempts with women, you sit down at home with a pen and paper and map out what you're doing and how. You **wrote** down the things she said that had you tongue tied and ill-prepared. Then you work up a few planned responses so that you can handle the next time. You do this **every** time you go out, refining your techniques and preparing yourself.

Probably not too often, huh?

You probably have no problem thinking of things to say **after** the fact, but I'd also bet that you haven't taken time to note those clever comebacks down later and practice them for the next time you run into them.

Seduction success requires a little *work*, gents. There's **no such thing** as lasting, easy success, no matter what some quick-buck artists would have you believe. The good news is, though, that the 'work' isn't very hard. In fact, it's pretty fun.

Preparation negates most of the affects of fear.

95% of the failures out there in a seduction are because the guy ran up against a situation that he wasn't prepared for - and then he didn't try anything because he ran out of ammo and choked.

How many deer can you bring down with an empty gun?

Now, **imagine** the situation where you sit down and actually prepare yourself a bit for the upcoming night of meeting women. Sit down and take the time to prepare [-- Page 184 --] some material for use. Feel free to come up with some conversational topics, as well as teasing/funny lines to use on her.

Make it your personal goal to memorize three (3) each time you go out, and use them. In ten days you'd have 30 (THIRTY!) rounds of ammo that you didn't have before.

Sound like hard work?

It isn't.

And it's not nearly as painful as getting blown out of the water every night when you go out to clubs. Which do you prefer?

I hear guys complain all the time that they don't have *anything* to say to women.

They just run out of gas. That's wrong. The problem is that you haven't sat down beforehand and thought up a few things to have prepared for when you need them.

All success in this world is preceded by **preparation**.

You have to be ready for the circumstances that life will send you **before** you encounter them. This takes planning and foresight -- and just a little, tiny, bit of ... (oh boy, do I even want to say this?) **Work**.

I know this will come as a shock to many guys, but women will not just automatically flock to you without your expending a little bit of effort. And this particular effort is the toughest work of all for some people: It's called *thinking*. This is what separates the winners in life from everyone else.

(Sure, there are other "pickup artists" who tell you that if you whisper nine magic words in her ear she's going to jump out of her panties for you, but I know you guys are smart enough to smell bullshit from a mile away. Dating and seduction takes a little effort, but it's the best kind, if you ask me. Have fun, because once you learn this behavior and start getting all the sex you want, you'll wish it was challenging again.) **Alpha Men prepare for success.**

You probably also notice how much easier it is to keep walking past a woman than it is to force yourself to stop and take a risk to talk to her. This is the situation you must reverse if you are to ever have lasting success with women.

[-- Page 185 --] You must feel *more* motivated to stop and talk to a woman than you feel that it is better to keep on walking to break this destructive habit.

ALPHA EXERCISE: Sit down and think about the situations you usually encounter women in, or plan to. Think of two funny, teasing things to say in each circumstance. Write them down.

Memorize them. Stop giving yourself an excuse *not* to act. And you'll never have to spend time kicking yourself about missing an opportunity again.

Map out **three situations** right now that you tend to encounter women in. Write down every question and response you can think of so that you have a plan of action for the real thing. Review these situations, and then modify them based on your real life application.

When you've got the hang of those three, add more. Eventually you'll have a complete body of knowledge on this topic, and no woman will intimidate you.

Getting Rid of Fear

"I must not fear.

Fear is the mind-killer.

Fear is the little-death that brings total obliteration.

I will face my fear.

I will permit it to pass over me and through me.

And when it has gone past I will turn the inner eye to see its path.

Where the fear has gone there will be nothing.

Only I will remain." ---Frank Herbert, *Dune - Bene Gesserit Litany Against Fear* [-- Page 186 --] I like this quote from the book

Dune. It illustrates how one can take an irrational emotion – **Fear** – the most crippling one for an Alpha Man, and re-frame it in such a way that he takes control over it.

Fear is described as many things to many people, and it shows itself in the most innocuous ways.

However there is one thing you must always remember: **Fear only exists in your mind**.

Fear has absolutely no tangible presence in the real world. Fear is nothing more than an emotional response to our natural desire to avoid discomfort. Fear is simply a response to an *imagined* outcome.

Many people get used to letting fear guide them through life, avoiding the things they do not want to face. Fear becomes something else, walls that box us in and block off alternatives. We stop recognizing fear and start pretending that there are "reasons" for what we fear.

"I don't want to leave this job. It's good money, and I'd never make it on my own." Fear of change. Fear of failure. Fear of pain.

"I can't play the guitar. My hands are too short and fat." Fear of failure. Fear of effort. Fear of pain.

"I don't think she's my type. She's got a funky tattoo, and that means she's one of those hippie chicks." Fear of rejection. Fear of failure. Fear of pain.

"I can't speak in front of people. I just don't have anything to say that people would be interested in." Fear of failure. Fear of embarrassment. Fear of pain.

Remember, in a world where *everyone* will eventually die, why would you fear anything else?

[-- Page 187 --] What could possibly be worse?

Fear serves many purposes. First of all, it gives you an indication that you're venturing into a realm where you're unfamiliar. It also tells you that you are on the edge of your assumed limitations, and this is an opportunity to grow.

Here's how to use *Fear* for your benefit: Fear is really *energy in disguise*. Fear provides us with a jolt of natural energy that we can either ignore and lose (which is what happens when you avoid a situation you fear), or grab hold of it and ride it like a wild tiger.

Do you feel that charge in your brain? That rush of energy that accompanies that fear? That's the *Tiger*.

Remember, **all** men feel fear. The difference is that Alpha Men use it to their advantage and to push them forward rather than letting it hold them back.

The first Alpha Men who hunted the deadliest prey knew that there was a likely chance they'd get injured or even killed in the process of bringing down their next meal.

They also knew that if they didn't try, they'd eventually die of hunger. But after they learned how to do it from their tribesmen, they went out and did it anyway, using that fear like a massive dose of drugs in their system. And the more they did it, the more they learned that the fear would still be there, but it wouldn't stop them; it would help them – if they used it right.

The biggest mistake with fear is that we don't usually act on our fears until we're *forced* to. And by that point we're so caught up in doing *something*, that it rarely lets us relax enough to be resourceful. We become detached from our actions. We think that since we were forced to do something, such as speak in front of a group, we aren't the ones doing it.

The truth is that every person does what they want to do. Even if it's just to avoid punishment.

If you drive the speed limit, it's because you *want* to obey the authority, not because the sign says so, or the police officer says so. The only thing stopping you from going faster is the press of your foot on the gas pedal.

If you hate your job but keep going in day after day after day, it's because you *want* to keep going in. Even if it's because you think you're doing it to support your family.

There are more options out there than we think. It's usually fear that blinds us to them. We assume that if one option appears painful, that we're better off not thinking [-- Page 188 --] about it. Maybe, you think, it's not so bad right where I am. And your path of rationalization begins.

Take your fear and use it for what it's there for – **energy**.

The next time you run into a situation where you know that fear is holding you back, stop and consider the situation. If the possible penalty is *anything less than death*, why are you scared of it?

If it's just not a smart idea, like walking through a dangerous part of town late at night, then you have reason for fear. Fear is telling you that you're taking an unnecessary risk, and maybe you should listen to it.

On the other hand, if it's anything else that does not pose serious physical harm to you, you need to understand that fear is just telling you that you're running into a new situation that you aren't prepared for. And the only way to handle it is to ignore the fear and *do it anyway*.

Are you afraid to go talk to a woman?

Here's what the Beta Guy thinks – sometimes without even hearing the words in his head: "She's cute, and I'd really like to meet her. But what if she doesn't want to talk to me? What if she's not interested in me? What if she's got a boyfriend already? What if I can't get her number?" The **Alpha Man** thinks: "She's cute and I'd really like to meet her. She'd love to talk to me and see what a great guy I am. If she doesn't get to meet me, she's going to really miss out. And if she's not interested, I'll know that she's not the one I was looking for. If I don't at least **try**, I'll never know, and neither will she. What is there to lose except a few minutes?"

Here goes." In reality, the Alpha Man just feels a tingle of fear, but he just takes it and plugs it into his brain to charge up the circuits and give him a jolt of energy. It stops being fear and turns into **excitement**.

Just like that. If he stops to consider the possible "penalties" of this action, he knows he'd just sit in paralysis, unable to move. Before any negative thoughts can come up to block him, he just jumps in.

The faster you act in these situations, the better.

[-- Page 189 --] "I must not fear. Fear is the mind-killer. Fear is the little death that brings total obliteration. I will face my fear. I will permit it to pass over me and through me.

And when it has gone past I will turn the inner eye to see its path. Where the fear has gone there will be nothing. Only I will remain."

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Emotional Intelligence

As a healthy, functioning Alpha Man, you need to learn the language of female thinking – *Emotions*. Women experience life through emotions in the same way a man experiences life through logic and rules. If you do not learn how your own emotions function, much less a woman's, you are at a significant disadvantage in life.

Studies have proven that the single most important indicator of success in life is a person's ability to accurately read, interpret, and manage other people's emotional states. Not your SAT scores, or your GPA, or even your I.Q. None of that matters next to your ability to handle **other people**.

Emotional intelligence is sometimes called "E.Q." We'll cover some of the basics here, but you should get a few books of your own on this topic and learn more. The more insight you have into emotions and how they actually work, the more effective you'll be with women.

Emotions

Most emotions are responses to our sense of fundamental states:

Your sense of ...	Creates feelings of being ...
<i>Dignity/Respect/Self-Worth</i>	Ashamed, insulted, offended, teased, criticized, embarrassed, inferior
<i>Freedom/Control</i>	Controlled, manipulated, obligated, powerless, trapped, pressured
<i>Love/Connection/Importance</i>	Abandoned, alone, lonely, rejected, unwanted, leftout, confused, unloved, disapproved of, neglected
<i>Justice/Truth</i>	Cheated, judged, punished, lied to, misled
<i>Safety</i>	Afraid, scared, attacked, threatened, violated, intimidated
<i>Trust</i>	Cynical, skeptical, suspicious, untrusted

[-- Page 191 --] Emotions are responses to threats against your security in one or more of those areas. There are positive boosts to these emotions, but we usually only notice the negative threats.

Important emotions for an Alpha Man to understand are:

- **Anger** – This is one of the most important emotions to understand and control. It is the ultimate test of your ability to manage your emotional state. Keep in mind that *anger is not considered a primary emotion*. In other words, you always feel another emotion before you feel anger. Anger is the fuel of our "fight or flight" reflex.

So when a woman tells you she's angry, or acts angry, you must do some exploration to find out what caused the anger. If you just try to address the anger directly, you'll miss the point. Always try to identify the source of the anger first, whether it's yours or another person's. (Don't go into therapy for this, but take a second to think and figure out the source of the anger.)

- **Depression** – Depression is another secondary emotion, in that there is always a preceding emotion you feel before it. Depression is complicated and can even have its roots in physiological and chemical disorders of the brain as well. It's hard for a depressed person to expend mental effort, so don't ask a depressed woman to explain anything to you or do any work. The best cure is to get her doing something fun that requires *no effort* on her part and distracts her from the depressing thoughts she's focusing on. Putting on a few episodes of "Sex and the City" is a good start. Maybe take her to go see a movie or surprise her with a home-cooked dinner. Don't quiz her or interrogate her, just let her explain it when she's ready.

WARNING: Whatever you do, don't get into the game of countering everything or rationalizing everything she brings up. When a woman is down, *everything* in her life seems to suck. She'll talk about how she wants to move back home, or quit her job, or a thousand other things that may sound threatening to you. Your job as an Alpha Man is to be patient and just be **quiet**. The storm will pass.

- **Jealousy** – We feel jealous when we feel our security *threatened*. When something we want is denied to us, or something we have [- Page 192 --] seems in danger of being lost, we become reactive

to the situation, trying to salvage our sense of security. We'll cover this emotion in a special section later in the book.

- **Empathy** – This is a critical skill to raising your "E.Q." Your ability to understand another person's emotions. When you see another woman feeling a certain way, you have to be able to remember the sensation of that emotion and how it feels from your own experience. The more you understand the feelings, the better you will be at understanding how to handle them with others. With women, again you must be careful to not assume you know too much about how she feels. Never reject, judge, diminish, belittle, or ignore the feelings. Just accept that her feelings are related to a *mood*, and that moods always change.

- **Fear** – Fear can be both protecting as well as disabling. A certain amount will be good to protect you, but too much can cripple you. All fears disappear when they're broken down and understood.

When the fear is completely rationalized, and the consequences are accepted, the fear will disappear.

- **Guilt** – Guilt is a reaction to violating your personal standards. You feel that you've broken some internal rule that should be kept. First of all, learn self-forgiveness. When a woman feels guilt, she tends to displace her feelings with actions that seem unrelated. If she feels guilty for sleeping with a guy too soon, she might break it off with him to get rid of the reminder of her "guilt." Whatever the cause may be, guilt is a very powerful motivator. It's our own internal mechanism for holding ourselves to our standards of behavior. But keep in mind that these standards might be brainwashed into us from our childhood, and may serve no purpose once we're grown up. Many people never stop to question their guilty feelings. As an Alpha Man, you must be willing to look beyond behavior and see this guilt in the background and recognize it. The best way to override a woman's guilt is to show enough positive affect (i.e., **fun**) that the guilt disappears. Don't try to reason with guilt.

[-- Page 193 --] - **Happiness/Joy** – Happiness is a *natural* state for most people.

What most people do is feel other emotions that block their feeling of joy. Sometimes joy can come about just as a reaction to the absence of a negative feeling, which is really just relief. (You'll notice that certain emotions contrast each other, and even enhance their strength by comparison.) Remember that happiness is not a destination that you reach through anything but getting the clutter of all your negative emotions out of the way.

There are more emotions than this, of course, and not enough space to explain them all here. Suffice to say that your ability to understand and manage your own emotions first will help you do the same with others.

In study after study, the most important factor that determines a person's success isn't how smart they are, or what kind of family they came from, or how good looking they are. **The one key factor for success in life is how well a person manages and handles their emotions, and the emotions of others.** And how successful you will be with women over the long term will also be a factor of this as well – especially because women are predominantly driven by emotions.

ALPHA STRATEGY: If you have any negative emotions you feel coming up frequently, it would do you justice to root them out and find out where they come from. No, I'm not talking about starting therapy, although that may help some people. Ultimately, I believe men are fairly simple when it comes to our emotional makeup. We are capable of feeling many emotions, but only a few keep coming up again and again. (Anger is one of them.) Take the time to work through and get these negative emotions under control, especially where they affect your game with women. We know where they intrude, and it's usually when a man doesn't have high self-confidence, and as a result, he makes many mistakes in the initial stages of meeting women. When you feel yourself acting from fear or insecurity, that's where you need to work on your Alpha Man strategies.

It's beyond the scope of this book to try and address them all, but most men are capable of figuring out where they are running into the same roadblocks over and over.

This book should be your guide to working through them and increasing your Alpha Man Power – **AMP**.

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How an Alpha Man Uses Emotions

There's one way that most men neglect when it comes to emotional intelligence.

Since most men don't engage their emotions to the same depth that many women do, it doesn't naturally occur to us, but it's important nonetheless.

Alpha Men know how to use emotions as leverage.

Leverage is when you use a motivation to have a desired influence on someone.

When I tell a friend that he owes me for going out on a terrible blind date with his cousin, I'm employing leverage. (Some call it blackmail or guilt, but you get the point.) I used a small amount of action to get a bigger result. Leverage.

Emotional leverage is when you use a highly charged emotion that already exists to get a result you desire. This works with women ... and yourself.

A lot of guys use the wrong leverage on a woman, or don't take the time to educate themselves to what really motivates certain women. If you know a woman is vain, you know that her appearance to others is of primary importance to her. If you can cast her into doubt about it, you can have a strong effect on her. That's where teasing comes into play. You cast a beautiful woman's appearance into doubt with a tease about her hair being "interesting" instead of "absolutely gorgeous." You're not insulting her, you're just letting her own emotions move her in the direction you desire.

If a woman is competitive, you leverage her by giving her competition. If a woman thinks she's hot shit, you challenge her by being even more cocky and arrogant than she is. If a woman doesn't like to lose control, you dangle the control in front of her nose like a carrot, and then pull it out of reach when it suits you.

I don't condone using this ability to manipulate people. Those who do this are actually weak and immature, definitely not Alpha Men. What you should use this knowledge and power for is to get **win-win** results for you and another person.

When I use sales techniques to get someone to sign up for a martial arts course, I'm not manipulating them. I'm helping them make a decision they *want* to make. The problem is that most people don't know what really is best for them. I help them get what they want, as well as what **I** want. That's what sales is really all about. (And whether or not you want to admit it, *everything in life is sales*, my friends. Especially dating and seduction.) So, how do you use this emotional leverage with yourself?

First, identify the result you want to obtain. Do you want to quit smoking? If that's your goal, then the second thing to do is find a strong emotion of yours that you can **[-- Page 195 --]** use. Are you a little squeamish about gross stuff? Great. Put the two together like this to leverage your emotions to quit: Get pictures of cancer patients off the Internet. Get those medical pictures of lungs that have been destroyed by smoking and print that to put on your dashboard. (There's a saying – if smoking did to you on the outside what it does on the inside, you'd never have started.) You have to keep using these methods and **keep up the intensity** of them so that your brain makes the decision it must – QUIT. That's how real change is made.

If you don't use emotions to help you in these situations, you won't be able to change. You need to find a strong emotion that you can use to achieve the desired affect.

Do you *really* want to get yourself to go ask that woman to dance? Then you better find some emotional motivation to do it, otherwise you'll keep talking yourself out of it.

How about this leverage – if you're the kind of guy that hates hindsight and regret: You know that if you *don't* ask her, you'll end up beating yourself up a hundred times more for **not** having done it than if you did ask her and she said no. And if you don't ask, you'll go absolutely crazy all week wondering what would happen if you had asked her.

And if that's not enough leverage, how about this one if you're a competitive guy that hates to lose: If you don't go ask her, someone else *will*, and you'll lose to some other dweeb.

And then remember a dozen times when you felt that sickening sense of loss before.

Feel that pain? Do you want to feel that again?

In order to motivate yourself, you have to find a force equal to and greater than the force that's holding you back.

That's where an Alpha Man uses emotional leverage. He finds the right emotions to use to get himself to act. He also knows enough about his own motivations and emotions to use them constructively like this.

Now **THAT** is Emotional Intelligence, and **THAT** is how you motivate yourself to act and enable yourself to change.

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Coping Skills

The Alpha Man has a unique skill among men, and it helps him be the kind of man a woman can entrust with her future. He has the ability to cope with life's hardships – no matter how difficult they may be. He never gives up, and he always finds a way through the darkness to the light on the other side. Coping is emotional strength and control.

This essential coping skill is the ability to assess and understand situations accurately. Without this skill, any decisions you make will

be faulty. Make sure you're taking the time to really understand the situation you have to deal with *before* you act.

There are many more coping skills you must develop, and here are just a few:

1) Relaxation Skills – We've covered this earlier. You must have a way to stop things before they get out of hand and relax your mind and spirit. You can't act from a place of Alpha Man Power when you're all wired up and nervous.

2) Manage your time – Get a calendar and use it religiously. Don't let your schedule own you, and don't let it curb your ability to be spontaneous, but find a way to track your obligations so they don't sneak up on you. Own and control your time, not the other way around.

3) The ability to say NO – This also means avoiding the feeling that you must live up to other people's expectations. You have to be willing to stop doing what others want for fear that they will stop liking you. They will like you more if you demonstrate healthy boundaries.

4) Adaptable and flexible – Being too rigid is the mark of a Beta Guy. You see this all the time in guys that can't change to adapt to their situation. Just like the dinosaurs, if you can't flex to your circumstances, you'll find yourself extinct. Women are not attracted to overly structured or inflexible men.

Remember, it's always easier to change yourself than it is to change the world.

5) Maintain your physical health and fitness – You must follow a healthy diet and exercise program. Avoid abuse of alcohol and drugs (including nicotine and caffeine), as well as certain "binge" behaviors, like eating a lot of [-- Page 197 --] unhealthy foods during a crisis. Exercise is critical to keep a healthy body that won't fail you when you need it most.

6) Prioritization – A good Alpha Man can cope better when he knows what is important and what is not. If we get caught up in the game of trying to do everything, we lose sight of what's really important. Don't get caught in the trap of working on the seeming *urgent* tasks for the ones that are really important.

7) Simplification – Keeping your life simple and free of clutter is an essential skill. I found this out many years back when I discovered there were too many things in my life slipping between the cracks. I'd miss payments, or find obligations piling up, and I was returning things late.

Take the time to throw things out every month. Get rid of all the extra stuff in your life that's weighting you down. The more possessions you own, the more they own you. Life is complicated enough without adding to the pile.

8) Proactive disposition – This means that you act before being acted upon. In military terms, this is like a "pre-emptive strike" where you take the initiative by being first to act. More on this in a later section.

9) Self-reliance – To the degree that a man can depend on himself to handle the important problems and crises in his life, he is able to cope. If you find yourself relying on family or friends to get you through things, you are not well developed for coping. Keep in mind that a woman wants a man that she can rely on, and she knows that she can't rely on a man that cannot rely on himself. She has to believe in him as the strong foundation she can lean on when she needs to.

10) Find a Healthy Ritual – One of the best ways to keep you grounded when it seems that everything around you is going to hell is to have a ritual that keeps you focused and centered. Some people keep those "stress balls" on their desk to squeeze when they have to deal with some emergency. I used to bounce a ball off the wall of my office while playing some Beethoven. There are all kinds of good rituals you can adopt, and they're the good habits to have.

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Organic Problem Solving

The most advanced form of problem solving is the ability to think through to a solution for a situation that is changing every minute. This is called a "fluid" situation in military terminology, one where the parameters for strategic victory are given, but the tactics that are used can change from moment to moment. The definition of "victory" may even change.

Does this sound familiar? It should. This is what it is to encounter women on the battlefield of dating and seduction.

- You need to be able to think on your feet.
- You need to be alert to changing conditions and environmental variables.
- You need to modify your approach to meet these challenges.
- You need to control frustration in order to get to the goal.
- You need to be able to detach yourself from emotions to look at your mistakes and failures with an objective eye.

(Emotions also get in the way of your willingness to try again after an error.)

These last two **really** test your emotional intelligence.

The best way to learn this skill is the only good way – through *experience*.

Engage on the battlefield and learn every step of the way. In this kind of practice there is no defeat, only learning. You have to be hungry for the knowledge you gain through the experience.

This comes up frequently for me in martial arts instruction, when I find I have to deal with a new person and their particular way of learning. When you come to an obstacle, like trying to figure out how to train them for a certain foot or fist position, it's a new challenge every time. And the same person will often learn in different ways at different times.

This is what it's like when you're out with women and trying to keep up with the dynamics of the situation. You have to train yourself to think from a certain perspective (Dominant Alpha Man) so that when you're presented with challenges (her tests and questions) you know how to respond.

[-- Page 199 --] Here's an example of non-organic problem solving:

HER: "Are you a player?"

HIM: "No, no way."

(She loses interest and moves on, or keeps testing him.) The next time, he does the same thing all over again. He doesn't understand why women lose interest in him when he's just telling them the truth. Women are so hard to understand. *What do they want?*

And here's an example of organic problem solving:

HER: "Are you a player?"

HIM: "Nope."

(She loses interest and moves on, or keeps testing him. He realizes *this* answer isn't working.) But the next time:

HER: "Are you a player?"

HIM: "Is that what you want, a player?"

HER: "I'm looking for a man who's secure in who he is."

HIM: "Well then tonight's your lucky night." She smiles and warms up. He learns that it's not his answer to her question as much as the attitude he communicates in the conversation that gets things moving forward.

Organic problem solving is about letting go of your prejudices and self-esteem concerns and seeing what is happening in front of you. It's knowing that there is **always** a solution. The biggest, most indestructible door still unlocks with the smallest of keys.

This door will open for you if you're willing to look for the key instead of a reason to beat your head against it in futility.

Autogenic Training

[-- Page 200 --] This technique is one of the most effective methods found to improve a person's ability to perform. It's widely used by athletes and martial artists to improve their ability to execute techniques and improve accuracy. You may have heard this technique described as "mental rehearsal," also. It's based on the premise that your mind does not know the difference between something you actually experience and something you vividly imagine. Studies have shown that athletes and other performers have used this technique extensively to improve their abilities just by imagining their performance in their thoughts.

It's also the best kind of preparation and training you can use for picking up and seducing women. (Or even just learning how to control your anxieties around being with women.) **Step 1: Relax** First, find a cool, quiet place where you can sit. Don't make it too comfortable, because you don't want this to be nap time. This is practice time.

Clear your mind. (Use the meditation techniques I detail in this book if it will help get your mind under control.) Breathe deeply. Breathe in, filling the lower part of your lungs, and then exhale three times, until you are sure you emptied your chest of all air.

You should feel a little ache in the center of your chest when you're done. Then breathe back in again deeply, and again back out three times.

Step 2: Imagine Imagine yourself in a situation where you feel like you're unsure and uncomfortable. This is a more detailed version of the exercise we did earlier in the book.

We'll use the example of meeting a woman, since this tends to be the most stressful for most men.

Imagine that you're in a bar, sitting on a stool, sipping your beer. Across the way, you see a beautiful woman sitting alone. You get up and walk over, completely confident that you'll have a good time talking to her. She even smiles as you approach, as if to welcome you.

Imagine what you will say to her next. Perhaps, "Hi, there. You look like a damsel in distress. Lucky you I'm in town for a Humphrey Bogart convention. What's your name, sweetheart?" Try out various

"lines" with her. Get as crazy as you like. Remember, this is your simulator. **You** control the outcome. You can't fail!

[-- Page 201 --] Eventually, she tells you that she has to go, but she thoroughly enjoyed your company. You ask her for a number to call her. Come up with several variations of this.

You can even imagine the real feeling of nervousness as you do it. Then rewind the tape of the encounter in your head and do it over and over until it seems effortless.

Now you need to imagine her possible responses as clearly as you can. Here are just some of the replies you might get:

- "Yeah, great!" And she hands you her card with email and home phone. How do you respond?

- "Yeah, sure." And she gives you an email address or phone number you can barely read. What do you do next?

- "Yeah." And she writes down a number for you, but you get a weird vibe, like she's not totally into it, and you suspect this number is bogus. What do you do? Do you confront her on it?

- "Umm, I don't know you that well." And she makes no motion to leave. How do you react? What do you say next to get the number?

- "Nah, I don't know you very well." And she gets up and starts to leave. How do you stop her?

- "No, I don't have a phone." What do you say to that?

- "No, you've got cooties." - And so on...

After you've done this enough times, you'll be really good at the mental rehearsal part. But what you don't know is how much this helps the *real world* part. If you go through this exercise and put some imagination in it, you're going to lose your fear of introducing yourself to women. You'll have gone through every response, and know how to handle them all.

Change the situations. Make it harder each time. Throw in some variables.

- What if she turned into a bitch partway through the conversation?

What would you do?

- What if a gang member comes over and says he wants to cut in?

- What if another woman comes over and tries blocking your game?

[-- Page 202 --]

- What if this woman was in a group of men already talking to her?

How would you break in?

The key to this exercise is *how vividly* you can imagine it. Get **every** detail you can, from the smell of cigarettes or beer in the air, to the music on the jukebox, to the feeling of the wood of the table you're sitting at. See the details in her dress. See the uneven places where her hair is cut. See her hand motions, and the way her eyes move. The *more* you can visualize, the *more* your brain will believe you and get rid of the fear.

Thinkthinkthink.

Step 3: Perform To complete the cycle, you now need to perform the activity again. If you've done step 1 and 2 correctly and vividly, you'll inevitably find that you have increased your ability to relax and perform under the real-life situation. **Significantly**. This works like nothing else to make you more confident in the real world. When you go out and do it for real, you'll probably run into new situations to take back into your simulator. And you'll welcome them, because after a while you'll be so good that you'll want a challenge. (Yes, you really can get to this stage of boredom.) Under ideal conditions, you would actually perform the skill first, and feel the actual experience, physically as well as mentally. Maybe even experience a "nonsuccess" (what you used to call failure.) Then you would retreat to a place where you could perform this exercise.

In a real seduction situation, where you're out at a bar or club working your magic, you're not always going to have the opportunity to go somewhere quiet to reimagine your performance. However, there's nothing stopping you from revisiting this later that night or the next day (*after* she's gotten dressed and left your house, of course.) The closer you perform the Autogenic Training to a real-life performance, the better.

This also works well in advance of a performance. Take a few minutes before you go into a club or singles situation to collect your thoughts. Close your eyes and relax. Visualize a few encounters with women ahead of time.

I use this to imagine sparring with other opponents before an event, or before I have to actually perform a kata (martial arts training form.) I find that it gets my mind [-- Page 203 --] ready and in the right mode. Even if I don't perform well in the real life portion, I now have a basis to compare to and I understand where I need to make corrections.

[-- Page 204 --]

Pain And Pleasure Motivators

I am a very big proponent of the pain/pleasure theory of motivation. We've hit on this in different ways in the last few sections on emotion, and you may wonder why I'm covering it here again. I am going to go into the detail that you need to understand to leverage this motivation for real change in your life. To get to

where you need to be as an Alpha Man, you have to understand how these forces drive you in your life. I will relate it specifically to your quest to be a dominant Alpha Man.

Use the understanding of pain to push you away from your old wimpy behaviors.

Understand the forces that you use to keep doing the things you are doing.

Sources of PAIN =

- Not getting dates
- Not getting sex
- Being dominated by your fellow man
- Knowing you have a ton of ability, but not being able to use it

Let's explore one of these pain scenarios in complete detail so that you can really feel what I'm talking about here.

One of the most painful side effects of wimpy behavior is that you will not get as many women in bed as you would if you demonstrated true Alpha Man characteristics.

You simply won't get laid as much. And depending where you fall on the scale of WIMP to STUD, if you're way over on the "Wimp" end, you're going to suffer the most, and you'll probably get laid about as frequently as you get mistaken for being Elvis. If you get any sex at all.

Now, how does this feel? I want you to really think about this and tell me: How does it feel to be a shy, wimpy, nice guy with no sex, jerking off in your hand more than you come in a real woman?

Right about now, if you're like most guys, you are starting to feel denial creep into your thoughts. You see, your mind is trying to protect you by blinding you to these deeply buried feelings and associations. Your nervous system doesn't want to visit that pain, so you create a defense mechanism that blots it out and makes you feel better by [-- Page 205 --] denying the anguish you feel from that question. It's your mind's way of looking away from something that it finds particularly unpleasant.

"Whoah... that's too much, man... I gotta look away ..." I'm going to ask you to hang on for a minute and not dismiss these feelings too quickly. We're going to see how your mind tries to stop you from seeing reality.

Let's explore this a bit further ...

Don't Ignore Reality - It Has Teeth

The most damaging thing you can do to yourself is to deny the Reality all around you.

No, I'm not quoting Morpheus from the "Matrix" movies.

What do I actually mean by this?

Well, it's a commonly heard concept in Eastern philosophies that all of life's suffering is attributable to the desire for things to be other than the way they really are.

The unhappiness you feel is a measure of the gap between Reality and what you wish it actually was.

I don't think this is always suffering, though, since we need a certain amount of calculated discontent in our lives in order to strive for more. It's been said that the human existence is nothing more than the search for more, better, or different.

In the world of women, dating, and seduction, your Reality is defined by the **results** you get. And you can't get better results until you acknowledge the reality of where you are.

I hear a lot of guys talk about what happens on their interactions with women, and it's often brutally clear that they're not being honest with themselves. (And let's be clear that I believe **all** fears men have about women boil down to one thing – *fear of rejection*.) I remember one guy that told me, "I gave her my phone number, and she said she'd call me this week." There is a lot of reality ignored in what he said: [-- Page 206 --]

1) Why didn't he get **her** phone number? Why wasn't **he** the one in the position of power in the situation by taking the lead? He should have asked and gotten *her* number.

2) Why did he even give her *his* phone number? Because he was so happy with her consolation prize? (When a woman asks for your number instead, that's what it is. Her way of not making you feel so bad for being rejected.) Her having your phone number is about as useful as a beer enema.

3) She said she would call *him*? When was the last time a guy gave his number to a woman and she actually called him? It doesn't happen enough to warrant attention. Most guys are aware of this by now, but seem to keep "forgetting" it.

There's a term I'd like to introduce you to, and it's a pretty important one if you add it to your empowerment vocabulary.

The term is: **LACUNA**.

A lacuna is a mental blind spot. It's a defensive mental gap in your awareness.

Lacunas divert your attention from painful areas of reality.

I'm sure you've experienced this to various degrees in other areas of your life.

Have you ever tried to remember something particularly traumatic from your childhood, such as the death of a pet, or a bad fall off your bike. The event itself may be in your memory, but not much about the details usually return on their own unless you force yourself to think back and recall them.

This is one of the mental defense mechanisms that you (unconsciously) use to protect yourself. This is the way your mind helps you deal with threats. It's a necessary part of your inner workings. Where real problems arise is when you start choosing to overlook these threats when you really need to be paying attention and acting on them.

I'm proposing that **you** are probably creating your own lacunas – blind spots in your awareness – mostly from habit.

After all, it's a lot easier to ignore rejection and mistakes in your interactions with women than it is to face them and correct them. We men do this all the time. Sometimes it's out of pride, and that's the most lethal of all rationalizations to use.

"No, sorry, I don't think I want to come back to your place," she says as she walks away.

He thinks: "Huh. What's up with her? Must be a lesbian." [-- Page 207 --] She's not a lesbian, dude. You just want to shift the responsibility away from yourself because her lack of interest is something you perceive as a *threat* to your selfimage.

You protect yourself by thinking that if she's not interested in *you*, it must be because she's not interested in *men*. It's easier to think this than accepting that you didn't do a good job of getting her attraction started. It's also easier for your mind to block the fear of what you think was rejection.

What you have to be willing to ask is: *What didn't you do up front to get her interested enough to go with you?*

That's the most important thing for you to answer to improve your ability with women. The power lies in the questions you ask yourself.

Another question inevitably comes up: If a lacuna means you block these things out – *how do you know what you don't see?* If your brain is hiding this stuff, how do you ever know it's actually going on?

The answer to that lies in your willingness to look at what you experience when you don't succeed with women. If you get turned down when you ask for the phone number, what do you feel?

Yes, I know I'm asking you to venture into that dangerous territory of *feelings* here for a minute, but I think it's a worthy exploration. I won't ask you to spend the day here, just long enough to get some perspective.

What do you feel when you're rejected or turned down?

- Do you feel insecure?
- Do you feel threatened?
- Do you feel pissed off?
- Frustrated?
- Sad?

And then you should ask yourself the BIG question, the one that so few guys ever ask.

- **WHY?** Why do you feel that way?

[-- Page 208 --] Remember, a lot of emotions you experience are not *primary* emotions. They are caused by something else, and it's up to you not to lose track of that.

Most men will never have the guts to face this in themselves, choosing to blame their failures on women instead. They will go through their whole lives complaining that women are just "too weird" or "too confusing," when they are ignoring the Reality that's right in front of them. They will go to their graves having given up on women.

There's a core reason you feel whatever your negative emotion is, and it usually goes back to your core belief about what a woman's opinion says about you.

If you can find this belief, almost ten times out of ten you'll start to realize that it's a load of crap. It always looks silly in the light of day, and that's why these tricky assumptions hide in your **lacunas**.

In most men, the fear is usually: "A woman's opinion about me is real. I'm afraid that when she doesn't want me, it's a reflection on my value as a man." And when you ask yourself "Why do I think that?" you usually end up finding those core beliefs you have about women.

So here's your new interpretation: **There is no woman on the planet who can judge me to be less than the man I am.**

Or, put another way: **There is no woman who can change my value as a man.**

I'll tell you this: If you can build this belief so solidly that you never even flinch when you say it to yourself in the mirror, you're well on the path to being a bad-ass with women. Because this core belief **must** be in there somewhere or she's going to be able to sniff you out faster than a dog can find an ass convention.

Don't avoid the truth, and don't be too afraid to shine a light on those lacunas.

Reality has teeth.

And if you ignore it too long, it *will* bite.

[-- Page 209 --] Now, back to our scenario. Remember when I asked you my terrible question: How does it feel to be a shy, wimpy, nice guy with no sex, jerking off more than you poke a real woman?

Let yourself think about all the nasty details that crowd into your mind when you imagine this state of being.

- You're home alone on Saturday night with nothing but a lame movie from Blockbuster
- You see a beautiful woman on the street but don't know how to talk to her
- You're always the third wheel when you go out with your friend and his girlfriend. She says things like, "You're so nice, you should have a girlfriend."

Let yourself fully imagine the pain of the condition we're talking about here.

Okay, now here's another pain for you: The pain of **REJECTION**.

Oooh. Big word. Rejection. Sounds like the end of the world. You're "rejected." Someone comes along with a big rubber stamp and puts that on your forehead.

Reject.

Let's look at this one a little closer: Let yourself think about the worst thing that could happen when a woman doesn't respond to you after you approach her.

You say, "Hi!" She looks at you like she's measuring up some pond scum and says, "Beat it, loser." She looks at you in disgust, spits on your shoes, and goes back to her conversation with other women. They start laughing at you and whispering vicious little insults your way.

Now, admittedly, that's about **the worst case** any man can possibly imagine.

(Although, I'm sure many guys actually imagine much worse without trying too hard, but they're situations that just don't happen in the real world.) If you can imagine and handle that worst-case situation without flinching, you'll have the whole "fear of meeting women" thing licked.

But here's the good news: [-- Page 210 --] **No rejection scenario you imagine has ever been as bad as you have imagined it.**

Let's make it more real, because this example is the worst you'll usually ever experience with a woman when you go to talk to her: You say, "Hi!" She smiles and says, "Hi!" back to you.

From here, she acts a bit aloof and uninterested, meaning that either you failed to spark her attraction physically, or you failed to spark it mentally by your approach style. You walk away.

That's it.

Big fucking deal, huh? Not as horrible and gruesome as you might think if you watch guys get all worked up over going to talk to a woman.

Now, here's the rest of our little thought experiment: Which of these options is more painful to you:

- **A:** The pain of a woman's uninterested "rejection." (Remember that it's *NEVER* as bad as you imagine.)

Or

- **B:** The pain you felt when you thought about sitting home all alone for the rest of your life, beating off to the same old porn movie, letting other men take the women you deserve to have.

Which one is more painful to you?

I don't know about you, but option B is about the worst thing I can imagine.

If you feel that option A is more painful, you'll probably never do what it takes to meet more women and get more pussy in your life.

If you feel B is more painful, you need to keep remembering that pain every time you're faced with the chance to meet a woman and you feel you might weasel out of talking to her. In fact, all you have to do to motivate yourself to action is have a ready-made mental image of the pain you will feel if you *don't* do it, and then summon it up on command. Imagine it with all the gory details, so that you convince yourself to finally *do something*. Imagine that pain, and then turn up all the factors that make it intense for you. Now **that's** motivating!

[-- Page 211 --] "*What about the pleasure side of this?*" you may be asking.

How do you use the pleasure side of the equation to your benefit? Well, the sad fact of life is that we are more motivated by the possible punishment for not doing something than we are by the pleasure we receive from doing it. It's much easier to see the pain of a situation than the pleasure of it. Pain is much more vivid and motivating. Now, I don't recommend you motivate any people that

might work for you this way, because it isn't a good long-term method of motivation. However, when it comes to motivating *yourself*, it's very effective.

What you want to do, ultimately, is to use the pleasurable feelings of the situation you **want** to do along with the feelings of pain of **not doing it** to give you the most push toward your goal. The push from one along with the pull of the other.

Let's run through a comparison of the pleasures so you can see how this goes and complete the motivation.

Do you see how you can leverage this to your advantage?

Any situation you can come up with has a pain/pleasure factor built into it. All you have to do is find out what they are and remember the feelings of each.

Now, the complete motivation you use for yourself is this: "I will have no problem going up to that blonde with the stellar tits and perfect ass, because I know that if I do, I **will** feel:

- the thrill of having overcome my fears
- the possible thrill of making out with her, leading eventually to sex with her "And I **won't** feel:
- the pain of being alone
- the need to jerk off into a hanky ... again
- the pain of letting my shy side hold me back from experiencing the world"

[-- Page 212 --] Pretty explicit, huh? More importantly, pretty *painful* to experience those negative feelings. I know, guys. I've been there. I've felt this first-hand. Let me share some of that pain so you'll know that I've spilled the same blood in the same mud: Many years back, I'd reached the bottom of the pit in my desperation to get a girlfriend. I'd just relocated to a new city for a woman I thought I was interested in. (Big mistake. We split up a month after I arrived.) I had a new job, but no friends, and there was no one to share my lonely situation with. I remember calling and talking to my mother on the phone, feeling that despair of loneliness wash over me.

I ended up on my balcony that night in fitful, sobbing tears, nearly tearing my hair out that things were not working out for me. I crossed a line in my head that this could **not** continue. It had to stop. And I would not let this situation crush me. I got so disgusted that I crossed over into a new way of thinking.

I pulled my head out of the waters of misery, and I went on a non-stop plan of action toward my goals. I dated women from personals, and dating services, and friends, and so on. I volunteered at a children's hospital to give me some perspective. I took a part time job that gave me many new friends. I pushed myself out into the world and into new experiences. I got a new job, and with that came some new confidence. I got a lot more money, and more skills. I expanded the circle of my influence on my world. I regained some of that control. I still screwed up quite a bit, but I also started seeing success. I also noticed that if I stopped from being too obsessive with some of the women I was seeing, I did so much better. And I got laid a hell of a lot more.

Pieces were starting to fit together. All of it came from the action I started to take to get away from my pain and get on the path to the pleasures I wanted.

Now, I want you to take the pain of whatever experience is holding you back and compare it to the relatively insignificant pain of rejection by a woman.

Things always feel better when you're moving toward your goals with purpose.

Let the pain push you toward what you want, and reinforce it by imagining the pleasure of getting what you want out of life.

Proactive Nature

An Alpha Man recognizes that a proactive stance is always better than a reactive stance. You have to be willing to take action on something first, even if it is potentially painful to address. This will save you truckloads of problems later.

An example: Firing a bad employee.

[-- Page 213 --] Ultimately, it's never easy to let someone go from their job, but if you know that someone is not suited for their work, and their performance shows it, you have a duty to let them go as soon as you can. That makes it all that much sooner that you'll be able to find someone right for the job – and sooner that the person you fired can find a position that is right for *them*. Everyone wins. However, it's always "easier" in the short term to ignore the problem and hope it will fix itself. It never does.

An Alpha Man knows that just because you're not rocking the boat in the short term that you're not necessarily keeping things happy. In fact, it's like ignoring a hole in the side of your ship, and before you know it, you could be sinking to the ocean floor.

A proactive stance is best. If you see something that can be fixed now, you need to find a way to take action now rather than suffering later. If a woman you're dating is acting strange and

sketchy, dump her **now**. Save yourself more trouble down the road.

If a woman starts gently nagging you to change, you must address it now, before it becomes her habit – and *your torment*. If she never returns your calls, drop her right away because you know she's either a major game player or she's not interested in you.

Bad habits start when you separate the causes from the effects so that they don't seem connected anymore. If you're wheezing and can't do anything physical, you've probably disconnected this situation from the fact that you're smoking two packs of cigarettes each day. They no longer seem related to each other.

You might think that just because a woman isn't calling you that she's very busy, just like she might have told you. But the reality is that we find the time for things that are important to us. Beware this illusion!

Almost everything you do in dating and seduction has an effect somewhere down the road.

[-- Page 214 --]

Disclaimer for Crazy Women

I'm sharing with you some deep strategies for getting sex with women in this book, but there is something you need to be aware of: *These strategies only work with women who are sane*.

What I mean by this is that if a woman is mentally stable, meaning that wild mood swings or other neurotic and unpredictable brain problems **do not** control her behavior, these principles are true and should work just fine.

If, however, she is erratic, prone to extremely unpredictable and emotional behaviors because she's damaged, chemically unbalanced, didn't get enough attention from mommy, saw a picture of an erect penis in her 3rd grade math book – **WHATEVER** – you must be willing to accept that there are **no** consistent rules that will help you with her.

Women are complex emotional creatures, and are more prone to psychological problems than men due to their makeup.

Read this from the National Association on Mental Illnesses (<http://web.nami.org>): "Clinical depression affects twice as many women as men, both in the U.S. and in many societies around the world. It is estimated that one out of every seven women will suffer from depression in their lifetime. Additionally, women experience higher rates of seasonal affective disorder and dysthymia (chronic depression). While the rates of bipolar disorder (manic depression) are similar in men and women, women have higher rates of the depressed phase of manic depression and rapid-cycling bipolar disorder." Women have a much more complicated internal and emotional life than men.

Women live a large portion of their lives inside their thoughts, while men tend to live in the world of action outside their heads. No, not all women are crazy. But they are usually much more complicated than men, and that's why men lose their patience and fail to learn the right ways of handling women.

So if you get with a woman who acts inconsistently, erratically, or just downright weird, don't say you weren't warned! The things I advise you to do in this book will have inconsistent, erratic, and weird results on women who are not stable or sane.

[-- Page 215 --] It should go without saying, but avoid unstable women in your life. It takes an uncommonly Alpha Man to tame this kind of problem woman, and even the Mega Alpha Men know when to fold before they lose their shirt.

[-- Page 216 --]

PASSION

One of the most important traits you can acquire as an Alpha Man is passion.

What is passion exactly?

Passion is a creative fire of positive energy that you harness to achieve in your life. It's a reservoir of power that you can tap into when needed, but more often it's like a strong wind at your back that you cannot resist.

Think of the passionate men in history, who found their prime motivating force, and could not resist it. In fact, they actually **became** that force.

Alexander the Great. Ghandi. Nelson Mandella. Stephen Spielberg. Martin Luther King, Jr. Steve Jobs. Abraham Lincoln. Michaelangelo. Socrates. Jesus Christ. Buddha.

Bruce Lee.

The list is endless. Their impact has not always been positive, as in the case of the brutal and the corrupt, such as Adolph Hitler, but their power of charisma combined with their indomitable will moved them to great heights in human achievement.

Some of men's greater passions are:

- Women and Sex
- Sports (Competition)
- Work

- Wealth
- Building/Creating
- Adventure and exploration
- Religion

You, too, must find your great passion and pursue it with focused purpose. And that primary passion should not be women. You have to have other passions that keep you whole and grounded. The passion for women is too often a dysfunctional need to reclaim some love you never got as a boy, or to fix some insecure parts of yourself.

[-- Page 217 --] There are many distractions in the world today, and they all lower your level of power if you're not careful. There are some theorists out there that say that governments are ultimately responsible for providing just enough distraction (entertainment) so that the people remain passive and never pursue their passions, like questioning our leaders or threatening the power structure. That may be far-fetched, but there's a bit of truth to it.

Watch out for distractions. They provide easy excuses to never accomplish the things you want in life. Before you know it, you're pushing 50 and you find you still haven't done half the things you thought you would when you were 20.

Finding the drive to accomplish in today's world is not easy. Our time is used up in the process of working our forty or fifty hours per week in jobs that we are only mildly interested in much of the time. When you're done with work, most people turn to recreation for whatever time remains.

Happy hours. Ball games. Movies. Escaping from ourselves.

Very few men ever find that part of themselves that screams to be released. In a lot of cases it's probably for the better, since too many revolutionaries would make our lives pretty chaotic. However, all men have passions that can be lived on the scale of their own desire. You just have to make time for yours.

There are 168 hours in a week. If you work, say, 40 hours, sleep 50, commute 5, eat, shower, etc, for another 10 hours, you still have **63 hours** in your week to use as you please. That's more than enough to accomplish what you want with your life.

(Unless you'd rather watch television all the time and waste it.) Ask yourself right now: **What would I dare to do if I knew I could not fail?**

- Would you go back and finish your degree? Your Masters? Your Ph.D.?

- Learn the guitar? Drums? Keyboards? Play in a band?
- Write that novel you've been thinking about for years?
- Rebuild a car in your garage?
- Learn carpentry?
- Become an actor?

Let me tell you something about my passions that you might relate to ... **[-- Page 218 --]** Every year around December I get pumped up for the snowboarding season. I live for those moments on the slopes of Lake Tahoe, off in the woods, lost in some gully where there's nothing but me, the snow, and the wind in my face. There really is nothing like it for me.

I also love to write electronic music, and I spend every hour I can in my home studio learning how all of it works, composing and recording. Even if I never get released on a label, I share the best stuff with my friends. The act of creating gives me joy.

And I love practicing the martial arts. I enjoy the feeling of vibrancy from performing the *katas* in precise movements. I love going out by the lake where I live to practice using the sais and the bo staff. I especially enjoy the feeling of discipline, power, and confidence this instills in me in the process of learning and practice. These are the kind of things that you need to find in your own life. Life is for experiencing, not observing. If all the women in the world were to disappear tomorrow, I'd be a bit unhappy about the situation, but I'd have plenty to do to keep me busy.

Whatever it is you want to do in life, it's only too late if you never start. Grandma Moses started painting when she was in her seventies, living way past 100 years old.

Passion gives purpose and meaning to life.

The dreams of youth are the regrets of maturity.

ALPHA EXERCISE: Make a list of all the things you've wanted to do but never had the time to do.

Everything from places you want to travel to things you want to try, like race-car driving, or jumping out of a plane, or finishing your degree.

What would you do if you knew you could not fail?

Then, beneath it on the same paper, make a list of things you're doing that you could give up if you had more important goals. Things like watching television, going out to drink every Wednesday, Thursday, and Friday, etc. Find the things that you can cut back on to find the time you need.

We're going to carry this one over into the next section on ... **[-- Page 219 --]**

Goals

The path to realizing your dreams and passions is through the use of goals.

Goals are milestones along the highway of life. They give you a meaningful indication of where you are (or aren't).

Imagine driving on a highway with no markers, no location signs, and no real indication of where you are. You don't have a gas gauge, so you don't know when you'll run out of fuel. You don't have a speedometer (though, oddly, it seems like your car keeps getting faster.) You don't have a map, or any real clear idea of where you're going. You just drive, and hope that you don't run into a dead end, or that your car won't break down. Sometimes you see exit signs for places that sound interesting, but you're unprepared for them when they come up so you miss most of them. Every time you look in the rear-view mirror, you see all these great opportunities that might have been. And staring back is a man who is getting older and older as the drive goes on.

Some of you may have caught on to my simple analogy. Your life is that car. You are the driver. And whether or not you want to believe this, your car is no worse than anyone else's, or any better. We all start out with the same vehicle, but some of us take the time to get a map of where they want to go, and they plan for it. They chart their course, and their goals become real as a result.

The exercises to follow are the most important exercises in this book, designed to give you much more control over where your life is going. Follow these exercises completely, because there is nothing more important than setting the right goals for yourself and achieving them.

ALPHA EXERCISE 1: Take some time to dream... Get out a new sheet of paper, and make a complete list of all the things you want to do in life. Don't stop until you've got at least 20 things listed that you want to accomplish. Don't just choose things like "go out running tomorrow." A goal is a large milestone, so it should be more on the order of: "Run a marathon in the next year." (A sub-task of this might be "Go running every day for an hour to build up endurance.") Really dream up all the things you'd do if someone gave you the opportunity.

- Do you want to earn enough money to give to the poor?

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- Feed hungry children?
- Contribute to the arts?
- Race in NASCAR?
- Walk on the moon?
- Run for Governor?
- Star in a movie?
- Tour with your own band?
- Write a book of poetry?
- Paint landscapes?
- Become a hairstylist?
- Draw cartoons?

Make a long list of *all* the things you want to accomplish before you die. Don't hold back. *Dream a little.* Imagine what you could do if you knew you would not fail.

Dare to think beyond your own current limitations. Get crazy. Put down anything from the smallest to the wildest dreams.

Remember that life will give to you only what you ask of it. So be willing to ask for what your heart desires.

ALPHA EXERCISE 2: Categorize There are many different kinds of goals to be accomplished. You can categorize them in any way you like, but here are some of my own that you can steal from:

- *Physical* – Diet and exercise goals
- *Mental* – Educational goals
- *Spiritual* – Internal fulfillment goals
- *Family/Relationship* – Family goals
- *Recreation* – Vacation or fun goals
- *Career* – Monetary and occupational goals
- *Contribution* – Charity work and giving goals

[-- Page 221 --] Each month I would sit down and write these goals down on paper in each of these categories. Sometimes I'd only have a few new goals in any category. If I failed to meet one of the previous month's goals, I'd carry it over to the next month until it was completed.

You then plan out for the next six months, 1 year, 5 years, 10 years, and lifetime in each of these categories.

Just the act of writing this stuff down has an incredible affect on your subconscious mind. You'll find that your mind will start to work for you once you define what it is you're looking for. In fact, if you were to just write your goals down for the next year on a piece of paper and stuff it in a drawer, you'd find that after the year was up, you'd achieved many of the ones you'd written down. That's the power of your subconscious mind.

So take a piece of paper out right now (index cards work really well for this, too) and plan out your goals for the next year. Then break them down into chunks that you can start working on this month. Then break it down into something that you can do **today** to get started, even if it's only calling someplace for information to be sent to you.

For example, if you had a goal to get your first three belts completed in Tae Kwon Do this year, you'd work backwards to figure out how you'd accomplish this. The first month would probably be dedicated to locating a school you could attend and get enrolled. The next month would be to learn all the basics by going three or four times a week. The next would be to get your first belt in two months. Then the next in another three months, and the next four months after that.

There, you've completely mapped out a realistic plan to attain your goal. Now all you have to do is get busy on it.

Man is a goal-seeking machine by design. He must be in the process of pursuing a worthwhile goal to feel complete and actualized. Once that goal is completed, he celebrates the achievement, and then moves on to the next one.

ALPHA EXERCISE 3: Reinforce Put your goals on an index card that you carry with you everywhere. Refer to the card every chance you get so that you keep these goals on the front of your mind. Post a copy on your refrigerator and bathroom mirror so that you see them all the time. (And [-- Page 222 --] forget about what other people think. These goals are **your** life, not theirs.) This daily reinforcement will speed the attainment of your goals.

ALPHA EXERCISE 4: Tell your friends.

If you're really serious about reaching a goal, like perhaps learning to speak Italian, then let your friends know that's your goal for the year. By doing this, you make a commitment to the goal, and by making it public knowledge you hold yourself accountable. They'll be checking with you to see how it's going. And you'll find it embarrassing if you haven't made any progress. Don't ignore the value of a little peer pressure to help motivate you.

ALPHA EXERCISE 5: Review Set a date every month to review and revise your goals. I used to do this on the first of every month. I'd keep them in a spreadsheet that made it easy to revise and reprint them, as well as track the progress of them. Re-read them and adjust them as necessary.

ALPHA EXERCISE 6: Now, set goals for your performance with women.

Make sure you set goals for meeting women as part of your goal setting work.

Set targets for: number of women you introduce yourself to, phone numbers you collect, and even the time you spend working on the exercises in this book. The more you stick to this kind of plan from the start, the better you'll get at it, and the more success you'll have down the road.

ALPHA EXERCISE 7: Get some of the necessary books available on goal setting. One book I highly recommend is Anthony Robbins' **Awaken the Giant Within**. This was the book that got me started on the path to goal setting. Brian Tracy also has an audio series called "The Ultimate Goals Program." Either of these is an excellent way to get started on the process.

[-- Page 223 --] Have *fun* with this stuff, and try to not take it so seriously that you burn out and stop doing the work, but take it seriously enough that you achieve the goals. It's the most important work an Alpha Man can undertake, and it's up to you to do. No one else will set goals for your life except **you**.

By the way, goal-setting work like this is *immensely* attractive to women. I make sure that I let the women in my life know about the goals I'm pursuing, and inevitably they become very interested and impressed. They know that a man with goals is an Alpha.

The Boob Tube

This next topic may or may not strike a nerve, but it needs to be addressed, and it's something you need to hear. I don't want to get preachy, but I can't avoid telling you the truth, either. An Alpha Man does not cloud his mind with self-delusion.

The average person today spends over 4 hours watching television each day.

That's 28 hours a week, or 2 months of non-stop viewing per year. In a 65-year life, that person will have spent **9 years** in front of a television. (Source: A.C. Nielsen, Co.) I suspect that with the advent of Tivo and other entertainment devices, this number will likely increase slightly. Consider this: an average child sees **30,000** television commercials every year.

Here's another stunning statistic: Of all 4-6 year olds who were asked whether they wanted to watch television or spend time with their fathers, 54 percent preferred television.

Unbelievable.

Kids today idolize rap music stars and athletes with questionable character. Their idols are the gangstas and the people they see on MTV.

Some men who are reading this may already be married, and/or have children.

Even if you do or don't have children, I ask you this: **Why don't YOU be your kid's hero instead?** Or your woman's hero? And what kind of a man sits idly by while his kids choose *other* men as heroes instead of him?

What do you think it is that attracts women to firemen? It's because firemen are playing the role of the **Hero**. Just like King Arthur and Prince Charming, these guys are [-- Page 224 --] the prototypes of heroes. They're strong. They're manly. They're what women want in a man.

Now back to the problem with television.

Look, I'll be the first to tell you, I was a complete television addict when I was a kid. I grew up on *Bewitched*, *Hogan's Heroes*, *The Love Boat*, *Fantasy Island*, *Star Trek*, Saturday afternoon Godzilla movies, *Dallas*, you-name-it. I've got a great popculture trivia background, but little else to show for those countless hours I spent in front of the tube. I think the only saving grace I had was that I developed a love of reading at an early age. (And I developed a perception about women and more "traditional" view of male-female roles.) But today's television deadens you. The comedies are occasionally funny – *maybe* – but what are you left with after that sweet cotton candy taste? Nothing but a blank stare and a dull mind. There's no learning, no growth. The few shows that actually deliver any entertainment value aren't worth sifting through the rest of the crap to find.

Studies have been performed that demonstrate that you lose mental sharpness by sitting and watching television. Brain cells die. I, for one, don't doubt this one bit. The news relates only stories of violence, tragedy, and pain, because that's what gets the ratings. Reality television, the latest fad, is anything *but* real. Ironic, isn't it?

Television also sabotages your drive to get out there and meet women. After all, why go out and risk rejection when you can get your comfortable dose of happiness right there in your living room chair? At least you can control your experience with the remote control.

But in the end, you just wind up sitting there dreaming another person's dreams while the sponsors brainwash you into buying a better brand of cola or detergent.

Cut off your cable or satellite dish, or at least reduce your service and viewing time drastically. Take a week where you unplug yourself from the numbing influence of television and experience what life is like. If you could regain just a few of those hours each week from watching television and use them to pursue your goals, just imagine where you'd be in a year.

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DISTRACTIONS – Focus and Balance

The world is full of distractions to keep you from reaching your goals, like the previously mentioned influence of television. We live in a world where one of the most common diagnoses made is ADHD, or Attention Deficit Hyperactivity Disorder. I believe that our society has conditioned us to respond with a shortened attention span and very little patience, so ADHD isn't a medical diagnosis as much as a statement of our new mental development programs.

From the video games kids are brought up on that teach you to have twitchy thumbs and empty heads, to the news stories that are only a 5 second sound-bite. We even get this in the movies, where hyper-fast editing keeps changing the camera angle every second. It gives you a headache just keeping track of the action.

What makes the difference between an average guy who goes to his grave with few accomplishments and the Alpha Man who lives a complete life is the quality of his FOCUS, and his BALANCE. Whether that's his wife and children, or his career, or his hobbies, or his friends, the Alpha knows how to apply himself to a task – **all the way to completion**, as well as how to give equal attention to the things that matter.

Sometimes you have to swing way off balance for a short while to obtain the balance and results you want later. It's when you become obsessed with any one goal to the exclusion of all else that you cease to be of value to others. You may win the battle, but you'll lose the war. Ask the millions of "work-a-holics" out there who lose their friendships, their families, and their self-respect just because they can't learn the essential role of *balance* in their lives.

So beware those little things in life that steer you off course, because they'll pop up all the time. Sure, you might want to turn on the Playstation for a few hours of fun, but ask yourself if that's the best use of your time right now. Do you need some downtime after a long day of working toward your goals? Then go ahead, have some fun. But if you're more interested in playing *before* the

work is done, you'll find yourself constantly distracted, and never reaching your goals.

ALPHA EXERCISE: Take out another piece of paper and make a list of all the things you have to do today. Make a To-do list for everything you want to accomplish. Then, when you do things that are not on this list, make a note of them. At the end of the day, review the list, and see how many things you did that you hadn't planned. And then note what priority they were.

[-- Page 226 --] Some of them are going to be urgent things you simply have to attend to. A bill is late that you have to go drop off the payment for or your electricity will be turned off. Or your dog gets sick. These are things you can't avoid interrupting your day. But take a good hard look at the things that keep coming up and distracting you.

Sorry, watching the season finish to "Survivor" doesn't count. Nor do things you should have planned for, such as finishing your taxes. More often than not, you'll find that the distractions and "urgent" tasks are things you could have said NO to, or planned and scheduled at a different time.

Remember that everything you do has an **opportunity cost**. This means that for everything you choose to do, you are choosing to **not** do something else, and that's your opportunity cost. You could go to see a movie, or you could finish that book on investing you've been reading. You could go out with the boring girl from last week again, but that means you can't go out and be meeting other new women that would probably be more interesting.

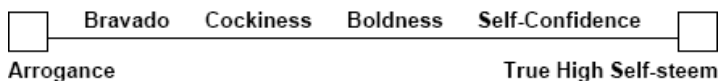
Choose well. The amount of success you experience in life will be a direct result of the choices you've made.

Make this a daily exercise, a fifteen-minute review that you do each morning as you review your goals. Make this habit real and you'll find yourself achieving more with every day than you ever imagined.

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Bravado, Boldness, Cockiness, Confidence, Self-esteem

These terms all mean something completely different, and all have a place on our sliding scale of demonstrating Alpha Man behavior. Let's put these behaviors on a scale:



On one end – the far left – you have the least disciplined form of man, who is a slave to his insecurities and to other's opinions of himself. On that same end, we have Bravado, which is a false confidence that doesn't know how to handle itself. It's like having a machine gun that's incredibly loud. Undisciplined and poorly controlled, only wanting to draw attention to itself. Alone, it might win you some women, but it will likely turn off at least as many as it impresses. Women (and men) can smell the difference.

Bravado is fake self-confidence.

Further to the right, cockiness, which is a more confident kind of Bravado, is more like a machine gun with poor aim. It doesn't care who it hits, but it's got a more controlled sound to it, so it's very impressive to women. The way it's used on this scale is that after you have become brave enough to do something (ask a woman out, ask for a raise, etc.), you behave a little bit self-assured in a joking way that tells others that you deserve and *expect* it to be yours. Cockiness is still an act, but one with enough humor that it isn't mistaken for arrogance.

You need Boldness to kick-start your engine. But, again it's still undisciplined – it needs a foundation. Boldness is like a grenade. BOOM! It explodes and is pretty flashy and impressive, but impersonal. You use boldness when you want to rev up your engine when your enthusiasm or energy is low. This is called "fake it 'til you make it." It's a different kind of fake than Bravado or Cockiness, because you are bold in order to get your energy up to the level of realizing your true confidence. It's merely a transition.

Boldness is a more realistic confidence, showing that you have courage and control, with an ability to show off *in the right ways* that you have confidence. Boldness is like a shiny revolver in a hip holster. Reliable. Never jams. And makes the right statement about your abilities. **[-- Page 228 --]** Then comes self-confidence, which is really your overall ability to display your self-assuredness. It's the outward display of your True Self-esteem, the last trait, and also the most internal. Self-confidence is the sniper rifle in your arsenal.

Self-esteem is how you feel inside your own skin. It's what you really think of yourself. It doesn't need to be externalized, but by virtue of it being the foundation of your behavior, it will find its way out. Low self-esteem always gives you away along the rest of the

spectrum. Self-esteem is the gunpowder in every one of these weapons. If you don't have enough self-esteem, your weapon power is going to be limited to the fake forms of confidence found over to the left side.

When you get a real sense of who you are, and you can demonstrate this constructively, you'll be able to move further and further to the right. If you go too far to the right and lose sight of your human qualities, you can wind up back over at arrogance again, so be careful. True high self-esteem is like a tenth-degree black belt in Kung-fu, where it's not visible on the surface, but the ability is there, waiting for use.

What you are speaks so loudly I can't hear what you're saying.

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Alpha Self-Confidence

Complete Alpha Man Confidence comes from a special place, where a man has defined himself completely. He knows:

- What he considers right and wrong, and he doesn't let other people change his opinions without careful contemplation
- What he considers his own values to be, and he doesn't change them without long and careful thought
- Who he wants in his world to accentuate and enhance his joyous lifestyle
- What his goals are in life

Generally speaking, the people who are the least defined in what they believe in and what they stand for are the ones who are the *most insecure* in our society. They are more prone to fall into someone else's worldview than take the time to think and decide their own opinions.

This is why so many people of low self-esteem fall into cults and gangs. These organizations give them a purpose and a direction they can't find in their own lives.

They think they find their place and belonging with the group.

Make sure **you** are the one to define yourself, not through others' opinions or plans.

ALPHA EXERCISE:

1) Take out a piece of paper (or start up a word processor file on your computer) and make a list of your core beliefs. Start with what you believe to be right and wrong. Think in terms of these areas:

- Abortion
- War
- Gun control
- Freedom of speech
- Homeless people
- Drugs (legalization)

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2) What are your opinions of these topics?

- Honor
- Duty to your family
- Loyalty
- Relationships
- Happiness
- Women

3) What are your core values? What do you believe is most important to stand for in life?

Here's a list of my core character virtues that I seek to work on every day:

- Love – Compassion**
- Faith - Humility**
- Honor - Courage**
- Balance - Temperance**
- Generosity - Kindness**
- Self-discipline - Patience**
- Passion - Enthusiasm**

Here's my list of personal values, what makes life worthwhile:

- Time**
- Independence**
- Income**
- Social connection**
- Organization/Simplicity**
- Relaxation/Recreation**
- Peace of Mind**

4) What is *your* life philosophy? Do you believe in live and let live? Every man for himself? The one who dies with the most toys wins? See you at the top? I like my coffee as black as death and as bitter as life?

Take a few minutes to figure out which kind of person you want to be. You don't have to be that person yet, but you have to know who you are becoming. Remember, without a destination in life, any road will get you there. (And none of them, too.)

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5) What is your mission statement for your life?

Most every company today has a mission statement, a brief sentence that tells what the business is there for, besides making money. Take the time to think about what your mission statement is, and how you would write your own. I'll give you my mission statement so you can get an idea of how this works: *MISSION: Because I can do what others won't, I will strive for more growth and interconnectedness, never looking down upon others, and achieving with my gifts.*

6) What is the one core belief that motivates you? What one thing keeps you believing in yourself and going when the going gets tough? Again, here's a saying that I use that summarizes my life purpose: *"The only life worth living is the adventurous life. Of such a life, the dominant characteristic is that it is unafraid. It is unafraid of what other people think ... It does not adapt either its pace or its objectives of its neighbors. It thinks its own thoughts, reads its own books, it develops its own hopes and it is governed by its own conscience. The herd may graze where it pleases or stampede where it pleases, but he who lives the adventurous life will remain unafraid when he finds himself alone."* - **Raymond B. Fosdick**

7) What are your Rules for women? What are the rules that they must understand and respect to be a part of your life?

Again, here are my 3 cardinal rules for women:

- 1) They must *never* lie to me, either outright or by omission of information.
- 2) They must *never* disrespect me in any way.
- 3) They must *never* take me for granted or mistreat me in any way.

I explain this to women early on (not on the first meeting, mind you, but when it's appropriate to educate them. If they break these rules, they're out.

[-- Page 232 --] Decide who you are and what you stand for right now, and you'll find that people will respect you more. They'll look to you as a leader of men, which is the ultimate statement of the Alpha Man.

ALPHA EXERCISE 2: Harvest the Energy You have to learn an important belief to build the foundation of your Alpha Man behavior, and it's one that all the Alphas have. It's not an option.

Everything in the world is working for you, not against you.

You must find the reasons to truly believe that *everyone* and *everything* that comes into your life is a force to assist you in some way. Find a way to derive forward momentum and energy from every situation you encounter, even if it seems like an obstacle or setback.

There was a business executive who used to answer every single bit of bad news with, "That's good!" He said it right off the bat without even thinking about it. Then he was committed to finding a reason that the bad news was actually good. You'd be surprised how well this really works for your attitude.

You have to take every situation and use it to your advantage. Don't believe that every person you meet is out to get you or piss you off. They're really there as guides and teachers, helping show you the way to success and enlightenment, even if it's only in contrast to their complete and utter stupidity.

The world is working to help you, if you'll just let go of self-pity long enough to see the opportunity in every situation.

Stop Defining Yourself in Her Eyes

There are about a million sickening love songs out there today that actually make men think that they don't have meaning except in another woman's eyes.

"I need your loving..." "What would I do without you..." "You're all I'll ever need..." **[-- Page 233 --]** "I want to spend my life and money loving you ..." "Life's not worth living unless we share our blood supply and a kidney ..." These songs mislead men into believing that they should give themselves over to a woman's opinion of them. Most of these songs were written by guys that never really had to *work* for a woman once they got famous, so they don't really have a clue what it takes for men without fame to get women.

Alpha Men do not define their value by what a woman thinks of them.

Too many men out there today feel that they have low self-confidence because they can't score with women. This is such a dangerous belief, because even if a man eventually becomes successful with the ladies, he still finds an empty hole right in the middle of himself that he can never fill.

And the opposite situation is usually true: Men can't score with women because women can see that the men don't really *believe* in themselves.

That's why it's so important to develop your Alpha Man Power. The more **AMPs** you give her, the more she believes in you and wants you. It all starts with this belief in yourself – before you try to make a woman believe in it.

Don't believe those silly love songs – you can do just fine without her. In fact, the only guys who die from losing a woman are the ones that kill themselves. And that's called "thinning the herd" in Alpha Man language.

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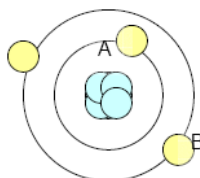
Quantum Leap Method

There's a common error made with respect to building up self-confidence and self-esteem in men. It's typically made when a man decides he needs to "build up" his confidence. He usually assumes that he must take his confidence from where he thinks it is (at the very bottom) and raise it up to a higher level where he can believe in himself.

The reality is quite different, in fact.

Let me start by describing a principle from physics that is applicable here. It's called the Quantum Leap Theory of self-confidence.

Remember those little models of atoms you had in school? They have those concentric rings to represent the orbits of electrons around the nucleus of an atom. Something like this:



The little orbits where the electrons spin around the nucleus are called shells or orbitals. For electrons to go from one shell to a higher one (like from A to B in the picture), they had to get enough energy to move up. Then, when an electron got enough boost to make the jump, it got to orbit in a higher-level shell and enjoy all that new energy. Woo-hoo!

But the funny thing about these shells is that once the electron got its boost of energy to make the jump, it didn't just float up through space and start moving in the new orbit. It actually *disappears* from one shell and *reappears instantly* in the next one.

Pretty trippy, huh? For a short period, the electron *disappears* from the universe, and then reappears in the next orbital. No moving up by steps. No slight increments. It's all-or-nothing for Mr. Electron. One moment he's in his low-energy orbit right around the nucleus. The next moment, he's boosted by several volts of power into his new higher orbit.

This example is how you make the big jump from where you are to where you are going. Forget all the small steps in between.

A B [-- Page 235 --] Make a **quantum leap**.

What I'm about to say may sound contrary to what you've been taught about male self-confidence, but it's important you understand how this works. You have to unlearn this belief that self-confidence is built up or raised inch by inch from a low level to a high place. And of course, as I've told you, you'll do much better if you work to shore up your belief in yourself first through other goals and pursuits, and then later through women.

The best way to get yourself to the level of self-confidence you desire is to **jump there**, with no steps in between. You have to learn to assume the level of confidence you want, imagine what this feels like in both actions and thoughts, and then just be that man. No working up courage or baby steps.

BANG. You're there.

You see, the other way of building your self-esteem requires you to work at every step of the way, and then place all your hopes and beliefs in every small step you try to make. If you stack too many of these small steps together at once, you risk having it collapse on you like a house of cards, and then all that work will be for nothing. You feel like you're fighting uphill every day just to get yourself to a level of self-acceptance.

For another analogy, it's just like working your way up a wet, muddy slope. One slip and you come sliding back down again. How many times do you think it will be before you give up on that? And if you're lucky, you'll only get a few small gains in self-confidence before you become exhausted from fighting up this slippery slope of mud.

Imagine your level of self-confidence is on a scale, from A to S: The real problem is that most guys assume that because they are at point A, and they want to be at point R or point S, where the really confident guys are, that they have to struggle to point B, then to point C, point D, point E, and so on.

Why doesn't this work?

Because 99% of the guys who are at point R, or point S, or any of those high levels of self-esteem **never** worked through the other lower levels to get up there. They either *assumed* that higher level of confidence right away, when they were younger, or they made a big jump after several successes helped boost them.

LOW A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S HIGH

[-- Page 236 --] Ask any guy with high self-esteem how he got there, and almost **none of them** will tell you that they woke up

one day feeling really crappy, and then decided to work every day from then on with tiny baby steps toward higher self-confidence.

(And the ones that do say this probably didn't really do it that way. They made much larger jumps. At the time it *seemed* like it was more gradual than it actually was.) Most guys don't succeed by small increments, because it's too much work for too little gain. They make big quantum leaps.

How does this work with women in real life?

Let's say you're out on your own going to a singles event at a bar. As you drive up to the place, you find your thoughts start turning to nervousness and a little shakiness about the situation. *What if I choke?* you think. *What if I can't keep the conversation going?*

This is where you need to use a few of the relaxation techniques and stop thinking. You remember all the times you just felt in calm control of the situation before, and how the energy kept feeding you. Even when there was a slip-up, you kept your cool and didn't let doubts creep in.

You realize that in this state, in this low orbit, you don't have the energy to pull off a very Alpha appearance. So you use your mental rehearsal technique to remember that feeling in the bigger shell.

What would you act like if you knew there were women in here dying to know you, and all you had to do was find her? What if all the women in here wanted you?

How would that make you feel? Imagine what Colin Farrell or any other hot male movie star feels when he walks into a party. Really **feel** this confidence run through you, like electricity.

You even review your beliefs for a moment, knowing that these are what define you. If you can demonstrate a place of calm security in them, women will want to know more about you.

NOW you're in that higher orbital. None of that "working up your courage" nonsense. You just have to keep your actions and thoughts in this higher energy state.

Sure, you may have to jump back up there, but it gets easier and easier each time.

The danger in using the Quantum Leap method is that a man can suddenly undermine his new state by feeling like a fraud when he is faced with a challenge or a low mood that shakes his confidence.

[-- Page 237 --] The secret to making this work is to make your old sense of low self-esteem feel so repugnant, so *vile and horrible*, that you can't stand the thought of being that person ever again. You have to hate that feeling of insecurity so much that you unplug it from yourself. Throw it away in your mental trash pile. When you feel those insecure feelings trying to steal your mojo away, you mentally yell "BREAK!" and disrupt the pattern. Push those feelings to the side, regain your composure by remembering the visualization of the new state in your higher energy, and keep going. Do this enough times and the habit will take hold.

It's like breaking in a new pair of shoes. Right now you feel so comfortable and safe in your current pair of low energy, low self-esteem shoes. Every new pair you put on, whether they are the ones at level B, level C, or further up the spectrum, feel uncomfortable to you. You'll have to put them on and really commit to walking in them for a few weeks before they stop chafing your heel, or leaving blisters. These shoes are going to be downright fucking *painful* to wear for a while. But once you get used to them, the new ones will be just as comfortable as your current shoes.

And if you're going to have to break in a new pair, why not go straight for the goal and wear them in only once, rather than a dozen or more times in between? Chances are you'll get so sick of making those small steps from level B to C to D, that after level F or G you're ready to give up. This is way too much work, **and** you fall way short of your goal. No wonder so many guys have a problem raising their self-confidence.

I suggest that you try to do more work in bigger jumps. Forget this nice guy wimp you know isn't you. Instead, imagine and fully create this new man, a true *Alpha Man* that will be able to communicate his new Alpha Man Power. Jump from level A to Level G right away. Get used to making that significant jump. Then stay at level G for as long as you can. You'll slip back from time to time, but Level G will seem more and more familiar and real to you, until you find yourself **there**. You won't fall back to level A anymore. And then you can then jump again, maybe to level N this time, and do the same thing.

Baby steps are for babies. If you find you've bitten off more than you can handle, then back off a little bit. Maybe shoot for level F instead of G. Just remember than any step you make *will be uncomfortable*. That can't be changed. But a Quantum Leap will get you there faster, and more successfully.

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Verbal Sparring with Women

One of the most effective seduction techniques you can develop is the ability to spar with women using only your wit. It's a little like

doing improvisational comedy, in a lot of ways, but you can develop this skill fairly easily.

Women are very effective with both oral and body language. They became experts at this when they were kids, when they had to interpret what other girls and boys meant. Boys were good at this, too, actually. They could figure out what their parents were really saying, even if it was "adult talk." But boys don't continue to develop this skill as much in their teenage years because interaction with other guys isn't as complicated as it is for girls. Women had a more complex way of interacting that demanded that she be sharp and understand the subtle cues that were being given in conversations.

A man will tell another man (or woman) pretty directly what he means and is thinking. Even when it seems indirect, a man is still communicating very closely what is going on. Women, on the other hand, communicate indirectly, because saying exactly what she means is considered rude by other women.

This is how women like to communicate, and how you'll have to communicate to them if you want to have success with women over the long run. Here are some simple rules to this game of verbal sparring so that you can get started and not feel like a complete moron when you get in the ring.

- Don't be direct when talking to women.

You should always hide your true meaning underneath some words that she will have to interpret. Use words that evade telling her the whole story.

Example: "I was out driving and met up with that guy friend of yours, Gary. We had a beer and a talk. It was ... *interesting*." She'll pester you for details, and you can just keep saying things like: "Oh, he told me some ... *things* about you." It will drive her crazy, but in all the right ways. Never give a woman a direct answer about anything in the early stages of dating her.

Also, when it comes to dates with women, you should always have a concrete plan and a definite idea of what you're going to do. But that doesn't mean you have to **tell** her about it. In fact, one of the things women consider "romantic" is when a guy plans something in advance and then he keeps it a secret from her until that day. As long as you're not **[-- Page 239 --]** scary, or come up with a weird surprise, you'll probably drive her crazy with desire.

- Set it up as a transaction.

When you get a woman good and frustrated, and she knows she can't just get you to do whatever she wants, make it worth your while to give it to her when the time comes. For example, in the above situation where you talked to a friend about her, and she bugs you for several hours (or days) after about what he said, you have to tease her *relentlessly*. When you feel the time is right, you say, "Well, I could tell you a *little* of what he said about you. But I have to know what's in it for me." Let her know that you expect some kind of "payment" for the information she wants. She'll play with you.

- Tease her CONSTANTLY.

Women need to feel played with, and verbal sparring requires that you learn how to give her a hard time (before she'll let *you* give it to her hard.) The most critical element of verbal sparring is learning how to tease her in the right ways. Just remember that teasing is never mean, never about things she is sensitive about, and it's most effective on hot women who are used to having men lie down and let them walk all over them.

Here's an example of a great universal tease you can use anytime: When she does something you want to tease, tell her, "That's not bad... for a girl." It will be just playful and challenging enough to get her excited.

- NEVER promise unless you intend to follow through.

The biggest breach of trust will occur when you fail to follow through with a promise. You never use the word "promise" unless you really mean it. If you break it, you stand to lose all the good faith and trust you've built up.

- Change the rules on her.

A woman has to know there are limits, and that she can't just keep playing the same game over and over, because that would be boring. You have to change the rules of the game in the middle. If you said you'd tell her about what your friend said about her if she gives you a soulful kiss, you can always hold the information back a little longer. "Hey!" she yells. "You said you'd tell me if I kissed you!" You say, "I changed the rules. Man's prerogative." **[-- Page 240 --]** Be careful how you do this so that it doesn't seem like you're backing out on a promise. Sometimes a promise is implied without saying the word "promise." The way this works best is when you get into a back-and-forth teasing each other, and you sense that she's starting to feel like she's controlling you by keeping up the teasing. All of a sudden you just smile at her and end the match by saying, "Ooh, I like it when you get all hot for me

like that." Don't let her setup the pattern. If she can predict it, she'll get bored.

- **Know when to ignore her.**

You don't have to answer or respond to everything she says. In fact, if you do, you'll lower her attraction for you greatly. Learn when to stay strong and silent. When you refuse to give her what she expects or wants, and at the right time, you're feeling the true rhythm of verbal sparring, and you'll make her incredibly hot for you.

Here's an example of good witty banter from the movie "Notorious," starring Carey Grant and Ingrid Bergman:

Bergman: "This is a strange love affair."

Grant: "Why?"

Bergman: "Maybe the fact that you don't love me."

Grant: (After a pause to talk on the phone and another kiss with her) "When I don't love you I'll let you know."

Bergman: "You haven't said anything..."

Grant: "Actions speak louder than words."

And Ingrid Bergman gives a satisfied laugh, leaning in to kiss him several more times. She's completely hooked on him, and she spends the whole movie trying to reclaim his love.

Did you spot the test that Ingrid Bergman gave him there? She hit him with that "You don't love me" to throw him off and challenge him. Now most guys would have answered her test with something like "maybe I do love you" or something stupid that kills the romantic tension. Not Carey. He knows that the most important part of the [-- Page 241 --] exchange is in **not** giving her a direct answer, continuing as though **he** is in control, and being a challenge to her.

It's said that Ian Fleming modeled James Bond after Carey Grant, and it's not hard to see why. Carey exudes the essence of Alpha Man behavior.* * *Yes, I realize there's a widely held belief that Carey was gay, but nothing was ever established.*

I'm sure it's possible, but he's still a movie icon who was an Alpha Man on the big screen. And even if it's a movie, it's more true to what women want than the ridiculous examples in today's romantic movies.

ALPHA EXERCISE: Some of the best fiction and screenwriters acknowledge that the most important skill in writing compelling drama is good dialogue. You know when the dialogue is good, too, like in the old Humphrey Bogart movies where he's standing down a beautiful woman.

The modern equivalent would be Quentin Tarantino. Witness the fantastic scene in "Pulp Fiction" when Vincent Vega (John Travolta) and Mia Wallace (Uma Thurman) are at Jack Rabbit Slim's. You can tell there's sexual tension there, but you're afraid to think of where it might go, or what Marcellus Wallace, her scary husband, might do to Vincent.

What you have to get in the habit of doing is inventing your own witty dialogue.

When you talk with women, you have to work a little to flex this muscle, but it's worth its weight in conversational gold.

Sit down with a pen and paper (or computer) and plan out situations that you run into most frequently. For example, you might meet women regularly at a music club where you go most Saturdays. Plan out 5 things to say in these 5 situations:

1) *The clever introduction*

2) *The witty presentation of your job description*

3) *The interesting situational come-on (where you ask her a wild question to show that you're not b-o-r-i-n-g.)*

4) *The number/email close*

5) *The eject (when you force yourself to leave)*

[-- Page 242 --] Now, I'm going to give you a few of mine so that you have some ideas of what you can do. (But these don't count towards your 5! You have to come up with a bunch of your own responses that feel good to you.)

1) *The clever introduction* – "Hi, I was waiting for the music, and my friends wanted me to ask you if you'd ever been in a girl band. I said if you were, you'd probably be the drummer. Was I even close?"

2) *The witty job description* – "I work in retail money laundering for the mob.

Well, actually I work for an investment bank firm, but that's pretty close, isn't it?"

3) *The interesting situation* – "I've got a question for you, and I need a woman's opinion. I've got a relative who is always fixing up people with women from where she works. The problem is she's not very good at it. We want to help her out by telling her more about what women want in a man. What do you look for?"

4) *The number/email close* – "You know, I need to get back to my friends. It was great talking to you, Christine." Shakes her hand. Almost turns away. "Hey, you know what? We gotta talk again." Hands her his pen and a piece of paper. "Write down your

number/email for me. And not that fake one you hand out to the dorks, either." Smile.

5) *The eject* – "Well, I have to bail because a bunch of supermodels have been stalking me and beating up women I'm seen with, but it was cool talking to you." (Wave the number or email she gave you in the air.) "We'll talk again, Christine."

Now, those are just some of the situations that guys usually find themselves struggling with, and you should really extend the exercise to include any situation you normally encounter and end up tongue-tied. And when you run into more, add them. (I especially advise you to think up plenty of #3, the interesting situations. They will help you the most.) If you're already fast with your wit, you'll find no problem improvising this stuff.

But then again, you wouldn't need this book, either. Most guys find it tough to talk to beautiful women. Only an Alpha Man knows that if he has this material ready, he'll feel a lot less nervous about approaching a woman when he's got something to say. And it will be easier to think up his own stuff later.

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Consistency and Inconsistency – Testing

Women will test you to find out your limitations. It's a fact. She will push your buttons to see how you react, because she wants to know if you're really an Alpha Man, or one of those phony guys she meets all the time. Your job, as an Alpha, is to pass her tests when she gives them to you.

One of the most common tests that women will put you through is the "running hot and cold" test. This is where she will suddenly change her attitude towards you, sometimes in the same evening. One minute she's all flirty and sexy, the next minute she's a cold fish.

It's in these circumstances that you must be consistent with your attention. You see, the test she's giving you is whether you will **REACT** to her change in tone. Most guys will either become cold in response to her coldness, or they'll come on even *stronger* hoping to warm her up. You have to keep treating her the same, almost as if you don't see any change at all, and that if you do, you're not going to let it affect you.

Don't act like you're ignoring her, but act as if her attitude is not going to impact yours.

You must lean back and breathe, realizing that her sudden change of attitude is not your fault, and it does not mean that she doesn't like you anymore. She's just subconsciously testing her hold on you. This is when you must be the *most* consistent with your attention. What she's looking for is your **reaction** to her, which tells her that you are easily manipulated by *her* mood or behavior. If you react, she knows you are not an Alpha Man.

Now, the time that you must do the opposite and be adventurous is when *she's* being consistent. That's when you can be inconsistent... just a little. This will have the same affect on her that it would have on you. It's like revoking approval, and she'll want to get it back. Reward her when she gives you the right attitude.

The moral of the story is this: When she's most inconsistent in her mood, you must be consistent with your treatment. You are unflappable. Keep up the same attitude and do not acknowledge her change. (Unless she is obviously disrespectful, in which case you must put her in her place, even if that means blowing her out of your reality. Disrespect is **totally unacceptable**.) And when she's most consistent in her mood, you must be *inconsistent* with your treatment, just so that she's not sure where she stands with you. Do not be psychotic or [-- Page 244 --] act crazy, going from one extreme to the other, but don't be afraid to ignore her a little and be aloof or cold.

The cold shoulder test will come up, and you must be prepared. This is the most common of her tests, also.

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Adventure and Danger – The Alpha Man as "Bad Boy"

One of the attractive qualities of an Alpha Man is his willingness to jump in and take life by the balls, not playing it "safe." A woman can sense if a man is the kind who will be fun to hang around because he's either out there **pushing** the envelope, or he's working in the mailroom **licking** envelopes. Adventure and danger are no strangers to the Alpha Man.

As you are aware, the "Bad Boy" myth – that women sleep with the dangerous guys out there – has some elements of truth to it. Not every woman is attracted to this type of man, but every woman is attracted to *certain parts* of the Bad Boy personality.

Let's review these traits:

- **Adventurous:** Whether it's drinking until 4:00 am, bungee-jumping off of bridges, snowboarding – whatever, the Bad Boy is out doing risky things.

He's not driving a station wagon under the speed limit; he's driving a motorcycle at high speeds. He doesn't play it safe, and he needs new experiences every day, or life becomes boring.

- **Opinionated:** Even if his opinions are a bit hard to understand and sometimes immature, the Bad Boy has no problem telling you what he thinks. Some people call this a "strong personality," but he's just able to tell you exactly what's on his mind. He's not afraid to disagree with anyone, either.

- **Self-interested:** The Bad Boy has a great deal of self-interest, which makes him challenging and interesting to other women. He has his own hobbies and passions, and these translate into a fulfilled existence that he can then pass along to other people. (Women sense that this also means he'll have the skills they want *in bed*, too.)

- **Joker:** His sense of humor is almost always well developed, and this draws the ladies in. He knows how to make women laugh and enjoy themselves. He's got a sharp wit, and a keen sense of what's funny. He doesn't take things too seriously.

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- **Independent:** A bad boy doesn't want to be tied down. He doesn't need other people, and he never gives off the vibe that he's looking for a woman to lean on. He can do just fine with or without a woman, which is what makes women want him even more.

- **Fun:** A bad boy is always fun. He's never dull, because he's always got some new place to explore. He's thrilling to the nervous system of a woman because he's so different from the boring guys out there she usually encounters. He knows that a woman wants to enjoy herself more than anything. And she will repay the man that gives her that fun along the way.

- **Unpredictable:** A woman loves a Bad Boy because he's so hard to predict. One minute he might call her at home and tell her he's thinking about dating other women, the next night he shows up at her place and makes love to her on the kitchen table.

One of the most stimulating experiences for a woman is to not be able to predict a man's behavior. Start doing things that are different just to experience it. Dress significantly different for her each time you see her.

Call her at a weird time. Email her a really funny picture. Grow your whiskers in. Wear different sunglasses.

Don't go **too** weird with the variations here. You don't want to come across as a lunatic. Just make some subtle changes in your behavior that tells her you're an interesting guy, *not* boring.

Here are some classic ways to spot the Bad Boy:

- His refrigerator has a car battery, beer, and Chinese food from last week. When it's cleaned up and stocked, it's full of spicy dishes and quick food, along with beer and Gatorade.

- The walls of his apartment are covered in "art" ranging from hot women in swimsuits to James Dean smoking a cigarette.

- His CD player is always packed full of Pink Floyd, AC/DC, Led Zeppelin, Eminem

- His bathroom cabinet is stocked with condoms, cologne, aspirin, and a spare toothbrush

- He's got a tattoo and/or pierced ear

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- He's got a leather jacket (**REAL** leather)

- He says the word "fuck" regularly, and in the most creative ways, like "abso-fuckin-lutely" and "that's assi-fuckin-nine."

- He knows at least ten good jokes involving edgy topics, like sex, group sex, and fellatio, and a few of the "farmer's daughter" variety

- He subscribes to Playboy or another quality men's magazine

- He has a pair of good shit-kicking boots

- He still has enough style to look cool even when he's wearing a sports coat and slacks

- He has a lighter, even if he doesn't smoke

- One minute he's talking about riding his motorcycle across the Great Wall of China, the next minute he's talking about his crazy uncle from Minnesota and investing in a business selling the next Viagra

- He's got a dog, and it's a fun one (larger than 15 pounds) that knows at least one trick, like fetch the beer bottle

- He's got a few cool stickers on whatever car he's driving. (But definitely NOT the sticker of Calvin from "Calvin and Hobbes" taking a pee. That's just dumb.) Don't mistake the Bad Boy for the "Jerk" stereotype. The Bad Boy is close to a jerk, but less prone to those abusive and arrogant behaviors. The Bad Boy is the guy women go to for crazy adventure and wild sex, knowing that they are free to want only this from him and not expect commitment. He's their safe outlet when they want to just "have fun." The Bad Boy is also a wicked challenge to a woman, because he's the opposite of the needy guys she tends to run into most of the time. He gives off an "I really don't give a shit" attitude without coming off as rude or impolite. If there were just three traits to use to summarize the

parts a woman finds interesting in any man – especially the Bad Boy, they would be **unpredictable, independent, and fun.**

ALPHA STRATEGY: Use the Bad Boy persona to help get you laid. Think about the best Bad Boys you've seen and known, and incorporate a little of their wildness into your identity. From [-- Page 248 --] the attitude, to the clothes, to the edgier parts of their lifestyles, you should be looking to step out from time to time into a more adventurous part of your personality.

Famous Bad Boys: Sean Penn, Colin Farrell, Fred Durst, James Dean, Bon Scott, Gary Busey, Kid Rock, Dennis Rodman, etc.

Famous NOT Bad Boys who you might mistake for Bad Boys: Ben Affleck, Christian Slater, Kelsey Grammar, Will Smith, any of the guys on "Friends" (sorry, having a drug or alcohol dependence does not make you "bad," just *stupid*), Keanu Reeves, etc.

ALPHA TACTIC: Find a few areas of your life to get messy. If you're always the good reliable guy, break out of that worn out habit and fuck around a little bit. Do something not so "nice." Call a chick at 3:00 AM just to mess with her. Wear a rude T-shirt. Look at a woman and think about nothing but what her tits feel like in your hands.

Go ahead. I won't tell.

ALPHA EXERCISE 1: Get Bad.

Get out and buy something to wear that you wouldn't normally wear. Get a motorcycle jacket, or a cool cowboy hat, or a purple suit. Maybe even a tattoo. I've got a wild biker jacket and a nice Stetson hat, and also a trippy watch and some rings. All of these can be used for *peacocking*. (We'll cover how to do this later.) Again, it helps to have female guidance on this. Ask a woman for her opinion on what you could add to your look to give you that edge. It will help keep you from going too far, like buying a Harley Davidson if you don't look the part.

ALPHA EXERCISE 2: Use your new "Bad Boy" mentality to help you put some edge in your conversation, too. Think of risky or controversial subjects to mix in with your usual talk.

Use this on female friends, family, and dates. Throw it in suddenly, for a little shock value. Things like: [-- Page 249 --]

- "Have you ever seen a porn movie and wondered if they get paid by the moan?"

- "Have you ever had a crush on a cousin or someone else you were related to?"

- "How many sex toys do you have? Do you think a dildo should be huge or average size?"

- "I'm thinking about selling everything I own and just go live on the streets of Italy for a few years..."

- "I have a wild fantasy about me, Betty Boop, and Wilma from 'The Flintstones.' What's your weirdest fantasy?"

And then change the conversation right back to something normal again. This kind of unpredictability stimulates women's attraction. It also makes you ten times more interesting.

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Part III: POWER – The Alpha Man Light Saber

Everything that attracts people to you involves power. Power, as Henry Kissinger once said, is the ultimate aphrodisiac. And the beauty of power is that it comes in so many forms that you can always find your own personal power to demonstrate it.

Women are intuitively and intrinsically attracted to men of superior value – which is communicated by their level of power.

This is the most effective sexual attractor.

Power is what she senses at all levels from you, whether it's your money, your attitude, your fame, your job, your status, or your looks. Everything a man does reflects the level of *power* he commands in life.

There are basically five kinds of power, and we will review each and how they are used:

1) Legitimate: This is the kind of power that is often granted to the authorities in our lives, such as the police, government officials, and our employers. This is also formal power, usually bestowed as a function of title. It can also come from the chain of command in any organization. For another person to "fit" in this organization (a company, the military, etc.) they must obey those in higher formal positions.

2) Referent: This is power created by association, or reference, such as the pleasure gained from affiliation with a person. Someone who has strong charisma and charm falls under this category. If you were, say, Harrison Ford's auto mechanic, it isn't hard to get people to come to you to have their cars worked on, even though there really is no legitimate authority there.

People will flock to you just because of your affiliations.

3) Expert: The power of expertise is one that everybody can develop, and it's my hope that every man reading this demonstrates with his skills and confidence.

[-- Page 251 --] I experienced this particular brand of power myself recently when I signed up to get cable Internet access. I was waiting at home for the cable installation guy to arrive and he called me early in the morning. He said he *might* be coming by later than expected. He'd try to swing by earlier if he could, he said, but he would make no promises. Well, knowing that this would almost surely mean he'd be late, I went out to shop for some things for my new place. An hour later, as I was standing in line in the furnishings store, I saw his number come up on my cell phone, but I missed picking it up. So, I called him back within ten seconds of the call, and he (conveniently) didn't answer. I then called him until he did answer, when he told me, "Oh, I was at your place, but you weren't around. I had to move on. I might be able to make it back there later in the day." Now, you can imagine how pissed off I was, but what was I to do? I couldn't install the cable myself. I needed his "expert" assistance. To make a long story short, I ended up rushing home and sweettalking him into coming over and doing the job. I could feel the power he held over me, and he took a cocky glee in using that power, but I could do nothing about it. The technician held "expert" power over me because I wanted something that only he was in a position to provide. He used this power to feel a little control in his small life. (He also used a little of the coercive power described next.)

4) Coercive: Coercive power is known as "the stick" in the saying "the carrot and the stick." It means, simply, that there is an expectation that there is a negative impact or penalty for disobeying this power. Your parents used coercion with you when they threatened grounding you if you didn't clean your room. Coercion also refers to the threat of humiliation and the threat of withholding love. These are not always thought of as punishments, but they are negative consequences held against someone to manipulate them.

Women will occasionally use this method of exerting control in subtle ways.

Sometimes she will seem to be promising you an intimate or sexual "favor" to get you to do something, but in reality that is not a reward as much as it is a threat of **not** getting her favor. (Clever games she plays, eh?)

5) Reward: Reward power is what is known as "the carrot" in the saying "the carrot and the stick." The reward can be anything from money to emotional acceptance. If you expect a reward from someone, and come to need that reward in some emotional way to fulfill your self-image, you'll obey the person that can give it to you. This is the kind of power we often exert over our pets [-- Page 252 --] when we train them by giving them treats for good behavior. Often this power is used in combination with coercive power to ensure that control is complete.

To multiply the effectiveness of this power, inconsistently rewarding someone works even better.

You can see people wielding and using their power every day. Clerks and traffic patrol staff do it all the time, and they take joy in their little compensation for an unfulfilling life. They love the power of putting people under their command. The people to watch out for are those who do not have the good character foundation for the power they have.

The need to exert power over other people comes from a deficiency from within.

These people have areas in their own lives where they cannot control things, so they find another place to get the satisfaction they've been deprived. You see this all the time in pussy-whipped men who have no power in their marriages, so they exert it over the people they work with. You also see it in the eyes of the weasel clerk at the DMV who takes delight in telling you to go to the back of another line, knowing that you have no choice but to obey if you want that registration renewed.

Of all the forms of power that will work for you, **expert** and **referent** will help you the most in dealing with women. When you are granted **legitimate** power – such as a managerial position at work, you should always seek to back it up with the **expert** and **referent** power, since people most often resent the person who is given a place of authority if they feel it wasn't *deserved* by their charisma or abilities. Getting this expert or referent power will take longer and it will be harder, but ultimately you will be a better person, and others will follow you with much more devotion.

There are also three responses to power:

1) Resistance: We resist the things that are forced upon us. (Another of the many reasons that Nice Guys tend to finish last: They fail to see that no one finds something desirable if it is *forced* or pushed upon us.) Resistance is a common reaction to the power of **Coercion**, and sometimes to **legitimate** power.

2) Compliance: We comply when we are just "going along" with something.

Typically this is the response we have to the **reward** and **legitimate** powers.

This is better than resistance, but it is still a bit lackluster when compared to [-- Page 253 --] the next response.

3) Commitment: Commitment is the ideal response you want from any use of your personal power. Commitment speaks of a person's individual desire to sacrifice for you, as well as giving you their all. You may think that the power of **reward** would lead to commitment, but that's usually not enough to keep a person dedicated to a cause or task. Just listen to all the stories of people who earned a huge income at some job just to give it up to do something worthwhile. (This author is one of them.) People will commit to you when they have no material reason to, and that is one of the fundamental principles of power that many new managers and leaders forget (if they ever knew it at all.) **Expert** and **referent** powers lead to *commitment*.

There are a lot of women who love to exert their power over men, typically through the use of *referent*, *coercive*, and *reward* power. They do not have *legitimate* authority or power over men (except when one is your boss), and they do not have *expert* power except where they use the rules of the dating game to outsmart you.

Most of the time, a woman will play on your reward/punishment response as well as your need to fulfill your affiliation drive to get what she wants. Of all these, the reward power is the most applicable to women.

When a man does something that a woman wants him to do, and she senses that she has the power to make him happy, she will reward him with affection and sex.

Now, before you get the wrong idea, I don't propose that women are doing this all the time. In fact, most of the time it's occurring without her even realizing she's doing it. She just senses from your actions that she has the power to reward you when you act as though she has the "treats." Remember that having the power to cause pain (as a woman does with her ability to *deny* pleasure) is something that people respond to very strongly. It's the same with your boss at work. Managers have the power to fire you, but they also have the power to give you a raise or bonus incentive.

If you can see that someone is responsive to ego-stroking or praise, you'll know immediately how to influence them to behave the way you want. It's no different for women than it is for men.

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Dependency Theory Of Power and Bargaining

Let's review how dependency works in the marketplace so that you can better understand how it works in the dating and seduction market.

In our example bargaining relationship, person A (Amy) will try to convince party B (Martin) that she is more powerful. In other words, A will attempt to convince B that the resources controlled by A are important to B.

Martin, in desperate need of a new car (his current car has just blew its engine and his mechanic tells him that it cannot be fixed), enters the showroom at Seduction Motors. As he enters, he is greeted by Amy, Seduction Motors' premier salesperson.

Amy hopes to gain the upper hand – the power – in the relationship. Amy asks Martin, "I see you're walking. I guess your car must be broken down. Do you need a car to get to work?" Martin now feels the pain of loss, as well as the gap this has created in his life.

Amy now has the power to fix the problem.

ALPHA STRATEGY: Try to determine how important the resource is to the other person as this reflects how much power you have over him/her.

Power is also a function of the *scarcity* of the resource in question. Martin (a very smart seduction student who paid attention during this chapter on power) recognizes Amy's strategy. If he admits that getting to his job in Los Angeles from his home in Orange County is difficult without a car, then Amy will know exactly how important the purchase of a car is to him. She will then know that she has a degree of power in their relationship. Martin says, "My car is in great shape. I'm just shopping around for a car for my parents on their anniversary." [-- Page 255 --] Amy notices that Martin is attracted to a nice Hummer SUV. She says to Martin, "Those new Hummers are really popular. If you're interested in buying one of them, you'd better act now. The one you're looking at here is the last one we have at this dealership. I heard through the grapevine that the manufacturer has stopped making this model, and no one else has been able to get any in for months. Are you interested in putting a down payment on this vehicle?" **ALPHA STRATEGY:** Try to convince the other person that the resource they desire is

scarce. The scarcer the resource, the more power you have. Scarcity is a matter of perception.

If the resource desired by the other party has no substitute, then you have power over that party.

Again, Martin sees through Amy's strategy; she wants him to believe that the Hummer he's been looking at is scarce. In order to restore the power balance, Martin responds, "Actually, I happened to see this very model at a dealership in Orange County." Amy responds by saying, "There are some dealers in the L.A. area selling this brand. However, our dealership is the only one that will give you a 100% service warranty for the first three years that you own the SUV. I can say, with considerable pride, that our service department is the best anywhere. Without this kind of service, you could find yourself in a real bind when you break down. We're one of a kind!" **ALPHA STRATEGY:** Try to convince the other person that there is no substitute for the resource they desire.

If what Amy had said about the warranty were true, she would have shifted the relative power balance – the resource Martin desires becomes an *irreplaceable* commodity. Martin, not sure of his facts, but feeling uncomfortable that the power balance seems to have shifted, lies to her.

[-- Page 256 --] "Oh, come on, I happen to know that the three year warranty is standard with all dealerships selling this brand of car!" The verbal sparring between Amy and Martin continues as they attempt to establish power in their relationship. The relationship ends when Amy makes the sale or when Martin decides that he will not deal with Seduction Motors. The nature of the deal, if Martin buys, will also be a function of the relative power balance as perceived by Martin and Amy. The more equally they establish power, the better deal Martin can get for the Hummer.

It is very important to note that this is a matter of *perception*, not reality. For example, Amy may never know how important the purchase of a car really was to Martin, that his car had just blown up over the weekend, and he's got to have something soon. On the other hand, Amy may figure out that Martin is not sure about the warranty issue – she then convinces him about the scarcity of her resource, the excellent service they have.

While I say that it's perception, not reality, I'd have to also say that perception *is* reality. Your perception, no matter how clear or distorted, always seems the most real to *you*. In essence, the battle of power becomes a battle over perceptions when it comes to many human interactions. Especially when it comes to dating women. And I'm sure you can see how the example above can easily be turned into a sexual situation where the "car" Martin is looking at is really *Amy* – or a date with her.

So how do you exert your power with women?

First of all, you need to reduce (if not eliminate) your ability to be controlled by a woman's granting or withholding of approval. Once she realizes she does not have this control over you, your value to her skyrockets. You appear an "expert" at being confident. Something she finds the most valuable of all.

Next, you must increase your **referent** power with women by increasing your social value. This is done by first learning the art of persuasion and charisma. Your quality of character and the people you influence through your charm will be your greatest ally. You've seen this, no doubt, in nightclubs when women who see you with other women will become "catty" and possessive. This is even true when a moderately confident guy hangs around a real stud. You become valuable by virtue of your friends and affiliations.

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Don't Misunderstand the Power of Money

A lot of guys misunderstand what money really means to women, and as a result they discount their own value because they might not have a lot of it. Trust me on this – I've been without money, and I've earned well into the six-figures, and neither situation got me laid more than the other. Women never knew the difference.

Money is just another perception of power. It's your ability to *provide*.

There are so many guys are so hung up on this, it's a wonder their balls ever drop before they earn more than minimum wage.

Let's also be real about this – If you have a lot of money, you'll get laid just because of that, because there will always be those shameless leech women who want to feed off any guy who will provide for them. But that's **not** what they're sleeping with over the long haul, I guaran-fuckin-tee you that.

I dated a woman who had divorced a real estate salesman (with a doctorate) who drove expensive cars, and owned properties valued in the millions in San Francisco.

She dumped him, and she slept with me. Why? Because, in her precise words, "He was such a nice guy, but he did absolutely *nothing* for me. I wished he would just be an asshole just once. You know, it would have been better if he would've just *hit me* once. I wish he was a **man**." What money represents to women is a power

to provide things for them – food, gifts, security. But these things are not sexually appealing to them. Women are not turned on by a guy's wealth. They do not develop feelings for a man because of money.

Wealth is just bait.

You can simulate the power of money by developing your **A.M.P.** in several ways so that she feels like you have money without you actually having to have it. Here's how:

1) Understand how money works. You need to understand as much as you can about how the stock market functions, as well as compounding interest, investments, insurance, bonds, real estate, tax lien certificates, brokering, money markets, and all the intricacies of the money game. Honestly, it's not difficult at all. I highly recommend you start with a few of those "dummies" books out there and build up your basics. You'll learn things that you would never have expected, like the fact that 95% of all people retire broke, with no savings to live off of.

So few women understand money and finances that they will look on with you with reverence if you just demonstrate a little understanding. (Just don't go crazy and flood them with your new expertise.) And, just by knowing about **[-- Page 258 --]** money, most women will just assume you must *have* some money, too.

2) Understand how to demonstrate Alpha Man Power without having to flash money, brag about money, or spend what little money you do have around. Learn how to avoid the dating game by not taking women on "dates." I've coached from the start that Beta Guys set themselves up for failure by their lack of original thinking. "Do you want to go to dinner and a movie sometime?" That's the most boring way to start up a potential romance. Try to come up with something better than that. Every woman in the world has been on this kind of "date," and been let down. If you start out on that foot, you better know how deep the quicksand is below you. Your best encounters with women – especially *beautiful* women – are those where no money needs to change hands.

3) Learn how to give women what money never gives them – excitement. A woman lives for the best feelings she can get in life. A gift only has value when there is some anticipation built up for it, or there is emotional/sentimental value tied to it. When guys give women stuff in an effort to "buy" her affections, they don't realize how ineffective the gift is without context (i.e., previously established *attraction*.) On the other hand, if you give a woman an exciting and interesting time, she'll have a memory imprint of the emotions, the experience, and *you* all rolled up together in her mind. Now **that** is lasting power.

Money is attractive to women, but it's not **exciting**. It's only bait. No one wants to feel the stabbing pain of a barbed fishhook poking through their cheek when they realize that they just got snagged on the wrong fisherman's line. Your job, if you want to get the chicks that you think would only be attracted to money is to show them a man who has real Alpha Man Power. If it's only about the money, you better run away as fast as you can, brother.

ALPHA EXERCISE: Get some books on money and investing. Learn how the stock market functions, and what the terminology means. Don't just learn the boring terms, either. Learn the really dramatic power of describing money moving around in the economy in a way that a woman can get hot over.

[-- Page 259 --] Watch the movie "Wall Street" for a great primer on the way stock trading works.

If you find this confusing, look up the terms they use, because the movie actually captures a lot of lingo like "greenmail" and "options." I like to ask a woman what she does, and then joke with her about any "insider" information she can pass along. Of course my intent is not to illegally trade stocks, but get into her ... uh, portfolio.

"It's a hot one, baby... you better jump all over it..."

Find Your Power

A man who has been held down to a lower status for a long time, or faced the brutal frustration of being at the mercy of other people's power for too long, will inevitably find it difficult to attract women. His attitude will reflect the years of abuse his male ego has taken, and a woman will sense this on him like rancid cologne.

A man must find a place of power in his life or he will die inside. It's an essential element of healthy male functioning that cannot be ignored.

You must find a place in your life where you can exert your own personal power.

Many guys will never wind up managing a group of people, whether for lack of skills, or a lack of interest in the process of management. However, there is a lot to be learned from books on ethics-based management principles, because they show you most clearly what it takes to be a leader through the use of the right means. Stephen Covey's famous book **The Seven Habits of**

Highly Effective People illustrates this with principles that speak to the core of effective self-management.

I urge you to study the great leaders in history and find out what made them so effective. Great men such as Martin Luther King, Abraham Lincoln, Che Gueverra, Ghandi, and so many others had many effective habits and behaviors of their own that brought them to positions of power and positive influence. Even tyrants such as Stalin and Hitler used many of their charismatic traits to rise to power and influence.

Great Leadership Traits

Some of the great leadership traits you should seek to develop are:

1) Vision: To see what has not been done and envision the way it can be. This is one of the more "mystical" traits that is difficult to develop without guidance.

[-- Page 260 --] Your vision will be a function of your smarts and your knowledge of your field.

Vision is the ability to see what is not there yet, but *could* be. It's the dream that hasn't been realized, waiting for you to take hold of it and make it real.

2) Passion: Passion is nothing more than *excitement for life*. When you're pursuing something important to you, you have passion. And passion is all there is sometimes when there is no other fuel to run on. You may have that vision in your mind, but it has to be your desire or passion that gets you there.

Passion is not automatic. It doesn't just appear for you, and it can occasionally disappear when you're exhausted from the labor of pursuit. But if you rest for a few moments, you'll find that it will return again.

Women are a passion for many men, and it's wired into our DNA. The human race would not go on if there were no driving force to keep us coming back for more. But you need to find more than women as a passion, because women are inevitably drawn to men who do not have sex and women as their primary reason for living. There is a saying that women inspire men to create wonderful works of art and architecture ... and then distract them from ever completing them.

3) Discipline: This is one of the primary behaviors that will decide how much of the other leadership skills you can develop. Without the discipline to pursue your goals and develop your skills, you will flounder endlessly from one thing to the next. You have to be willing to hold yourself to choices that will be uncomfortable to pursue at times. Character is described as the willingness to do what you said you would do, long after the spirit of the moment has passed.

4) Persistence and focus: And even with all the others, you have to be willing to see it through to the end. That is persistence. Your focus is the single minded application of your discipline and persistence to the goal you have laid out for yourself, not allowing yourself to be distracted by the multitude of things that come up to block your progress.

5) Empathy: The most influential men know how important it is to recognize and understand other people's emotions. This ability is very rare in men, as we are not attuned to the emotions and feelings of others as much as women. Do not mistake this ability to mean that you must *feel* exactly what others are feeling. But you must develop the ability to understand their emotional **[-- Page 261 --]** outlook. (Again, your Emotional Intelligence will dictate this.) Unfortunately, so few men are actually able to look past their own emotional lenses to see through they eyes of others. Our own insecurities get in the way of seeing what other people's experience is. And when it comes to women, this can be one of the most beneficial skills to develop, not only for seduction, but for a relationship – if and when you decide to create one.

6) Balance: All things can be taken to excess, so you must be cautious not to go too far with anything in your life at the damaging expense of another. All the women in the world don't mean a thing if you neglect your health, or jeopardize your life to HIV by sleeping around and not practicing safe sex.

It has been said that some people can't even take moderation in moderation.

So it is necessary to also understand that there are times when you must swing wildly out of balance for a time to get back in balance later. This is what happens when you go to college for several years. You devote another four years of your life to pursuing more schooling when you have a choice to just get out into the world, but you make this sacrifice so that later on you will have an education to fall back upon and use to build your career later. Shortterm pain for long term gain. But always remember to regain *balance*.

7) Growth – Learning: You have to be able to sharpen your saw. Make it a point to ABL – always be learning! Each night you should not be happy going to bed unless you learned something new. Ideally, you should have a set of goals mapped out to provide you

with a blueprint of ongoing learning. For example, on my learning list is to learn elementary Russian and Chinese. I'm also studying the influences and lineage of Martial Arts and their differences. I have a goal for learning and developing.

Remember: A plant that is not growing is *dying*.

A part of growth and learning is to become as competent as you possibly can at the skills that matter to you, whether that's seduction or skateboarding. At a certain level, you'll take confidence and turn it into *excellence*.

8) Integrity/Honesty – Character: It's difficult to address these qualities because they are usually already determined by a certain age, and it's rare that a person will change from being a person of poor character to one of integrity and goodness. But, it does happen. I made a decision to do this when I was about 20 years old. I was sitting in my rented room in Virginia with a pile of stolen car stereos, trying to figure out which one to buy from my friend. I had what some people call a "moment of clarity," where I realized that **[-- Page 262 --]** if I kept going down this path, it would jeopardize my character – and my future. I gave the stereos back and went out the next day and bought a new stereo instead. That was a turning point in my life, and since then I've stayed true and honest to everyone in my life, including myself.

Sure, it might sound corny, but life is corny, isn't it? All it takes is a decision on your part to never compromise your integrity, and work on the virtues that you feel are required to be the person you want to be. You don't have to be a saint, but you should have the quality of character that warrants attention and appreciation by your fellow men and women.

9) Positive, upbeat attitude: I've said it before – if you don't have a cheerful, uplifting attitude about life, a level of optimism, you will not get very far in life, or with women for that matter. Nothing is more detrimental to your success in any endeavor as a negative attitude. It steals the energy from all the other traits. It de-motivates others. It replaces hope with futility. Even if you are not the most cheery and positive person in the world, you can work to make this change in your life.

First, stop watching the news and mistaking it for reality. News and the media will not give you the bright, positive stories of life, so don't look there. Take a look at these "headlines": • Israeli children killed in Gaza • Toddlers' bodies found in Texas floods • Saudis: Oil workers kill 6 • Cancer patient's parents get 10 years for neglect • Man killed in roller coaster fall • Gun safety teacher shoots himself in class I'm not kidding that **all six** of these stories were at the top of one popular Internet news site. Is this what you want to fill your head with day after day?

Remember: Whatever reason you are looking for, you will find.

Second, stop hanging around negative people. No matter how much you may like someone, I guarantee you that it's not for their negative attitude. Nothing is more crippling than negativity, and you'll never achieve what you want in life if you listen to those who tell you it cannot be done.

Third, fill your life with inspiration. Read about people who fill you with hope. I recommend you read Viktor Frankl's book, *Man's Search for Meaning*. This **[-- Page 263 --]** short book details how Jewish men and women found hope and happiness while waiting for death at the hands of the Nazi's during World War II. The subject may sound depressing, but the message is not. These people went through the most unimaginable horrors and maintained their dignity and happiness. There is a lesson there.

10) Confident and Secure: Self-confidence is essential for every man in every part of his life. In many ways, men need to have a surplus of confidence, not only for themselves, but for the women in their lives as well. Women are not as naturally confident as men are in most situations, and this is one of the ways they look to us for validation and security. Self-confidence one of the most important qualities for a man to develop for long-term success in his career, his love life, and anything he hopes to achieve in life.

Your achievements in life will only be as high as your self-confidence.

11) Good communication skills – Listening as well as talking: Communication skills are not taught in skill, beyond the most primitive basics.

You're not taught how to pace your speech, structure your verbal communications, or even how to use techniques like mirroring and reading body language. All of this you must learn on your own, by experience or by study. I urge you to develop your abilities in this area as much as possible, as it will be your primary tool for influencing other people. Without good communication skills you can never really communicate your value effectively. This is like having a treasure (yourself) to display for sale, but having no ability to demonstrate (communicate) this to others. No one will know what they're missing out on if you can't show them.

12) Courage/caution intelligence: Knowing when to be courageous and when to demonstrate caution is a leadership skill that you must develop as well.

Some people have called this skill "temperance," or "tolerance for risk." What it really boils down to is that you have to know when to be brave and risk and when to step back and wait for another opportunity. This talent is not easily developed, but worth the effort. Where it comes to women, having the courage to act is most of the game.

13) Flexible and adaptive: We mentioned this before in coping skills. This skill is best combined with persistence in the right measure. Sometimes we can beat our heads against the wall only so long before we give up. The key is knowing when and how to change our approach. This skill is critical when it comes to [-- **Page 264** --] dating women. You'll have to learn how to flex your approach to fit her personality and the circumstances. You wouldn't want to tease an insecure woman too hard, or compliment a beautiful woman too much. Knowing what rules to use when is the most effective strategy of seduction you can learn. It takes an intelligent perception as well, in order to see what is happening and make the changes necessary to overcome obstacles. It's just like running an obstacle course in athletic training – you'll need different skills for different kinds of challenges, and you'll always find new situations to prepare and adapt to. That's what makes seduction a terrific challenge.

14) Sense of humor: You gotta be able to laugh at yourself. Most guys take themselves and the world way too seriously. In the end, it's all going to end, so balance your serious effort with an ability to chuckle at the ridiculousness of it all. Don't make fun of yourself to others, but keep your own limitations in a healthy perspective.

See the humor in everyday situations, and then learn how to communicate that to others. This is a great way of displaying your sense of humor to women. The best kind of stress relief in the world is laughing, and that's why it's so sought after by women.

15) Problem solver: Are you the kind of person who likes a challenge? Do you enjoy the ability to think your way through a situation to a solution? Do you find overcoming obstacles as a rewarding experience? If you answered "no" to any of those questions, re-think your state of mind. You have to be an active problem solver to be a leader, and especially if you want to attract more women. The dating and seduction situations you will find yourself in demand a lot of creative problem solving. Thinking is the easiest, and hardest work for a man to do.

16) Generosity: Giving to others is part of our "debt" for existing on this planet.

There are a lot of people who think that you can get by without sharing your wealth (whether it's material or spiritual). They try to live with an "I got mine – you get yours" mentality. In the end, they never realize that you can have everything you want in life if you just help enough other people get what they want.

A key distinction here is that generosity can never be sincere if the giving is with the expectation of *getting*. It doesn't work that way. That's manipulation and not true "giving." Give with no expectation of return.

Where this comes to women, you have to be "charged" enough to have the [-- **Page 265** --] energy to give. (I am absolutely *not* suggesting you give material things to women who you are not in a long-term relationship. The giving I'm referring to here is an emotional giving that allows you to be as effective as possible during your seductions. We'll cover this later in "**Batteries are Full.**")

17) Charisma: This one quality has so many different meanings that few would agree on a common definition. My personal definition of charisma is: *The qualities of character that make a person attractive to other people.* It is not a superficial quality, or anything to do with looks, really. It's about your ability to draw people in purely through the **referent** and **expert** powers of your personality, along with your general attitude for life. You have to be a little inspirational, mixed with confidence, mixed with happy and humorous.

You could say that charisma is the part of you that people want to be around.

Charisma is rarely pursued directly, but it can be achieved through the cultivation of the other qualities of leadership, along with constant work on the virtuous character traits.

18) Initiative: I'm sure you've had enough of my "wise" sayings, but this particular leadership trait equates to "the early bird catches the worm." There's also the saying, "You snooze, you lose." The person who takes action first – when it's prudent – will usually be the one to benefit. I'm sure you've seen this at work in the clubs when a pack of beautiful women comes in and the guys start to swarm. You feel intimidated about approaching them and making your move when all the other "cockblockers" are making their

feeble attempts at picking women up. When the time is right, you have to be willing to jump in. Luck is nothing more than when preparedness meets opportunity.

19) Responsibility: A business associate of mine and I were discussing the shortcomings of an instructor we know. He is unable to keep his business going because he consistently shifts the blame for his failures over to his excuses. Until he learns how to take responsibility for his own lack of initiative and action, he will continue to be a failure.

There's a saying: "Excuses are like assholes. Everyone has them." No one can improve if they fail to take responsibility for their challenges.

However, another key element of this understanding is that taking responsibility for things that are *not* your fault or that you *cannot* control will lead you to a similar state of disempowerment and disillusion. Learn the [-- **Page 266** --] difference between what you can and cannot impact in your life, and choose to act on them accordingly.

Now, if you happened to go through that list and decide, "Geez, that's a lot of work. I'm not trying to be a leader. I'd rather be a follower." Let me remind you that **everyone** is a leader in some part of his life. Whether it's at your church or in your family or at your work, you have an ability to stand out and excel. What else would you want to do with your time here? Beat the next level on your X-box game? Memorize the Dr. Evil speech from the first Austin Powers movie? (Okay, I'll admit I did that last one...) And just in case you weren't aware, every one of those qualities listed above will make you more successful getting laid with women. Maybe you should go back and reread them again and give it some more thought.

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Emotional Self-Control

Perhaps one of the single most important parts of Alpha Man behavior is developing the self-control that will keep you alive long enough to win every encounter you get into. What I mean is that if you have enough self-control, you will give yourself the space between stimulus and response to **think** about your next action. (There's that word again – *think*.) This space where you think is what shapes your destiny.

Remember, the Alpha Man is not always the *strongest*. In fact, you can be an Alpha without any real physical ability. But you do have to be the most shrewd and clever of the tribe.

One of the ways in which your emotional self-control will be challenged as an Alpha is when you challenge *yourself*.

See if this situation sounds familiar: You meet Jennifer on a blind date on Friday. You show your dominance for her, you beat your chest in a fine display of superiority, and she's turned on to you. You both have a great night, staying out drinking and dancing until 2:00 AM. You finish the festivities off with a great kissing session in the car that leaves a smile on your face from ear to ear. You get home and kick back, feeling pretty good.

Saturday comes. Uh-oh. Nothing going on. Figure you'll rent a movie at Blockbuster and just relax. You do some shopping and chores. Rent a lame movie for the night. Relax. But all day long you're thinking about that date last night.

Geez, Jennifer was a cutie-pie. Those kisses were tasty.

The afterglow is still with you. And she said for you to call. Hmm... You'll call on Monday. That should be enough time.

So you hang loose on Saturday, and then Sunday comes along. Uh-oh. Nothing really going on today, either. You meant to call some of those Match.com chicks back, but none of them seems as good as Jennifer. Yum. You can still remember her lips... Gotta stop that. You know not to get too caught up in her yet. You know better.

So you find a way to hang loose. You go for a walk. You work out. You call some friends.

Noon rolls around. Hmm. Why not give Jennifer a call? After all, it's been a couple days. (Technically, one-and-a-half, but this is where the male mind starts to [-- **Page 268** --] exaggerate time.) You start to look for her number, and you even go so far as to pick up the phone.

Wait! You catch yourself before you dial and force yourself to put the phone back in the cradle. Not yet. Maybe ... later.

Dinnertime rolls around, and you're wondering, "What's the harm?" After all, it's been a while, and she did say, "Call me," right? So you pick up the phone, dial Jennifer's number. You wait for a second, your heart feeling a bit loose in your chest, like it's just dangling around in there on a string.

"Hi, it's Jennifer. Leave me a message and I'll call you back." BEEP.

"Hey, uh, Jennifer. It's me. How are you? I'm just hanging back and thought I'd touch base with you. Uh... Yeah. So ... give me a call when you get in, okay? Later!" You hang up, feeling that "Later!" may have been just a bit too enthusiastic. And you didn't say who "me" was. That was presumptuous, wasn't it? And should

you have said you were just "hanging back?" Shouldn't you have been busy doing something?

Sigh.

Now what? You start fixing dinner, but now you start glancing at the clock, too.

What if she was on a date with someone else? When would she call back?

STOP THAT! You try to silence your thoughts, but they're starting to run away from you. It's like herding cats to get them under control again, too. No matter what you do, you start thinking about her. Her kisses and her lips ... Argh! Grrrr...!

And that's how you lose control of yourself in the process. One small step will push you over from sorta-confident into totally jealous and insecure. This is just like the obsession problem we spoke of before.

Self-control is the strength that keeps you moving in the right direction. It's also self-discipline, to do the things you may not *want* to do, but you know you **must** do.

A man puts off an aura of insulation when he tries to protect himself and his feelings *too much*. This is one of the reason nice guys get stomped on so badly. You have to be willing to expose yourself and risk that kind of openness for a woman to open herself up and trust you. If you come across with a defensive stance, waiting for her to show you the investment, you'll wind up disappointed. This is why you must develop your own inner source of strength so that others open up to it. You'll be able to hold back when you need to, and act when you must.

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Emotional Caregiving

An important fact to remember is that human beings are naturally dissatisfied.

With *everything*. If you get a nice new car, you'll love it at first, but after a while you'll start being critical and finding all the faults. If you move to a great new apartment, a month after you move in you'll start to find all the things you wished you could change about it.

We have a natural drive to improve our circumstances. Men and women. Which leads me directly to my next point: A woman is never completely satisfied with her man. And by always having this dissatisfaction, she manages to keep you satisfied with her because you're always working to stay in her good graces.

In other words, you may not be entirely satisfied yourself, but if the woman gets the initiative in pointing the faults out to you, you'll actually perceive her as being more wonderful than she actually is. She'll appear more desirable because **you** look (and feel) a bit flawed in her eyes.

It's a psychological game that keeps you in a state of challenge because of her requirements, and you never get a chance to question whether she's as good a catch as you think she is.

Yes, gentleman, to say it nicely, that's just plain *fucked up*.

Not every woman is like this, mind you. There are some women who have emotionally matured enough to realize that their dream man, their Prince Charming is a complete illusion that was brainwashed into them by years of Disney programming.

Most women, however, are going to naturally find faults and areas that they want to change in you and your relationship. They're never satisfied.

It's the Alpha Man's job to keep a boundary around those at all times, because it's a losing battle to get into a battle of perceptions over creating the "perfect" relationship, or the "perfect" mate. They don't exist, and if you get caught up in the selfimprovement hell that some women steer their relationships towards, you'll wish you'd joined a Buddhist temple, shaved your head, and stayed a celibate monk for the rest of your natural days.

Women will always have something to bitch about. It's not bad or good, it just *is*.

Women are not naturally "happy." Their emotions cycle as wildly as the weather, and just as illogically.

[-- Page 270 --] What you must never do is get caught up in the game of taking on the sole responsibility for pleasing a woman or making her happy. *That's not within your power as an Alpha Man*. Too many Beta Guys get into the game of feeling that a woman's emotional state is a direct reflection on them. If she's not happy, or says she's not happy with the relationship, a man takes it very seriously, as if he has done something wrong.

Unless you're mistreating her in some way, her state of mind is not your fault or your problem. The only role an Alpha Man has in this situation is as a patient ear. To nurture a woman effectively, you only need to make sure she feels as though she can vent and talk about her emotions, no matter how crazy and irrational they may be. If you get caught up in her mental tornado, you'll be picked up, rattled to pieces, and thrown miles away.

This doesn't mean you should ever withstand emotional abuse from a woman, however. Some women think that because they have excruciating PMS or other emotional baggage that if you are a willing listener you can be abused by her constantly. You have to have the backbone to stand up and yell, "Enough!" When you've been patient, shown a good level of tolerance for her mood, then you must also be willing at a certain point to put her – firmly – back in her place. This is especially true with exceptionally attractive women. The way you keep women happy over the long term is to keep a confident level of power that she knows is not affected by her opinion.

Realize that the best way you can care for a woman emotionally is to use your patience, and provide an open listening ability that she cannot abuse.

Emotional Maturity A woman will make a lot of judgments about you based on what she perceives your emotional maturity to be. Even if she is somewhat childish, she will expect a man to demonstrate an equal or higher level of maturity than her. (This is why most women prefer to date older men. They assume that most men mature emotionally later than women do.) Emotional maturity is demonstrated with:

- Self-control/Self-discipline
- Self-confidence
- Consistency

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- Independence

Maturity means one thing most of all to a woman – that you're capable of handling your own life just fine. You're not looking for a new mommy to take care of you.

Women are not looking to fill that role for you, unless she's extremely neurotic and codependent.

Once again, Alpha Men understand that they are independent because it's part of their nature. Alphas don't need to lean on other women. In fact, it's just the opposite: They are strong enough to have others lean on them.

So as a way of demonstrating your maturity and independence, be sure to drop some clues to her that other people look up to you for guidance. When I tell women that I am an instructor, both in martial arts as well as in helping men and women have better relationships, they are immediately drawn to that. They see a man who's able to take care of his own life. A man who teaches shows Alpha status because he's got power to spare, and that he's got the expertise (expert power) in an area to share with others.

Emotional maturity also means the ability to pause before you react, and a level of cool, calm poise. Alpha men don't react. They don't have emotional outbursts.

They're deliberate and well-composed, even when they're unbelievably pissed off.

(Alphas do get mad, but they don't lose control of that fury. "Nice Guys" just repress their anger and pretend nothing is wrong.) In short, they're everything a woman wishes she could be with respect to her own emotions.

Batteries are Full

You've got to have a full charge in your batteries to be able to demonstrate Alpha Behavior. This means that you've got to feel so sure of yourself that you don't need to constantly nurture your self-esteem, and you've got very few areas of insecurity that come up in normal day-to-day interactions.

Don't expect to be at your best if you're feeling drained or empty of energy. Men need to spend time alone to recharge their social and psychological batteries. Women tend to do this recharging by being around other female friends. Whatever your method is, be sure you're keeping your batteries fully charged.

[-- Page 272 --] There are certain situations that will drain you to where you're drained and unlikely to be very Alpha with women:

- 1) Just after a breakup
- 2) When you've had a long losing streak
- 3) You've got a lot of drama and drainage coming from your immediate social circle or family
- 4) You're suffering from bouts of depression or anxiety
- 5) You've suffered a large setback or loss, such as a job, a good friend, your business, your dog, or you've crashed your car

Just remember that you're not going to have the same attitude as if things were all going your way. You have to recharge before you can regain your Alpha Man effectiveness.

This is especially true with attracting women, because they are a drain on your level of charge. Women take a lot of energy from a man, and they don't return a lot of that energy back to you until further down the road. So you have to be strong and confident enough for **two** people, not just yourself!

Keep your batteries charged by keeping your own passions alive, and finding those things that return the energy back to you. When

you've recaptured that power, you'll find it much easier to be effective with women and seduction.

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Purge the Beta – Welcome in the Alpha

One of the best things you can do in your life is a planned and contemplated *change*. A part of that is sweeping through your life and determining what has a place in your new Alpha life. What belongs can stay. What does not belong must **go**.

Things to get rid of:

Anything relating to an old girlfriend – This junk just holds your attitude back and keeps you living in the past. You can be sentimental later, with the junk you get from a *new* girlfriend.

Any sad CDs that make you weepy and emotional.

Any clothes that don't fit well or look good on you – You must be **uncompromising** about your appearance.

Anything that reminds you of negative emotions or times from your past. If that couch of yours is something you bought when you moved out from your girlfriend a few years back, maybe it's time to get a new one.

Anything you might own that could be considered derogatory to women – or to anyone for that matter. No hardcore pornography or paintings of women taking it in the butt from a demon.

Any emotional or mental baggage that you may be holding on to for another woman. If you've got any women that you've been "holding out" for, or any woman that you think you can go back to, you need to let them go. That's clutter you don't need.

Anything you own that doesn't fit into a picture of a together, mature male adult. Those *Star Wars* sheets? Gotta go. Those Superman comics? Hide them in the closet. Those *Penthouse* magazines?

Get them out of sight. Try to keep up a neat, coordinated, welldecorated place to live.

Get rid of they whiney, man-bitch friends you have that try to drag you down to their level. (There's so much to say on this one that I'm dedicating the next section to it.)

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Get Rid of Those Whiney She-Man Boyfriends of Yours

Most guys are running around with a boat anchors around their neck. These anchors are their negative-attitude, got-no-game, man-bitch, whining, wimpy boyfriends.

Don't get caught up in the game of rehabilitating your friends.

I know that peer groups are often difficult to separate from. Honestly, if you feel that it's too painful to get rid of certain friends to get to this new state, then you'll never do it. You'll just sit back there in the pack, kissing the asses of the Alpha Dogs in front of you that have no problem blazing their own trail. You'll all cry over the same beer about the woman that done you wrong, and never learn.

I know this sounds harsh, but just like the Serengeti, the jungle is real, and it's all around you. It's just camouflaged by the smiles and clever devices of civilization.

Remember that it's okay to have acquaintances of all kinds. But you must be ruthlessly selective about your friends. Get rid of the people that are holding you back, or at the very least you must reduce their influence on your life.

Hang With the Other Alphas

You need to get positive male role models in your life right away. Once you rid yourself of the negative influences in your world, you need to replace them with strong, uplifting guys you can hang with. This is replacement of a bad habit with a new, better habit. If you don't select your friends, you'll end up in default with whoever comes along, and that's not acceptable or desirable if you want to climb the Alpha ladder.

Make sure you find as many other Alpha Men to hang around with as you can.

Observe their behavior. Study their abilities with women, because you'll learn the most about real Alpha traits this way. In fact, you'll learn much faster as you see examples in the real world.

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Indirect vs. Direct Attraction – How it Works

There's two ways you can try to influence people to in your life – indirectly and directly. Now, when I say "directly," I do not mean walking up and telling a person: "I am confident and honest. I deserve your respect and attraction. You like me now." They'd take one look at you, conclude that you're a complete idiot, and walk away. This is why being a Nice Guy doesn't work. You're trying to

tell people how great you are through actions that are direct **in the wrong way**.

Directly influencing attraction in another person means this: **You must behave in ways that reach their inner psychological attraction mechanisms the fastest and most effectively.**

There are two ways to do something: The way you rationally *think* it might work best, and the way that actually nets you results. Sometimes these are the same, but with human behavior, they rarely are.

I want you to tattoo this on your body in a place that you can refer to it every day until it sinks in: I preach this in all my books and audio programs. Perhaps the single most frustrating part of human existence is to take actions that we *believe* should work but actually do something completely different.

I am not suggesting that you throw your goodwill out the window, or become instant asshole. I am telling you, however, that if you think being "nice" to everyone, or non-intrusive, or non-demanding, or non-assertive will get you more friends or further in life and love, you're horribly mistaken.

Buddhist monks come up with some incredibly good insight and spiritual enlightenment when they're cooped up in a monastery meditating all the time and not getting any pussy, but you and I who live and interact with other real flesh and blood [-- Page 276 --] people have to abide by a different law of the jungle. Be good to other people, but be completely firm and clear about getting what **you** want out of life for yourself.

I consider myself a devoutly spiritual person (not *religious*, mind you), but I do not believe for one instant that God, Allah, or any other divine entity is going to intervene on my behalf and make things happen down here.

If it is to be, it is up to **me**.

There's an old joke that goes like this: *A farmer was stranded out on the roof of his house when a flash flood came and trapped him.*

First, a man on a raft floated up to him. "Hey! Jump on! I can get you downstream to safety." The farmer said, "Thanks, but the Good Lord will save me!" The man on the raft shrugged and went on to find others.

Then, a powerboat came by with some rescue workers. They said, "Hey! Jump in! We can take you to safety." The farmer said, "Thanks, but the Good Lord will save me!" And the boat went on to find others.

Next, a helicopter came by. They said, "Hey! We'll send a ladder down. Climb up and we can take you to safety." The farmer said, "Thanks, but the Lord will save me!" And the helicopter went on to find others.

The waters rose and rose, and eventually the farmer drowned. He arrived at the gates of Heaven, where God was sitting and waiting for him.

The farmer said, "Lord, why did you forsake me? I waited for you to save me, and you never came?" God shook his head and sighed, saying, "I sent a raft, a boat, and a helicopter."

What more did you want?" [-- Page 277 --] The moral of that little story is that you better recognize when opportunity is knocking at your door, even if it doesn't look way you would have pictured it.

You can go through your whole life and never take a stand for yourself, winding up bitter and faithless. Or you can **make** your own reality, while still upholding your religious and spiritual beliefs. Don't pray for any other spiritual entity to change the world for you. Do it *yourself*.

Faith gives us the power to do what we must. I believe faith is the conduit of power from the all-powerful to us.

Start with faith in *yourself*.

Back to our topic.

How do you **directly** attract people as opposed to indirectly?

Directly means that you show that you want someone with your obvious language and actions. This isn't very attractive because you express a need that doesn't show any benefits for the other person.

Indirectly attracting someone is when you attract someone closer to you by methods that do not obviously show them that you're just trying to get your own needs met. It's when you say with your actions that you want someone as your friend, but by *showing how good a friend you can be*, instead of showing how much you *want or need* them as your friend.

Indirectly is better.

We are all driven by self-interest. Ultimately, people have a certain level of charity they're willing to give, but we all need to satisfy our own desires to a certain level. I'm willing to be your friend, but not just because you want me to be your friend.

When you show me the *benefits* of being your friend, I'll be a lot more open to it.

Some people may say that this is cynical, that we're not all this self-motivated.

But that's a little naive and ignorant. We are all tuned in to W.I.I. FM, our favorite station. **What's In It For Me?**

Keep your objectives to yourself, and use *indirect* attraction to get what you desire.

ALPHA EXERCISE: Read the book **How to Win Friends and Influence People** by Dale Carnegie.

This book is a bit old, but it's still the best of its kind. You'll learn how to get people to [-- **Page 278** --] want what you want by appealing to their own desires. This book is full of priceless ways to cultivate a winning charisma with other people, and it takes a lot less effort than you think.

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Why Women Want and NEED Resistance

By now, if you're a student of seduction in any way (whether that's from **The Dating Black Book**, **The Seduction Method**, or other materials), one thing you know is that playing hard to get *works*. What you may or may not be aware of is that it works **better** on women than it does on men – if it's used correctly.

Why does "hard to get" work?

Hard-to-get implies value. If you're difficult to get, you're obviously in demand, and therefore *valuable*. Once you've established that you're in demand from your hardto- get behavior, the next step is to show that others value you. We all want what other people want. If you were not worthwhile, other people would not want you. It's social proof again.

Think about this for a minute: Women, generally speaking, do not get to display their competitive sides in ways that guys do.

We men compete in the open, in the football stadium, or in a good old-fashioned bare-knuckle brawl. We compete for position and power. We're "out of the closet" with our competition.

Women, however, do not have the luxury of displaying aggression or physical competition – nor do they derive pleasure from those forms. (Men are actually turned off by aggressive behavior between women.) Women are distinctly polarized against violence. What they prefer to do is much more subtle and intricate: Women prefer to compete for resources and the ability to survive.

You see, women need to have challenges to overcome, too. They have a certain set of goal-seeking behaviors, and in order for them to have a sense of accomplishment (as everyone needs) they must be given obstacles. Women also want to let out some of their aggression, and part of this outlet is breaking out of the strict social rules that she must deal with every day. She **wants** to chase, but she has no real avenue to do it. She has no desire to chase if a man makes it easy for her all the time by *giving* her what she wants to work for.

That's where you can help her.

You must always be aware of her need to not be run over with your enthusiasm.

You will lead her to you by virtue of your Alpha behavior. Don't deny her the satisfaction of taking a part in the chase. You can lead a woman where you want her by giving her [-- **Page 280** --] the opportunity to come after you. Don't defuse this energy by doing all the work of chasing her in the course of your seduction.

Make it Hard

Remember, a woman also wants what she cannot have.

Think about what the most satisfying tension in your life has been – *Anticipation*.

Waiting for something that you want. Dreaming of it at night. That builds into a feverpitch until it's all you can think about.

And now consider what is the biggest let-down – *an easy win*.

Ever played a basketball game and won by forty points? Or watched a Super Bowl where one team was ahead by 31 points at half-time? It's no fun, and you lose all interest.

The most unsatisfying experience, the most disappointing feeling, is when you get something you want with little or no effort. This is why you absolutely should **not** make it too easy for a woman.

ALPHA STRATEGY: Make another list. This one will be a list of all the ways in which you have made it too easy for a woman to have you. It will probably include things like the following:

- 1) Being too available – answering the phone every time she called, or always being available to go out on any night she suggests
- 2) Telling her you love her as soon as possible
- 3) Answering emails right away, and making them too long
- 4) Calling her every night
- 5) Writing her love letters/poems
- 6) Giving her gifts too early in the relationship
- 7) Introducing her to your family as soon as possible
- 8) Letting her keep stuff over at your house after a few weeks

[-- **Page 281** --] Think about this one for a while, and you'll probably find lots of ways that you haven't been putting up enough constructive resistance to her. Once you've identified the ways you've been too available, start coming up with ways of challenging her more.

Give yourself an opportunity to be hard-to-get for once.

Don't Be Fooled

Women have a special mode of behavior they use in the real world that is easy to misinterpret. They will come off with a cool, detached (almost bitchy) attitude. You see this when you meet a woman in public.

Why do they behave this way? First, think about the benefits it carries:

- First, it puts men on the defense, since they feel they have to work to get her approval.
- It makes them seem unattainable and, hence, more valuable
- It puts them in control
- It makes them seem confident and strong

Inevitably, most every woman that came off with this ultra-cool attitude when I met her has always been an emotional and self-esteem mess when I got to know her really well later. (After you date a woman for a few months – or even less – she'll start to reveal things about herself that you wish she would have kept secret.) It's a rare woman that is brought up with a genuine sense of self-esteem and security. These good women don't need to keep up a bitch shield all the time.

Here are a few truths to remember that are lurking under a woman's wellpracticed veneer of behavior:

- She's not nearly as cool as you think. In fact, she's nervous and afraid 90+% of the time. She's afraid her makeup is running. She's afraid her pants make her look fat. She's afraid her hair is messy. She's afraid her boobs are too small ... The list goes on and on.

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- She doesn't like the other women in her circle of friends nearly as much as you think. Women are experts at working that "girlfriend" attitude, that they're really close and loyal, as hard as they can. Recognize that underneath it all, she's jealous and critical of them, just like everyone else. She lives her life in comparison to all the women around her.

- She's in deathly fear of losing her looks every single day.

You've never seen a soldier fight a battle harder than a woman fighting another year of getting older. Especially in her mid- to late-thirties.

- When a woman doesn't know what to say or how to handle the attention of a man, she hides behind her bitch-shield for protection. What you misinterpret as disinterest is usually totally nervous and clueless behavior she falls back on by default.

Remember this the next time you want to go over and talk to a woman. *She's more nervous and fearful than you are.* That should take the edge off your own fear.

Subordination

Deep in the heart of most every woman is a need to find a man that they can look up to. Women have evolved to look to a man to be a source of strength for them. They want and need a man they can respect and (ideally) revere.

The evolutionary causes should be obvious. Any woman that wanted to ensure protection for herself and her offspring would have to choose a man that was an Alpha.

He had to have strength, along with some savvy. He had to be confident enough to take the upper hand (over the woman's status) in the interests of survival – even if it meant her disapproval. Any man that allowed the woman to make bad survival decisions might not live, nor would his wife or his children.

I'm going to make a very charged, controversial statement, but it's one you will understand the truth of – **if** you've been successful in your work to rid yourself of the Nice-Guy-Wimp-Thinking that most of today's modern men have. Think about this, and then relate it to experience. Not just your own experience directly with women, but with the men you've seen who have had the most success with women. (By the way, this doesn't necessarily mean people you know that are married. Marriage is *not* an indicator of success with a woman.) [-- **Page 283** --] My statement is this: **Women need men to dominate them.**

You heard me right.

Not in a "barefoot and pregnant" kind of way, or even anything resembling abuse of any kind. I believe that women deserve all the social rights and equalities that men have today. What I'm talking about here is the necessary kind of commanding and nurturing dominion that men have always provided.

When I say "dominate," I mean:

- A man who can assertively (not angrily) tell her when she's acting up and correct her
- A man who has the ability to abandon her, but chooses not to for the duration that she can meet his needs
- Initiate – take the first steps of any necessary action to ensure that the job gets done

- Provide guidance and support for a woman to ensure she meets the goals she has set

- Demonstrate superior power and value

A woman needs a man she feels is more powerful than her. Or, stated another way, a woman cannot remain sexually attracted to a man she feels is less powerful, or a man she feels she's too equal to.

Do you remember when the marriage vows used to say, "Love, honor, and obey"? Then there was this big feminist uproar over the inclusion of "obey," and it was dropped from the ceremony. What that vow was *really* saying was the unspoken reality that for a long-term relationship to work, there has to be a point where a man can command authority over a woman. If he does not, then she will lose her feeling of security with him, and her subconscious attraction mechanism will point her away from him and towards a man that can provide that feeling of emotional desire.

Women want men who make them feel instinctually safe and valued. They also know – at that instinctual level – that the only men that can do this are the ones that can take charge and take control of situations when needed – and these are men with superior power.

[-- Page 284 --] A woman will feel a sexual attraction for a man that raises her primal desires without raising her emotional warning signals.

So you must develop this Alpha Confidence and Alpha Man Power to the level that you are not afraid to play this role. (Your primary obstacle to achieving this will be your fear of angering a woman or being rejected by her.) You have to raise your own level of confidence to the level that you can take control when necessary, and also **give** control when required. Sometimes you have to give up power to show your own confidence that you have power.

And remember that the kind of woman who demands command and control of *you* is not one that you can forge a reliable relationship with. Go ahead and try. I've seen men end up miserable and beaten down from trying, and that's not where you want to live out the rest of your life. These are the guys commonly referred to as "pussy whipped." And if you've ever seen one of these couples, *neither one of them* is happy at the situation they're in.

Take control and stay Alpha from the very start and this doesn't have to be your fate.

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Demonstrating Alpha Man Behavior With Women

If you want to get a real woman, you're going to have to show her a real man.

Here are some of the ways we've discussed that you demonstrate Alpha Man behavior to a woman:

- Never leave a message with a woman
- Never let a woman get a rise out of you
- Never ignore a woman's tests
- Never bet more than you can afford to lose with a woman
- Never letting a woman boss you or command you around
- Never expecting a woman to make all the moves
- Always showing her a confident man

I learned at an early age that women hold a lot of power over us, and they are very aware of it. I remember meeting up with a girl named Katrina who I hit it off with right away. I got together with her a couple times, and on the second make-out session, she broke the news to me – she wanted to be able to "see other people." At that age, I hadn't encountered this before. I was devastated. How could she not want me and *only* me?

Well to make a long story short, I realized that she was only playing me for a sucker, and I dropped her as quickly as I could. I remember watching when my best friend spent a couple hours going through this same devastation when his girlfriend told him the same thing.

The message that neither of us really understood at the time was that we failed to keep them interested by being Alpha, and this was their way of breaking it off with us.

They were bored of us and wanted to see if they could find another guy that would light up their attraction center in their brain.

That was the first time I realized what kind of power women hold over us. I suspect a lot of guys went through similar experiences in their lives, going from "let's go out with each other" instant boyfriend/girlfriend, to the world where women wanted to **[-- Page 286 --]** "see other people" or "just be friends." Women still use those phrases when they're trying to let a guy down gently.

We'll go through more of the strategies in this section that will keep you from falling into this trap.

Let Her Fall In Love First

Now, at first glance, a lot of you are thinking that this is some kind of emotional blackmail tactic. You've read a lot of the books out there, and holding back seems manipulative and false. After all, a real relationship is grounded in trust and openness.

Honesty. If both sides hold out, how will anything ever happen between you?

It's not manipulative or blackmail to let her fall in love first, and let me explain to you why: **The person who gives up their emotional control first is the one that is the most at the mercy of the other.**

If you let yourself fall in love with a woman before you have her at the same level of involvement, you're opening yourself up to a dangerous situation. She now has all the power over your sense of self-esteem.

Women want to be the ones to fall in love and *then* find out if you feel the same way. If you do that backwards by telling her or falling for her first, she knows it won't feel the same way, or as satisfying.

Now the truly powerful Alpha Man can fall in love with a woman, tell her, and then walk away without needing to hear if she feels the same or not. It's a little like those old movies where the man in the trench coat tells the woman who's about to get on a plane that he's always loved her, and always will. If she gets on the plane and leaves him, he just shrugs and walks on. If she tells him she feels the same and he must come with her, he just shrugs and gets on board.

It's not the most realistic situation, but the attitude is right. Because either way, it's happily-ever-after for him.

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Mixed Signals

One of those behaviors that guys encounter all the time that totally baffles them are the incredibly bizarre "mixed signals." Here's what happens: John is out and meets a scrumptious redhead named Suzie. Suzie's hot, and it appears that Suzie's also aware of it. John starts talking to her, and they seem to hit it off fairly well. Suzie smiles and even touches him a couple times on the arm. "I'm in!" he thinks to himself. This is pretty cool... But then, for no reason at all, Suzie starts giving him a little chill. He asks her a question about where she went to school and she says "back east." She's quiet. And he ends up pushing her. "What's wrong?" he asks, feeling totally strange for having to ask this so soon. "Nothing," she says. John starts pulling away and acting distant to counter her coldness, and she eventually makes an excuse about having to meet someone and leaves. John is left with shaken confidence and anger, unable to go talk to another woman after this incident.

Once again, mixed signals from women are just par for the course. Women will give them off just *because they can*, and they know how disturbing it is for guys. The women that are used to getting their way all the time are often guilty of this. One minute she's super sweet (usually **way** too sweet) and the next minute she's acting like she couldn't care if you dropped dead of a massive stroke right in front of her.

Let's look at it from the woman's point of view during this kind of situation so that you can see what she gets out of giving off mixed signals: John comes up to Suzie, and Suzie thinks, Hmm, not bad. They start to talk, and things seem pretty positively charged. Then, for no reason at all, she doesn't feel quite as excited about John, maybe because he's not doing anything really extraordinary, or maybe she just feels it's the right time to drop the hammer. Maybe she freaks and thinks she's coming on too strong herself, so she backs off. (This is most often the case.) Whatever. So, she starts acting a little stand-offish. Now, you start to feel this distance.

If you're anything less than an Alpha Man, you become afraid of losing her. Your thoughts start to run wild. "Oh, no," you think. "She's slipping away." Panic starts to rise up in the back of your head. You start to get a little nervous, and you start changing your behavior to accommodate her more. You stop being teasing and playful and start to try to "lock this one in." Some guys try to move in faster, while others start to throw out compliments, or fish for feedback, or even brag about themselves in an attempt to reel this fish back in. In Suzie's head, she's thinking: "A-ha! I knew it. Another guy who **[-- Page 288 --]** doesn't have a lot of self-confidence." Or, sometimes the guy responds by pulling away as retaliation for her coldness, thinking, "I'll show her." And he totally blows it.

How does an Alpha Man handle the situation? Like this: Suzie starts to back off. Maybe there are a few "uncomfortable silences," but John doesn't care. He keeps talking to her, but he backs off just a little. He's perfectly happy in the sphere of his own reality. He's beginning to wonder if this chick is able to hold up her part of a conversation, and if she'd really be interesting to date after all. *She better start doing more to impress me*, he thinks. Meanwhile, he's also finding other ways to keep himself entertained. If Suzie is with a friend, he'll start a friendly conversation with her, or maybe even

order another beer and talk to the bartender for a minute. Or if they're in a group, he'll just chat with everyone. He doesn't respond or react to her behavior.

After a few minutes of a break, if she continues to keep silent or cold, he decides she's probably either rude or she's mentally unstable. The reality is that a woman who has a genuine interest in a guy will return to showing her interest in him if he doesn't give off any needy or desperate vibes after a lull in the conversation. If he's not pushy, and he seems genuinely confident, she'll stay interested. And an Alpha doesn't suddenly doubt his masculinity just because the woman withdraws attention and approval.

Some of the possible reasons a woman will start acting hot and cold are:

- **She's suddenly keenly aware that her girlfriends are there with her, and she's really out to have fun with them, not get laid.** In fact, she finds meeting a new man kind of scary, since her friends are probably going to judge her. So it's better to shut you down. (Sometimes called the "anti-slut defense." She doesn't want to appear promiscuous, so she'll reject you if she becomes too aware she's being seduced.)

- **She's young and immature.** Most women up to the age of 26 are in the stage where they are ruled by their emotions and the present moment. Her mood can change like a stoplight, and it often does. The only way to combat this is to keep her attraction and buying temperature so high that she ignores everything else.

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- **She's nervous and gets tongue-tied.** This is where you need to be confident and keep the conversation going, to help her through her nervousness. A lot of guys misinterpret her silence as giving the cold shoulder, but in reality she's probably not too secure herself and she just runs out of steam.

- **She knows that she can test you.** As in the case I described above, she knows she can learn more about a man in a minute of giving him the cold shoulder than she could in a month of dating, so she'll find herself doing it in response to a man who is showing her obvious interest. She knows she's got his interest already, so she's really not afraid of turning him off. It's the single best way to find out what a man is made of.

The secret to handling this situation, and almost all situations with women, is that you must never fully reveal your interest level in her. At the same time, you must use the Push-Pull technique to keep a level of heightened sexual attraction between you.

And, to top it all off, you have to be confident enough to not let your cage get rattled when there are silences or moments of doubt. A woman wants a man who has enough confidence for *both* of them, and can help guide her through her own nervousness. She does not want a man that gets uncertain and clingy when he feels the rug getting pulled out.

The true Alpha Man will also take this tactic and use it himself from time to time.

Sometimes I make a point to turn my interest away from the woman I'm with. Not in a rude manner, but enough to make her wonder if she's got me. (RULE: A woman should *never* feel like she's got you in the early stages of dating.) Wander off for a minute, right when things are going well. Go talk to a friend, or go take a leak. Don't do it too abruptly or rudely, but with an air of "I don't really need you. Let me see what else is out there." And when you return, you'll have more of her interest.

ALPHA TACTIC: The next time you sense that a woman is either tongue-tied or running low on juice during an interaction, say this: "Are you okay? You seem a little nervous." **[-- Page 290 --]** She might admit that she is, and then you can just give her a wink and a pat on the arm that it's okay. Give her some Alpha reassurance.

If she says, "No," just smile and nod at her, maybe with a small chuckle that says, "Yeah, sure. I know the truth." And then launch a new topic of conversation. If she seems more distant than before, she's probably a bitch, and you should eject from the situation. Give her a few minutes and you'll either sense that she drops her cold shoulder routine, or she doesn't have the same level of interest.

The key to pulling this off is to not seem too arrogant, and truly act like she's not flustering you at all.

Y.A.S.S. – Recognize the Chick Players

Keep in mind that beautiful women (and especially younger women) are bombarded with attempts to get them into bed. They can have their pick of the men out there, and they can even have their pick of the Alphas. It's easy to be led on by a woman. Especially one that likes to play men for the attention.

I call this the "Y.A.S.S." syndrome. This stands for "You Are So Sweet!" Imagine the life of a beautiful woman for a moment: Ever since she was little, she's been told what a beautiful girl she is. She harvested attention from everyone in her world, and her esteem was built by all this admiration of her looks. She learned very early

how easy boys were to manipulate and get to do her bidding. They'd do whatever she said just for the opportunity to be with her. When she was a teenager, she'd prick-tease them, letting them think they might get a piece of her pie at some point, but she always managed to get away without delivering. Usually, after she'd used you, and as she's leaving you or going off to her boyfriend, she'd say, "Oh ... *You are so sweet!*" And that, my friends, is the consolation prize she wants you to have for being one of her groupies. She collects guys like this, even the dumb ones that buy her things and get nothing in return, and gives them her best speech about "If I didn't have a boyfriend, we'd be together," or some other bullshit like that.

She's an attention whore.

[-- Page 291 --] Learn to recognize these women when they pop up in your life. They're the women that you sense you'll never get anywhere with, but they lead you on like an expert. They play the Alpha game with you, but they always stay just outside your reach. They can be seduced, but you've got to be totally sharp and focused to get into their bubble of illusion.

The key to avoiding women like this, the Chick Players and the time wasters of Alpha Man life, is to recognize when she's really not attracted to you or not likely to follow through sexually with you. Here are some of the signs:

- **"You are so sweet!"** – She gives you consolation prizes for not coming through. One is to tell you what a "great guy" you are, or how "sweet" you are.

- **Condescending consolation prizes** – This is another form of the previous one, but you smell them by their tone and delivery and the way she seems to pity you slightly. "Oh, aren't you a *sweetie*," she says, patting your arm, or giving you a peck on the cheek. This is usually accompanied by an expression like she's looking at puppies in the window of a store.

- **Attention shots** – She gives you attention in occasional doses, just to keep you around and hopeful. She'll break away from you to talk with some friends, and then turn her attention back to you in a way that almost sounds flattering, but she's really just giving you a little maintenance attention so that you don't totally lose interest and leave.

"So, John, tell me about this place you work at again... something about a bank or something?" "Uh, yeah, I work at --" "Oh, hey, here's Sara! Yeah, Sara! Woo-hoo!" She'll also toss you an occasional compliment or boost to your male ego, but it's never very sincere. And you *know* deep in your heart she's not digging you, but you keep playing her game.

- **Using you for favors** – She has you buy her drinks or give her some kind of benefit as proof of your sincerity or worthiness.

She will have you drive her or her friends around from party to party or bar to bar. She's a user.

- **Leading you on and always backing off** – She'll sometimes be very sexually forward, but always manage to keep you from getting anything real from her, like a deep kiss or some heavy **[-- Page 292 --]** petting. Just when you think she's letting you get somewhere, she finds a distraction.

"Ooh! Look at that beach!" she slaps your arm and pushes you back from a kiss, pointing to the television.

- **Constantly backing out of plans** – These women are about as reliable as the weather. They will only show up to dates or situations that are favorable to them, and this is always subject to their mood. You might get them out to a social scene, but you're not likely to get her isolated anytime soon. No followthrough.

ALPHA TACTIC: One of the best ways to get beautiful women is to knock them off their pedestal of security. The most beautiful women respond the least to attention and compliments.

What they respond to most is a man who isn't hypnotized by their beauty.

The first tactic you use with them is called **The Scan**.

What you do is this: When you're with a woman who obviously knows she's hot, and she makes some kind of cocky comment about how good looking she is, stop the conversation dead to look her up and down, slowly, from head to toe. Keep a completely serious face until you're done with the scan, and then chuckle to yourself while shaking your head, and then turn away. Most every time, she'll either pull you back or demand that you keep talking to her. Don't act mean to her, but don't give her any look of interest. She'll then proceed to wriggle her way into your good graces and approval. "What? Don't you think I'm pretty?" The second tactic is just ignoring her. When she comes up with a cocky comment about her looks, wrinkle your forehead, look away, and laugh like you can't believe you just heard that. Start ignoring things she says on occasion, including direct questions to you.

Hot women respond to these tactics the most because it challenges her externally validated opinion of her beauty. She's so used to

getting confirmation that any contrary response is going to be a challenge to her. Use this on the really hot 9s and 10s.

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No Strings Attached

The single best way to treat a woman is to never try to tie her down or obligate her. Keep commitment out of the picture at all costs for as long as possible. The trick, of course, is to not make it appear as though you're just another commitment-phobic guy.

A woman is always looking for the best fun she can get, with the least obligation or commitment. She just wants to have fun. So you can never restrict or inhibit her ability to feel this freedom, or she will respond by rejecting you.

When she realizes that the fun you give her is only available from you, she'll become more attached and more likely to stick with you. But remember to always insert a pause or a time when you are totally out of contact with her. This demonstrates both extremes to her so she can feel the contrast. Give her the opportunity to miss the fun so that she can recognize what she had.

The second you start to make her feel tied down or held back, she'll fight against you and pull away. So the only way to get commitment from many women is to stay just barely outside her reach *until she pulls you in to her*.

I realized this in my life when I was dating a woman that didn't want to date just one guy. I could tell this without her even saying the words. So for over 10 months we were just occasional partners, getting together for sex once a week or so, and going to dinner every so often. I kept seeing many other women. I did have strong feelings for her, but I kept her at arm's length. I knew that she'd never commit if I wanted her to. It would have to be her decision. Eventually, when she knew that there were other women vying for my attention, she "popped the question" and asked to go exclusive. That took over **10** months. How's that for patience?

This is the way you must handle it with a woman you feel might be a "keeper." You have to be coy, but not too unavailable. Just enough so that she feels that she has to work to keep you around. Eventually, she will want to make you her one-and-only.

But until **she** makes that decision, you *can't* make it. She has to decide to make this commitment first.

The more free she is to leave, the more likely she will stick around.

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Mystery

One of my recent addictions has been watching the "Crimescene: CSI" show on DVD. I've always had a fascination about how evidence can be put together to formulate a picture of an event that occurred, or to analyze something and break it down into elements that could be understood.

If you've ever seen the show, it's formulaic, but very well made. They also spend some time on developing the characters of the cast, which gives it depth. The typical show starts with an event – usually a murder or mystery surrounding a death – and the CSI team come in and collect evidence to piece together what happened.

Think about the last mystery movie or book you read, and think about what makes a mystery compelling to watch. What keeps you interested?

HINT: It's what you **don't know** that keeps you watching or reading.

When you figure out who did it, or what the mystery is, you lose interest. I'm always excited about a movie that can keep me guessing, because it's so rare that they can outsmart me now. And there's nothing worse than figuring it out too easily.

What do you think it's like for a woman who is getting to know a man? I'll tell you right now, she wants this romance to play out just like a mystery. (Ever wondered who reads the most mystery novels? Yep. Women.) *What's he like?*

Where's he from?

What does he do when I'm not around?

What's his story?

These are all the questions a woman wants to find out through her own detective work. **Not** from you telling her directly. There's no fun when someone gives up the clues. She wants to find them out a little at a time.

Keep her in suspense. The fatal mistake most would-be Alpha Men make is to tell her too much too quickly, hoping that the more she knows about him the more her rational mind would want him. (Guess what? *It doesn't work this way*.) [-- Page 295 --] Familiarity doesn't always breed contempt, but it does bore her very quickly. You have to keep things interesting for her, and by not giving her every detail of your life, you show her that you have discretion and self-control.

Marinade

You should also be aware that dating a woman is like cooking a good meal.

Marinating is the process of soaking fish or meat in seasoning or spices to enhance the taste.

What you're doing in the early part of the process of dating is learning how to marinate certain bits of information with her so that *she* is properly seasoned. You must marinate her in the attention you give her, allowing her space and freedom to think about you on her own time, thus allowing her to sell herself more and more on what is to come.

ALPHA STRATEGY: Make sure you marinate the women in your life as often as you can. You can do this by combining your patience and your mystery to give her something she can think about when you're not around.

I did this once with a woman by leaving her sticky notes in her house with clues to a scavenger hunt. I sent her an email with the first clue, which pointed her to the first note in her house. The second note was hidden on an Elton John CD, and I pointed her there with a clue about being a "Rocket Girl" (instead of "Rocket Man.") Then I pointed her to her book on India with a hint about going to a "faraway land." And then finally I pointed her to her closet upstairs where I told her she might find something to melt in her mouth until she saw me again. (A bag of chocolates.) I got so much mileage out of that stunt that the bonus sex was still coming in months later. I also timed this with a period where she wouldn't be able to see me for a while due to our conflicting travel schedules, so all she could do was *think* about the next time we got together. All she could do was marinade.

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The Three Domains of Interaction

When you interact with a woman, there are three areas where things are "happening." There is what's going on in *your* head, *her* head, and what's happening in between the two of you in conversation and interaction. You must learn how to juggle all three of these domains to effectively attract women.

You have to be able to watch what's going on in your thoughts, and not let things get too distracting. Monitor your internal feelings and dialogue. You may feel occasional bouts of fear and doubt, but you have to keep them *under control*.

Then, watch what's going on in her head by her actions and her body language.

Learn how to effectively read women so that you don't misunderstand her body language.

Finally, and most importantly, you have to learn to watch how the interaction is going between you. Pay attention to the responses you get, and the general flow between you. When she mentioned how the waiter was hitting on her, did you get mad, or did you not seem to care? And what affect did that have on you? Keep a firm grip on the vibe of the conversation and how things are going so you know when to take the next step.

Most people are too wrapped up in their inner world. You have to turn your focus outward and increase your situational awareness of what's going on outside instead of inside.

Buying Temperature

A woman's buying temperature is her interest level in what you have to offer her.

You have to watch this temperature as if you were closely monitoring a prime cut of steak you put on the grill. If you try to pull it off the coals too fast, you'll end up with an underdone piece of beef that won't be ready to eat. Wait too long, and you'll burn it. Somewhere between these two extremes is your opportunity window, and when it presents itself, when her temperature is just right, you must act.

You raise her buying temperature through the use of the strategies in this book, and then you monitor it by watching her responses, both verbally and through body language. When you think you've cooked her to perfection, you must be willing to take [-- Page 297 --] her off the grill and back to a place where you can act – your plate. As long as you've done your homework, your seduction is reasonably assured.

Keep your attention on the three domains of interaction, and especially on the vibe that is going between you two. This will help you determine her buying temperature all through the interaction.

Peacocking

A lot of guys aren't aware of the immense power of this strategy to pull women to you instead of having to chase them around everywhere. You may be familiar with the method that male peacocks use to attract a mate. They have bright feathers that they fan and display while strutting around, and this inevitably draws the interest of would-be mates.

Here's how *you* use it.

You need to come up with an outfit that will make you stand out from the rest of the guys out there. It can be as simple as wearing a cowboy hat, or just finding the right glasses with a yellow or pink tint. It could be a flashy shirt with sequins. It could be a wild pair of combat boots, or maybe a shiny earring.

You should find a very hip chick that can help you in this area and give you feedback on what peacock item would work with your looks. The wrong combination will make you look bizarre and laughable instead of attractive, so take some time to think about this.

One of the keys to peacocking is that you don't want to overdo it. There is a point where too many showy accessories make you look like a clown, and you have to draw the line at a safe distance. I recommend only one item be used for peacocking, unless there is a specific combination that works for you.

The item you choose should also be something that a woman would want to compliment or take note of in some way. The more obvious, the better.

I have several items for peacocking, and they depend on my environment. The first is a motorcycle jacket that looks rough, totally unlike my appearance. Every woman I've worn it with says they think it's a cool fashion statement. I also use a cowboy hat on occasion (especially when I go up to Tahoe for snowboarding.) One of my more [-- Page 298 --] extreme examples is a t-shirt that says, "Your fish smells like pussy." I got that one from a local San Francisco sushi bar.

You'll find that women take note of these items, and if they're at all interested in you it gives them the excuse they need to come talk to you first. Otherwise, they'll be waiting for you to come over to them, and I think you'll agree with me that you'd rather have them *come to you*.

ALPHA TACTIC: Get yourself at least a couple things to wear that will give you the ability to peacock. Don't be afraid to stand out in the crowd. Women need a reason to come talk to you, and this is the easiest way to do that.

ALPHA EXERCISE: First get the peacocking item.

Next, *plan what you're going to say to women when they do take note of it*, in either a positive or negative context. Not all women will be nice. The hot women will consider your looks to be a threat to them, believe it or not, and will often try to insult you a little to test you. "Nice hat, cowboy," they might say. And you need to have a response ready for that challenge. "You should try riding the bull wearing it, sugar." Or, "You're just hoping I lasso you up, you wild mustang." They will probably take the bait and give you a hard time, but you can use your verbal sparring techniques to keep the edge.

For the positive responses, you need to answer in a way that pulls them to you for more discussion. "Hey, I like your hat!" You reply, "Thanks. Do you know who used to wear one of these?" She stops and will have to keep in the conversation. "No, who?" You give her a look of shock. "You don't know?? Oh, come over here and let me tell you all about the story of Wild Melvin Leibowitz and his crazy ostrich ranch." And reach over to her and pull her close. Your work is to make up a funny story about Melvin, and point to something on your hat that links it to the story. Get her laughing. Then get her to wear the hat.

Add more charm, marinade, and seduce to taste.

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Lipstick Tactic

This is a tactic that will serve you if used in the right way. First, you need to find a woman that will help you with this. If you go to clubs frequently, then get one of the ladies to kiss you on the neck or on your collar with a strong shade of lipstick.

(Obviously this requires a white shirt.) If you walk into a club with a hot red kiss mark on your face, you'll be "pre-approved" and women will be intrigued by you. They'll think you must have something that they should want. This is in following with the social proof theory that dictates that when a man is obviously desired by women, *other* women will be attracted as a result.

When you're asked about the lipstick mark, just shrug it off with a bashful smirk and say, "Oh, that's just one of my groupies. I have to watch out for these women."

How to Make Compliments Work Any man that's made it this far in his training with my previous e-books and audio coaching knows that compliments are the kiss of death to any man of Alpha status. The more attractive the woman, the less the positive affect of a compliment.

To review, compliments:

- Demonstrate a needy man. What kind of man would give a compliment to a woman he doesn't even know? A man who *wants something*, of course. And she knows it. Compliments are obvious, and that works against you.

- Show a lack of originality. Anyone can tell a beautiful woman she's beautiful. But how many men can see the parts of her inner personality that she's *desperate* to have recognized?

- Are actually insulting when it's obvious that you're just saying something to get where you want with her. An improperly delivered compliment will actually push her away.

So, how do you use them to your benefit?

Here is how a compliment *can* work for you: [-- Page 300 --] - **Make them insightful.** A compliment should show how perceptive you are, and that you see what other men haven't seen in her before. You should wait to compliment until you can find something worth complimenting.

- **Never compliment the obvious.** This should go without saying, but if she has striking blue eyes, chances are every guy on the planet has used that one on her. Look for something unique and *original*.

- **Don't compliment on appearances at all, unless it is directly related to something she's wearing.** By complimenting her clothes, jewelry, or other part of her appearance that she's actually had to *work* to achieve, you'll do far better.

- **Compliment a woman on her appearances only if she's probably not used to it. (i.e., she's a bit plain – and you can still be very original with the compliment.)** If she's a bit overweight, you can just say you really like the way she carries herself, with a kind of feminine confidence. Don't be an idiot and tell a heavy girl that she's actually skinny. You'll just look like a kiss-ass buffoon for trying to deny the obvious. Just look for what may not appear obvious, or take something that may be construed as a negative and turn it into a positive.

Here's a compliment you can use on any woman with good affect, if you make it sincere: "Hey, you know, I just had to tell you that I think you have a really nice energy about you. It's like a glow around you." And nod while you're saying this, as though you're more sure of it now that you're telling her.

This is a compliment **every** woman would be happy to hear. And, generally speaking, unless she's a complete bitch, she probably does have a certain energy about her. Women especially like it phrased in that semi-mystical way that makes it sound like her aura is glowing.

There is another place you should be sure to give her a compliment – **in bed with her**. But just a couple times, and make them sound good. A well-placed "You're so sexy" while in the throes of passion will keep her happy and secure. Hey, you're already at the winner's circle, so it can't hurt to pay a few honest compliments.

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The Simplest Sure-fire Opener Ever

I'm about to give you the exact words to a foolproof opener that you can use in just about **any** situation. Memorize this and repeat it until you can say it ten times fast: "Hi, I'm just meeting new people today. I thought you might be interesting to talk to.

What's your name?" Now, before some of you get all angry and start writing me nasty emails because I didn't give you six magic words that will make her want to hump you right there, I want you to consider this: The single most common problem men have in meeting women is knowing what to say to introduce yourself and get things started.

I just took that problem away for you.

Yes, it's unbelievably simple (the best things in life often are.) Save the cleverness for when you really need it. You don't need it here.

But you know what? This introduction works wonders. It almost never fails. It works in bars, in church, in stores, in parks, in dance clubs, at parties ... you name it.

And the only time that it would fail is if you either use it on a real hardcore bitch, a super-shy girl, or you use it at the most inconvenient and thoughtless time.

It really is that good and easy to use. What sane woman would resist? Even if she wasn't immediately attracted to you (and very few women are immediately attracted to *any* man, even the good looking ones) she would **still** be open to saying hello and talking with you for a minute.

The truth of the matter is that even though I've given this phrase to men left and right, the thing that separates the Alpha Men from the Beta Guys is this: The lowerstatus men always seem to come up with an excuse as to why it won't work so that they can avoid the possibility of rejection and possible pain. They keep looking for the magic bullet that will work every time for them, but oddly enough they keep finding problems with every single introduction they come across. Something as simple as this couldn't possibly work, they will say, because it's just *too simple*. It doesn't hypnotize them or put [-- Page 302 --] them in a suggestive sexual state. It doesn't do this, or it does that. There's always a reason.

I hope you see what I'm driving at here. The problem is never in the introduction you use with a woman; it's only with the *attitude* of the deliverer. *Anything* will work if you use it in the right way.

And this one will work almost every time, as long as you don't get in your own way.

ALPHA EXERCISE: Memorize that opener, and make sure you know it cold. Word for word.

Get to the point where there are no hesitations or pauses. If you stop in the middle for any reason, you'll communicate nervousness instead of Alpha Man. Then, when you've got it down, memorize a few questions to keep the conversation going from there.

"What's your name?" If it's a fairly common name, you say: "That's really pretty. It seems to suit you."

"Did your mother pick that name?" If it's a unique name, you say: "Wow, that's interesting. What's the story behind that?"

Opening Sets

One of the keys to meeting women in groups is building your skill in opening "sets." Sets are groups of two or more people, and they may be a mixture of women and men, too. You have to know how to handle these situations when they arise, and feel confident jumping into them. A lot of guys find going up and meeting a group of people downright impossible, but I'm going to cover some of the most effective methods for opening sets and give you some specific examples that you can memorize.

Set opener one: The Cheater This one is a favorite of mine because it is almost guaranteed to get a group of women into a heated debate, if not a lot of wild discussion. Here's the approach:

[-- Page 303 --] "Ladies, I hate to interrupt your drink/lunch/dinner (whatever), but I have a question and I need a female point of view. Do you have a second?" (They will more than likely say yes.) "Here's the problem: One of my friends went over to Europe to go to school. He had been seeing this girl here in the states for about a year. Well, while he was over there, he slept with another girl. When he got back, he felt terribly guilty about it, and he told his girlfriend about what happened, hoping that she would understand his regret, and to be honest with her. Well, she dumped him, and won't return his calls. Do you think he did the right thing? Why?" Make sure you get *every* woman to tell her opinion of this, especially the quiet ones. This way one woman doesn't speak for the rest, and you can wring every bit of drama out of the situation. You can also reverse the roles, making it the girl who cheated on the guy.

And be prepared: The women will almost always assume the "friend" you're talking about is either you or one of the people you're with. You have to be ready to tell them it's not, and be convincing.

Set opener two: The Snoop I like this one because it plays up the drama of something we all love to do.

Standard opener: "Ladies, I hate to interrupt your drink/lunch/dinner (whatever), but I have a question and I need a female point of view. Do you have a second?" "I have a friend who met a nice gal here last week. They went home together, and the next morning, when she went out to pick up some stuff for breakfast, he went around the house snooping. He was just curious about what kind of girl she was. Well, she came back and caught him. She got really pissed off and kicked him out, saying that she never wanted to see him again. Do you think that was overreacting?" *Add-ons:* "What if it had been her snooping at his place? Would that have made it right/wrong?" "Have you ever done that? When? Did you find anything good?" **[-- Page 304 --]** **Set opener three: The Old Rock Star** Use this one on younger women, or adjust your example for the approximate age of the women.

Standard opener: "My sister (or your friend's sister) really likes Ted Nugent. She thinks he's sexy."

Do you think he's hot? What makes him sexy?" If they don't know who Ted Nugent is, have a couple other stand-bys, like David Bowie, Ozzy Osbourne, Mick Jagger, etc. This one gets a lot of juicy detail on what they find sexy and interesting in a man.

Add-ons:

"What if he wasn't a rock star? Would you still want to do him?" (If they say he's sexy but act like they wouldn't have sex with him, call them on their lie. "You – are – so – full – of – shit! You would so do him. Stop trying to being all proper.")

"Do you find older men sexier than younger men? Why?"

Set opener four: Men vs Women Use this one on a mixed group of women with guys.

Standard opener "My friend thinks that men make better musicians than women because guys grow up wanting to be rock stars to get women. Do you think that's true?" *Add-ons:*

"Do you think men are better at playing instruments?"

(Aimed at the guys): "Did you ever start learning the guitar or join a band to get laid?"

[-- Page 305 --] **Set opener five: Trivia** Use this one when you're in a more formal atmosphere, or when the other approaches might be inappropriate.

Standard Opener "Hey, ladies. We're wondering if you know the name of that eighties band that played, 'Don't – don't you want me...'" Choose the trivia question to fit the group. Again, if they're younger, ask something more current that they might know, but make sure the question relates to something just *slightly* older than them. (Don't dig into the 1960s and 1970s if they're only 20 years old.) If they can't come up with an answer, be sure to tease them. "What? You don't know? How old are you girls, anyway? Seventeen? Remind me to never play Trivial Pursuit with you." Whether they get it right or wrong, you go back to your table and resume talking.

Give it a minute or two, then come back over with your drinks. "Okay, since you were so good/bad with that last question, ladies, we decided to challenge you to a few more questions." And then take it from there.

Set opener six: Elvis Use this one just about anywhere. It's fun, and if you want to add some trivia to the question, after you're done with the question you can tell them it came from a scene that was removed from the movie "Pulp Fiction." *Standard Opener* "Hey, ladies. My friend here says that you can only be an Elvis fan or a Beatles fan, but not both. If you had to choose, which one would you be? Why?" *Add-ons:*

"Which is your favorite song by Elvis/The Beatles? Why?"

"Which one made the worst movies?"

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Isolating Your Target From the Set

After you've opened a set, you've got to be able to get the one you're interested in away from the group. This is essential, because without her totally focused on you, you'll be cockblocked by all her friends, especially jealous ugly ones.

(*HINT:* To block the possible cockblocking affect of her jealous friends, make sure you befriend all the women in the group before you zero in on your target. You don't want to start off on the wrong side of the fence immediately. This will greatly reduce your problems later.)

Lighter Fluid

When and if the conversation starts to cool off, you may want to transition into more of the regular pick-up chit-chat, but if it is a tough set, you may have to add a little lighter fluid. Did you ever squirt a little fuel on a fire that was already burning to kick it up a notch? That's what this technique will do. Have a few questions that will keep things going.

I usually use a gender switch on the question. Ask them, "Yeah, but what if the roles were reversed. What if **he** cheated on **her**?" and keep prodding them. Just ask them to reverse the genders for more fun.

You'll learn a lot about the people in the group and see how they think if you're listening to their responses, and what difference they think there is between men and women for each of the questions.

ALPHA TACTIC: Always prepare for the situation of opening sets. You should start with a wingman so that you don't feel so strange in these circumstances. He can just sit back and watch you, or you both can take them on, but one person should definitely be the lead. You can even tag-team if you like, where one guy just introduces the set and the other takes over with the question.

ALPHA EXERCISE: [-- Page 307 --] Preparation is the name of the game with this one. You've got to have a few really good questions memorized to help you feel comfortable in these situations. Based on the examples I gave you above, I want you to sit down with a pen and another piece of paper and pull together your own original introduction questions. You can use the ones I gave you above, but eventually you'll run into women that may have heard them before, so you need to have some that are your own and in your own words.

Then, map out the "lighter fluid" questions that will keep the conversation going and steer it in the right direction. Play around with the situation by reversing the gender, or asking them if they have ever gone through this. Get them talking about their own experiences.

Have fun with this one, because you can come up with some pretty cool material.

Just use the entertainment news if you need a source.

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A Caveat for Good Looking Guys

Good-looking guys need to adjust their strategy just a bit for getting women.

Attractive guys already have a good head start by being visually appealing to women, as we know. But just because you've got looks doesn't mean your game is guaranteed.

Most guys have been taught that a shy, slightly bashful presentation works with women, and even more so if you are handsome. This is an incorrect assumption. What works about the "shy guy" routine isn't his shyness and false submissive behavior.

It's *humility* that works for guys with looks.

You see, you have to act totally unaware of your own appearance, as well as turn down the cocky behavior a few notches. While "cocky and funny" behavior will work for most guys, the attractive men need to work on increasing their funny side. The reason is that the cocky part of the equation presents a challenge to the woman, as well as to demonstrate Alpha confidence. If you're good looking and you tease too hard with a woman, it comes across as arrogant and self-important, and it will turn her off.

Also, remember that teasing in these situations is good because it takes the focus off you and your behavior and onto hers. It's not the same as being cocky, so you can get away with it a little more. Just make sure you're using as much humor as possible. The funnier a good looking guy is, the better.

So be aware that your looks will get you in the front row, but you shouldn't act like they're a backstage pass.

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Alpha Man Re-Framing

I'm going to share with you an advanced psychological technique that has been taught in every imaginable way, from NLP (Neuro-Linguistic Programming) to the most basic forms of therapy. It's called "Re-framing." Re-framing is the skill of reinterpreting events and situations so that the meaning of what happened works **for** you instead of against you.

Here's an example: *You go out one night and meet ten women, but you only get one phone number.*

Beta Guy interpretation: FAILURE. You had a ten percent (.100 in baseball) batting ratio. You feel all nine women who said, "No" like punches to the stomach. You also figure this means that the one phone number you *did* get will be a failure, too. No sense in calling her.

Alpha Man re-frame: SUCCESS. Not only did you do what you planned, which was get out of the house and meet new people, but you got a phone number of a woman you can call back. If you didn't go out, you'd have had NONE. Zero.

(Of the other nine that you didn't get phone numbers from, four had boyfriends, two were just there with their friends, and three were just scared to give out their number.) Also, you probably made all ten women happier by interacting with you. They got to meet a charming, intelligent man who left them with a nice feeling. Plus, you got a lot of great practice. By the end of the night, you saw that rejection loses its sting very fast, especially because none of the women who said "no" really said **no** to you. They were saying no to *themselves*.

Now a lot of pessimists out there would like to focus on the fact that what we're doing is just semantics – playing with the meaning. They'd say that looking at things like this isn't realistic and leads to false hope. In reality, however, this negative Beta Guy interpretation is no more "realistic" than ours.

[-- Page 310 --] Here's another re-frame: You are turned down by a woman (for a phone number, date, sex, whatever.) You can decide that this means:

A) You're undesirable and her rejection reflects on you as being an unattractive man, or ...

B) **She's** the one who lost out by not being smart enough to recognize a good catch.

This one interpretation tells you right away if you're coming from a place of security and confidence in yourself, or a doubting and insecure place. The interpretation is your perception, and the pessimistic view (A) is no more valid than your re-frame (B).

Let's be perfectly honest, women almost *never* reject men in a mean and condescending way. If they turn you down, they try to do it as nicely as possible, for the most part. And as for the bitch that *does* trash you or insult you, she's the kind of woman I wouldn't piss on if her heart was on fire. The person who finds it necessary to trash another person's feelings to make herself (or himself) feel superior, or to give them a sense of power, are the most pitiful people I can think of. These people have such a damaged sense of self-esteem that their judgment is absolutely worthless in the grand scheme of things, and you should learn to recognize it for what it is – a reason to pity their sad little lives.

Their personality disorder should not translate into a bad feeling about yourself, right?

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How to Tell When a Woman is Lying to You

One of the things guys don't really understand is how easily women find it to lie to men. They would much rather tell you a lie (or a *severely* stretched truth) than risk hurting your feelings. In fact,

she sees the ends justifying the means, so she doesn't even think of this as lying.

The reason women don't want to hurt your feelings is twofold: 1) they really do feel bad when they hurt another guy's feelings, and 2) she doesn't want you to think of her as bad or mean for rejecting you or hurting you.

The second one is very important because it highlights the self-preservation mechanism present in women that keeps them socially acceptable. Men are much less concerned with falling in and out of social circles – mostly because they do not rely on their friends as much for self-validation. For women, however, the loss of their social acceptance is a very frightening prospect.

So an essential skill for you to learn is to know when a woman is lying to you.

The first part of this is to pay attention for clues that give away that she's not being truthful. One of them is when she refuses to go into detail about a situation, or she seems eager to hide the specifics.

For example:

YOU: "How was your night out with the ladies?"

HER: "Oh, it was good. We just had fun. We had a couple of drinks and called it a night. How was yours?"

She doesn't want to give you details because they could trip up her story.

Remember the golden rule of lying: Always stay as close to the truth as possible. Most people screw this up by not being convincing about their lie. Real life has details, but lies are always unbelievably simple and vague. It takes a real pro to give a ton of detail to a made up lie.

(Notice also that she was quick to turn the question around back to you to find out how your night was. This is a common evasion tactic.) **[-- Page 312 --]** This next technique you're about to learn is worth its price in gold. If you suspect that a woman is telling you a lie, you have to be willing to test her. What you do is make up a "red herring" situation that she will have to accept or refuse, and what you watch for is the way she handles it.

Here's an example: Tom suspects Gina was out seeing another guy instead of hanging out with her friends. His gut intuition just won't let it go, so he decides to test her:

YOU: "How was your night out with the ladies?"

HER: "It was fun. We went out to Como's on the other side of town. We just talked and had some drinks for a few hours. What did you do?"

YOU: "Como's? Oh, wow, I heard about what happened over there. It was on the news. Did you see the fire?" (Tom now watches her like a hawk to see how she responds. If she's telling the truth, there will be no pause here.)

HER: "Uh, the fire? It must have happened after we left." (Note that she didn't act surprised in the right way. She was first surprised that this happened because it complicates her lie, not that she missed out on the drama of the fire. If she had been telling the truth, her reaction would have been more like, "A fire?? No way! Wow, we must have just missed that. What happened?") Another possible response from her is: "Oh my god, yeah, it was freaky. We just left right away after that." And that's a dead giveaway that she's lying.

First of all, no woman would walk away from the drama of a fire, unless *she* was the one on fire. Second, if she goes for your lie, you know for sure that she's lying. Don't even try to talk to her or point out the lie. Just get up and leave.

Watch for a pause where she tries to figure out how to respond. That's what gives a lie away. She has to pause to decide whether to accept or refuse what you said and then decide how to respond. Also watch her eyes. If she's lying, her eyes will look away and to the side as she tries to figure out what to say.

If she's telling the truth, her gaze will stay locked on yours because she already knows what really happened, and she'll challenge your story. She'd say, "A fire? No, **[-- Page 313 --]** that couldn't be. I left at around 10:30, and there were no fire trucks anywhere around.

Are you sure it was at Como's?" When all else fails, you can bluff her into telling you the truth. If you have a solid gut feel that she's telling you a lie, and you're 75% or more certain, you can just put it out there in a non-accusing manner.

"Gina, you weren't at Como's last night, were you?" (Be sure not to say this in an angry or accusatory voice. In fact, lower the volume of your voice to make yourself as gentle as possible. She will do one of two things: 1) try to save face and maintain the lie, or 2) give in and tell you the truth.

The act that she puts on next will be one you'll have to watch very carefully. It will either mean an Oscar for "Best Actress Caught In a Lie," or you accepting that she was telling the truth. It's your call. Just make sure you don't use this tactic unless you have a pretty

good reason to doubt her. Jealousy makes fools of us all at one time or another.

Don't jump to conclusions. Don't let insecurity rule your life.

(And for heaven's sake, don't ever resort to following her unless you've got a really solid belief that she's playing you for a fool. You're better off just dumping her if you can't trust her.) To summarize, if you want to sniff out a lie:

1) Present her with a made-up complication to her story

2) Watch her response for hesitation or conflicts. Also watch her eyes.

Jealousy

Alpha Men never act jealous. When you act from jealousy, it's like you've just let it slip that you're not the person she thinks you are. You've dropped your spy disguise and told her you're really a used-car salesman from Boise, Idaho.

Go ahead. Imagine the disappointed look on her face. Because that's what she feels inside when a man gets jealous and insecure. She's disappointed that you weren't really the Alpha Man you pretended to be.

Jealousy is *insecurity*. It's when you fear that your value is diminished because someone has something you want, or another person might take something you have away from you.

[-- Page 314 --] Jealousy also comes from a place of *scarcity*. A jealous person tends to believe that there is only a limited quantity of anything in the world, and if he doesn't get this one, he may never get it *at all*.

There are so many things in life that are in infinite supply. Success in life is not a pie, where there are only a certain number of slices, and once it's gone, it's gone for good.

An Alpha Man understands:

- There are so many women in the world that you don't have the time to meet them all. Never worry about the one that got away.

- There is an infinite supply of Success in the world. It's your job to go out and work to claim your own.

- If you spend all your time trying to defend rather than proactively attack, you'll never get anywhere. Scarcity thinking leads you to a defensive posture.

- You cannot be motivated positively by fear of loss. An Alpha is motivated more by the *promise of gain*.

Don't forget that a woman will often test your security by seeing how you react to situations that would make a man jealous.

Imagine this phone conversation:

HER: "Hi, Tom, it's Janet."

HIM: "Hi! Thanks for calling back. I was just thinking about you." (He's happy and upbeat.)

HER: "I would have called you last night, but I was out at dinner. Hey, thanks for that email joke about that horse, it was funny." (Note that Janet doesn't reveal the gender of the person she went out with.)

HIM: "Dinner? Oh. Okay. Yeah, I'm glad you liked the joke." (Disappointment and fear is starting to creep into his voice. Who was she out with? Did she sleep with him?)

HER: "Yeah, I sent it to my friend in Tampa, and she got a big kick out of it, too."

HIM: "So ... uh, who'd you go out to dinner with?"

HER: "Just a friend from out of town." (Still not disclosing if it was a man or woman. Now she's starting to get a bit suspicious and cold.) **[-- Page 315 --]**

HIM: "Oh."

HER: "What's wrong, Tom?"

HIM: "So, was it another guy?"

BZZZZZZT! Contestant number one is out of the race. You don't even need to hear the rest of the conversation to know how it goes from here. A jealous reaction is *always* a failing grade.

The best way to handle these little tests? *Ignore them*. Don't even start down the road of wondering who she's with or what she's doing without you. If the guy in the previous example had just kept up his happy attitude and ignored the first mention of the dinner, he would have passed. If she brought it up again (which is what she'll do if she's *trying* to get a reaction out of you or test you), you would not only ignore her, you'd feed her curiosity by saying something like, "Wow, sounds like you had a *great* time at dinner. So let's talk about you having an even better time with me – this weekend." Only when you make them competition do they become competition. If there is another guy, it's not your concern. If you're focused on someone else taking away what you have, you're looking at the situation from the wrong angle. You need to consistently be the Alpha Man she needs you to be, and that means that you are never threatened by outside challenges. When you're jealous and threatened, you act from defense and you'll screw up the play.

(Imagine what would happen in a football game if the quarterback got the ball and felt threatened, and he yelled out for everyone to

defend him instead of trying to push forward. The play would end quickly with a loss.) Deep inside, women know that a man who isn't threatened or jealous has *something* – something she wants to experience.

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Fun = Sex in a Woman's Mind

There is an interesting parallel that you need to be aware of now that you're becoming more Alpha. It's an interesting phenomenon that most guys aren't aware of, and if they were, they'd change their approach radically.

In a healthy (i.e., sane) woman's mind, if she's having lots of fun, laughing, enjoying herself, feeling good, she will want sex. The two states of mind are almost the same thing to her. One will lead very naturally to the other.

Think about most of the dates a woman goes out on. Here's the template for most guys' interactions with women:

- Walk up and introduce themselves

- Ask her out – or ask for number

Which is usually 98% of the reason they don't get more dates, because this is where they first start with their un-originality. I call this the "beat the head against the wall" approach, because a guy relies on brute force to get success from this method.

Then, if by some miraculous twist of fate she does agree to a date:

- You go to dinner

- Talk about jobs, family, television, where they grew up (all the most boring shit you could ever imagine, worse than a job application)

- Go to a movie or maybe a club

- Take her home

- Try to kiss her, hoping that she liked you for "who you are" enough to return it – or maybe "get lucky" and she'll invite you inside

I'm here to tell you that every woman on the planet is bored to death of this pattern, since 90% of all guys have used this blueprint for a "date" with her since she first got her boobies.

This is incredibly **dull**, and that's why she's looking for the missing ingredient and will do anything to get it. It's called **FUN**.

[-- Page 317 --] Do you remember that song by Cindy Lauper? "Girls just want to have fun"?

When that song came out in the 1980s it was the anthem for ten million teenage girls, and as those girls grew into women, they still got hyper and wet to dance to it on the 80's retro nights at dance clubs. Then, when they got married and settled down, these same women hear that song and sing to it with a longing, faraway look on their faces as they push their baby strollers down the aisles of Target, looking for bargains on dish soap and remembering their "crazy days" when all they had was "fun." That song was so obvious that guys overlooked the truth of the lyrics. Girls (and women) **just want to have fun**. And any man that can give them fun is going to go as far as he wants.

This is why it is essential to make sure that any meeting you have with a woman is upbeat and light. What I mean by light is no pressure, no expectations, and no weird vibes. In order for a woman to want to get together with you over and over again, she's got to have a reason. And by giving her fun and lighthearted experiences each time, she will want to repeat the experience. It's a kind of conditioning.

Laughing is a requirement for women to be seduced. You can't go in with a super-serious attitude and expect to bang women. You have to tickle their funny bone.

I'll cover a little Alpha Man humor later, but for now you'll just need to be aware that you should include *as much laughter in your meetings as you can*. If you have to take her to stand-up comedy acts to get it, then do it that way. But get her having fun and laughing.

It's sad, but so few guys really know how to be *fun*. You have to shed that "I wanna get in bed with you" agenda just long enough to show her a genuinely fun time **first**.

After the fun comes the missing factor – the one that most guys ignore once they've established a little attraction and interest on the part of the woman. It's called ...

Sexual Chemistry – The Missing Factor

Sexual Chemistry is largely a mystery to most people. What makes one person interesting to someone, while another person thinks they're totally average? What makes one guy "totally hot" to one woman, while the other thinks he's a yawn?

I'm going to reveal to you the two critical parts of this mystery so that you can start to use it for your own benefit.

The first part of Sexual Chemistry is a woman's taste in men. She might have a certain look that she gets hot for, like long hair and muscles. Another might want a **[-- Page 318 --]** clean-cut blonde hair, blue-eyed guy. Every woman has a "type" that is a shortcut to

her attraction mechanism, and **you can't control this at all**, so don't go trying to find the "look" that all women want. It doesn't exist. You should get your looks set for you to the best of your ability. If you have a weak jaw line, you should consider a beard. If you have a big nose, glasses might help to offset and disguise this. Just get yourself looking the best you can for your own features.

Now, a woman's taste was set early in life. For many women, the man they're attracted to their whole life is the spitting image of their dad (whether or not the relationship between them was good.) The early male role models are the ones that really engrain themselves in a woman's subconscious. For some women, they develop a taste for the men they associated certain qualities with during puberty, or their early sexual experiences. The men that got their blood hot as girls, whether that was Captain Kirk or some boy-toy band, they associated their early sexual desire to these men and it stuck.

The bad news, as I've already told you, is that you can't do anything about this. If you happen to encounter a woman, and you're her type right away, consider that an easy kill. They do come along from time to time. But most of the time, you probably won't be her exact "type." The good news is that even if you can't control her taste, you can still sneak around it and seduce her anyway.

How does this work?

Through the miracle of modern **sexual tension**.

Sexual tension is a form of **Push-Pull**, or tug-of-war with a woman's sexual interest in you. It started when you used the tactics of teasing, negative hits, adding mystery, and so on – the tactics you learned here and in my other programs.

Push-Pull is the overall strategy of varying your approach so that a woman can feel the frustration level required to want to jump in bed with you. This is also known as the "one step forward, two steps back" strategy. By varying a little pursuit with a bit of pulling away, you give a woman the space she needs to feel free to be attracted to you.

(Remember that no woman will ever be attracted to a man because she feels she **must be**, or is obligated to be. She feels it because **she can't help it**, and she doesn't want to resist.) Here's an example: You're out having drinks with Maria. You're talking about bad hairstyles and making fun of Donald Trump, laughing and having a good time. Out of nowhere, Tony Lasagna comes up and starts a conversation with you two, obviously hitting on Maria.

[-- Page 319 --] "Yeah, I know what you mean," Tony says. "There are so many guys out there that don't know how to really comb their hair over their bald spot. It's pitiful." "Yeah," Maria chimes in, "or when they wear those Elvis sideburns that went out in the 70s." All three of you joke for a bit about this, and it's obvious that Tony's looking to make some progress with Maria, and she's flirting back a little. Now, most guys would get defensive in this position, and their jealousy would kick into high gear. But you're an Alpha Man, and you know what to do.

You whisper in Maria's ear, "Hey, you two make a cute couple. You should get his number." You say this with as much seriousness as possible, and *not a hint* of jealousy or anger.

After a few more minutes of conversation, you tell Maria and Tony, "Hey, I have to make a quick phone call and pit stop. I'll be right back. You kids have some fun." You wink and nudge Maria toward Tony with your elbow before you walk away.

You take a few minutes to chat with one of the bar waitresses, cutting it short so that it doesn't look like you're just retaliating to Maria and Tony's flirting, in case she's watching. You makes a quick phone call to try to connect with a woman you got a number for last week. You set a time to meet her next week and get right off the phone.

You go to the men's room and spend a few minutes taking a leak, straightening your hair, and thinking about the trip you've got coming up to Jamaica. You have to remember to pick up some travel stuff on Tuesday, and – Oh, hey! You almost forgot about Maria!

You finish up your business in the restroom and come back to the chatty duo of Maria and Tony. Tony, being the typical bore, has just launched off into a discussion of his hot new sports car and where he's going to sail his boat when spring arrives. You are wearing a very amused smile on your face as you return, as if you knew all along that Tony would be bragging about this nonsense. You can also read in Maria's eyes that she sees it, too.

After a few minutes, she suggests that you two get out of here and go somewhere more "private." (And if she didn't suggest it, you would.) You tell Tony, "Hey, bud, we'd love to stay and chit-chat, but the lady and I have some ... business of our own elsewhere. Have fun on that, uh, sailing trip." Now, what you just did was the push part of the **Push-pull**. You *pushed* Maria away a little, demonstrating your own security and non-neediness when you

suggested she hook up with Tony. If you'd made that suggestion with just a slightly annoyed tone [-- Page 320 --] of voice, you would have risked having the opposite affect on her, but you knew that if you did it from a place of not caring, it would work. And it did.

When Maria got the freedom to make any choice she wanted (and that's all any woman wants to feel with a man) she responded by seeing how Tony was a common braggart and player. She felt a sudden renewed attraction to you, partly because you were the one who pushed her away, and now she felt free to pull you back in.

Note also how your mindset was back in the bathroom. You didn't apply this tactic of suggesting that Maria and Tony get together, and then go to the bathroom to pace and chew your nails, scared that you'd lose her. You couldn't have cared less. In fact, you almost forgot about her in the midst of your own plans for your own life. You even took the time to make sure you had some backups in the pipeline by setting another date for the next week.

(**Note:** The best time to act on a contact you've made with a woman is when you've *already* got a woman on the line. You'll come across with much more congruence and relaxed attitude, giving you more likelihood for success.) And, finally, when the time came to return, you confidently and assertively rescued Maria from the conversation, taking her away to go somewhere more private.

Do you see the difference that your inner attitude and congruence makes here? If you act from a place of fear, you lose. If you act from a place of security and confidence, you win.

Now, let's go into one more example of push-pull with you and Maria back at her place: After leaving the bar and their favorite stud Tony, Maria suggests you go over her place and get a drink. She has a CD that he mentioned you wanted to hear, so it provides the perfect excuse for going to her apartment.

You don't pounce on this suggestion. You hesitate, almost seeming if you can't go along with it. "Hmmm ..." you say, looking at your watch. "Yeah, it's not too late. I suppose I can come over for a few minutes." You don't try to hold her gaze to give her an idea if you're serious or not, you just nod and drive back to her place, taking a few minutes to tease her about how well she would have looked with Tony in his sports car or in his sailboat. She slaps your arm and says, "Stop!" with a giggle.

Let's be clear: As we said before, sexual tension is *uncomfortable*. It's not a balanced, comfortable state, like resting or meditating. The whole point of the situation you're trying to create is to engineer a little discomfort for her. You're **A.M.P.**ing it up with your teasing, humor, confidence, and charm.

[-- Page 321 --] Why do you *want* her uncomfortable? Because in order for her to relieve this state of tension, she's going to want to find a way to **resolve the situation**. And if you set it up correctly, the tension will be just enough of her thinking: "I'm feeling so much frustration – I wonder if he wants me – I need to find out" that she will act on it when the time comes. You want to drive up that discomfort until she feels she needs to resolve it.

For most Beta Guys, this is really tough. They can't stand that weird zone of discomfort and uncertainty, especially when it appears that she might even be a little mad at you. She'll hit you playfully and tell you to stop, and some women will even pout and act like brats to test you.

The Alpha Man can live in this kind of tense, slightly uncomfortable state without losing his cool. He knows that he's in control of the seduction of the woman, and he's not afraid to stir things up.

Don't resolve her discomfort!

ALPHA TACTIC: From time to time, you should throw out a controversial statement to keep women on their toes and test them. I used to proclaim myself an anarchist to one of my old girlfriends. She'd get all excited and start arguing with me. "Why? You mean you want a country where everyone does whatever they want? Murdering anybody?"

"Stealing?" I'd just chuckle and feed the fire. "Yeah. There wouldn't be any authority trying to control you. No corrupt politicians." I wanted to make sure she felt that I was capable of my own wildly original thinking, and that she knew I was independent in my opinions. It was great for inserting the necessary sexual tension.

You'll be amazed at how many women you attract when you stop caring what other people think.

Dancing – The Power Of Rhythm

A lot of guys are afraid to dance with women. In my early twenties I was totally hung up about it. It felt weird. I felt stupid. I was afraid other people were watching my unbelievable lack of body coordination and laughing their ass off.

The reality is that no one is paying nearly as much attention to us as we'd like to believe. Everyone else is so busy running around afraid of how *they* look that they don't [-- Page 322 --] have the time to watch for every nuance of *your* behavior. No one really

gives a hoot about how you look or what you look like doing the funky chicken.

Sorry. Hate to burst your bubble on that one.

Dancing is one of the best ways to accelerate attraction with a woman. Whether it's slow dancing to a waltz, swinging to swing, or writhing to trance, dancing is a necessary activity for an Alpha Man. It gets you close to her, and it demonstrates your comfort with your own body. She knows – at a subconscious level – that men who are comfortable with their own bodies are able to take care of her body.

Do you want to get laid? Get out there and dance. Dance badly, if you have to, but **dance**. She really doesn't care, as long as you get out there and do it. And after a while, just like everything else in life, it will get easier, and you'll get a whole lot better.

What Sex Means to Each Sex

Guys need to be aware of something very important when it comes to how men and women generally view sex: *Women view sex as an indulgence and a biological desire.*

Men view sex as an affirmation of their male power and virility.

In other words, women **want** sex as a way to explore themselves and their pleasure, while men **need** sex to prove their worth and value.

As for the act of sex, when you're actually **doing it**, women view this in much the same way as men do – as a pleasure experience. But what it means *after* the fact is what sticks in a woman's mind. And what sticks in a man's mind is what it means *before* the event. Here's another way of looking at what each person is thinking:

Thinking Before Sex

Men	Conquest, desire, hormonal lust, <i>I want her</i>
Women	Affirmation, security, trust, <i>Make me feel hot and desirable</i>

[-- Page 323 --]

Thinking During Sex

Men	Pleasure me, I can't come too quickly, <i>Oh yeah...</i>
Women	Pleasure <i>him</i> , then pleasure <i>me</i>

Thinking After Sex

Men	Sleep, pizza, football, <i>Please don't ask me what I'm thinking...</i>
Women	Relationship, <i>Where is this going? How was I? How was it for you? So, what are you thinking?</i>

Remember that each gender wants sex as much as the other, and many times women want it *more* than men (because of self-denial and because of what it gives them in emotional experience.) It's the *reasons* we want sex that are so different.

An Alpha Man knows how to fulfill a woman's desires first so that the woman will be more than willing to fulfill his after. Just remember that you're giving her an emotionally and physically fulfilling experience, not just an orgasm.

ALPHA TACTIC: *Validate her desire* When you're talking with a woman, occasionally drop hints that:

- A woman should be able to feel comfortable with her sexuality
- She can feel comfortable talking about sex
- You aren't judgmental about her – or women – in any way
- You believe women have a higher sex drive than men

This liberates her from much of the self-conscious social programming she has regarding expressing her own sexuality. It also helps her feel accepted and open.

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Stay In Control

One of the most important things for you to do is to understand and feel the difference between "Controlling" and "Being in Control." An Alpha Man is always in control of his life, and in control of the situations around him, to the best of his ability.

With women, this is probably the most important trait to demonstrate, since it exemplifies a host of other sub-traits that women respond to. It clearly shows that you have self-confidence.

How to Know When You're In Control – Read the Signs

Women will give you signs and signals to let you know when you're having the right affect on them, and it's important not to misinterpret them. Most non-Alpha men will misunderstand these signals, or try to take them literally, and that's when they run into big trouble.

For example: You've been on three dates with a woman, and near the end of the fourth date she says: "You know, I really have fun with you. But, it's just that I just can't figure you out." Or she might say something like: "I'd just like to know more about what

you're thinking," or even: "I'm not sure about you." In addition to saying this, she starts to act a little cold and distant, just a bit aloof, and you start to panic a little. "Uh-oh," you think.

"I'm starting to lose her. She's starting to pull away because I'm not giving her what she wants." When, in fact, she's just pouting because she's not able to manipulate you like the other 38 puppet guys she cut the strings off of and dumped last month.

Let's be clear about one thing: No matter how many times a woman may ask you what you're thinking, or complain about not being able to "figure you out," she does not need to **really** hear what you think or feel about her. That's what she's wondering in her head, but that is most definitely not what she needs to know. Get it?

Just because she *says* she *wants* it does not mean she actually **needs** it.

This is one fundamental of female behavior that most guys never figure out, and as a result, they get burned and bitter about women. "But I gave her what she *wanted!*" the chump complains. "She said she wanted to know more about what I felt or thought about her, so I told her ... and then she said she wanted some space!?!?" [-- Page 325 --] Most women aren't even aware of this facet of their behavior, and so they still ask us questions they don't really want to know.

What a woman is **really** saying when she says she "can't figure you out" is this:

- You've kept me far enough away that I'm still really interested in knowing more (i.e., you haven't smothered her – *very good*.)
- You're mysterious to me, and you've got my imagination engaged, which means...
- ... I'm wondering about you when you're not around, which deepens my attraction. (Just like money earning interest in an investment that you don't even have to watch. It just compounds on its own.)
- I'm getting more and more addicted to your presence because you never overwhelm me (i.e., you leave her wanting more – which is **excellent**.)

But, again, a man will hear her say the words and think she's complaining – "*You don't ...*", "*Why don't you ...?*" – and she acts temporarily aloof, like a bratty girl who isn't getting her way. The man panics, thinking that she's withdrawing approval.

This is where your true confidence will be tested. If you're an Alpha Man, you'll ignore her acting up (she can't help it) and resist the urge to calm her fears or reassure her.

Her "complaints" are another positive step that only appears negative. Just keep doing what you're doing, and observing the results you get. Results are all that matters.

And be patient for those results, too. They're not always immediate.

What She Doesn't Know Helps You.

We're back to *Mystery* again. Most guys don't have the discipline or self-control to keep from unleashing their feelings on a woman. They rationalize that if they want to tell her how they feel about her, and if she asks, then that is the way to make her fall in love with them.

Big mistake.

An Alpha Man does not **need**.

[-- Page 326 --] Period.

By showing need to a woman, you immediately trigger her instinctual rejection mechanisms. After all, why would a man **need** her? Unless he had some fault or imperfection that makes him unable to get another woman. (Otherwise known as insecurity, and survival *incompetence*.) Women want to need *you*, and they want you to *want* them. "*Want*" means she has something valuable and unique, something worth desiring. Whereas *need* implies emotional weakness, and that doesn't mean she's unique at all. If you need her, you really just need **any** woman to fill an emotional hole in your life.

Recognize that there are things a woman will say that sound negative, but are really telling you a positive message. Listen closely and learn to decipher her encoded speech so that you understand the difference.

How to Know When to Leave

You could argue that there are so many different women out there so that each man has a woman that would fit him. However, there is one indicator that tells you whether or not the woman you're with is someone you could stand to be with over the long term.

How easily can she "get real" with you?

In other words, how willing is she to tell the truth, even if it means that it doesn't make women's behavior look good in comparison to men's? If she's got a complex where she believes women are superior to men, or can't get real with you about her shit tests or her hard-to-get behavior, she's not a rational woman.

The women I've had the best time with and found to be the best companions are the ones that fully recognize most of the female behavior I've explained to you in this book. They even go so far as to say, as one woman did, "I don't know why men put up with our shit, sometimes..." Nice.

After all, each sex has a lot to put up with, but that's the key to our growth.

Knowing there are things about her you don't like, and still learning how to enjoy her for her differences anyway.

[-- Page 327 --] But you can't be happy when you're always fighting another woman's distorted view of herself or her gender. If she thinks that women are as strong as men physically, or that women don't test men, or any of the other obvious facts of female behavior – or she denies that she wants anything less than an Alpha Man, she's not going to work out in the long run.

Why? Because she's not in touch with her own reality, and that will make it an emotional nightmare when it comes time for you to really get real with her. She has to be down to earth enough to recognize reality from all the feminist bullshit that the media tries to promote.

The other important factor in determining if a woman is right for you is this: Is she a **giver** or a **taker**?

A *giver* has a lot of emotional strength and reserves of her own. She's not in a constant state of "Adore me! Make me feel loved!" And as a result, you find it easy to give her occasional attention and male nurturing. She doesn't have that sickening emptiness of self-esteem that constantly needs filling. She's not a drain on your energy or your happiness. She doesn't require constant emotional maintenance. She reaches out to you and gives you occasional words of encouragement. She's not needy.

A *taker*, on the other hand, is always a burden. And you'll be able to tell very quickly if she is a taker. It will show in small ways, the way she acts emotionally and with her friends. The way she talks to you and treats you. Does she need gifts and things bought for her all the time? Does she need constant attention to keep her happy? Trust your intuition when it comes to figuring out which one of these she is.

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Alpha Humor

A lot of guys are running around with an under-developed sense of humor.

Let me give you a little insight from where I've been sitting for many years, on the analysis side of the equation. I've watched women and examined their behaviors, and I've also done the same for men, observing the way they act around women.

Most guys need to *lighten up*. Stop taking this whole sex thing so damn seriously.

The whole game of seduction is made way too important.

Really.

Here's an example: I have dealt with customer service situations in not only the sales of the e-books and audio programs, but in my past jobs where I was in a customer-facing job. I can spot an uptight, angry guy in a heartbeat by *the way he treats people he doesn't know*.

It's one of the fastest indicators of a guy's personality. When a guy is an impatient dick to people he doesn't know, I can tell *exactly* what it is that's messing up his game with women.

No sense of humor. He's uptight and insecure.

The ability to laugh at all of this is the one thing that will keep you from going crazy. (*Especially* in situations like when you've got a hot babe with you and you realize that you're not getting anywhere with her, because those are the ultimate tests of your Alpha Humor.) You have to be able to find this game immensely funny. If you take it too seriously, you create a bad aura around you, and it's dark and ugly, like a storm cloud waiting over your shoulder.

In fact, one of the areas that restrains a man's sense of humor is his impatience, which we discussed before. When you've got an agenda, which is what impatience indicates, you're not going to be very funny. It's hard to be funny, in fact, when you've got any other goal than to **be** funny. So when a woman senses a lack of humor, she also senses an agenda – a *serious* agenda – and that will scare her off.

Humor is an absolute Alpha Man necessity. Mostly, it is for himself. A man has to know how to laugh at himself at least as much as he laughs at others. And laughing **to** yourself is also essential. The world is already piled high with stress and tension and anger and negativity. The ability to laugh is a *survival instinct*, and women know this.

[-- Page 329 --] Anyone that can use their humor in a way that makes her laugh is going to raise her feelings of attraction massively.

Comedy is nothing more than the art of observation and exaggeration. You see something that other people might not see,

and you find a way to point it out by exaggerating it. This is a skill that requires you to leave your own thoughts and insecurities behind and just look outside at what other people are doing that is just so obviously dumb and funny. Or at least dumb enough to make fun of.

Steer clear of mean spirited humor and dirty jokes or toilet humor. Women don't find those jokes very funny. Here's an example of a joke that could cross the line if you don't tell it to a woman in the right way: *A woman was flying to the convent where she was about to become a nun. The plane she was on started malfunctioning, and one of the engines exploded. The pilot got on the intercom and announced, "Ladies and gentlemen, you might want to assume crash position. We're going down in the ocean. We probably won't make it." Well, the woman is terrified and yells out, "I'm too young ... I don't want to die! Before I go I want a man to make me feel like a real woman!" Just then, a handsome man from the front of the plane walks back toward her. He unbuttons his shirt, revealing a bulging muscular chest. The woman starts getting hot and stands up to meet him, prepared to take him.*

Just as the man reaches her, he hands her his shirt and says, "You want to feel like a real woman? Here, iron this." Now if you tell that correctly, it comes across as a great way to make fun of other guys in a way that women will laugh at and appreciate. If you add one word (which is how I originally heard it) to the last sentence – "Here, **bitch**, iron this" – it becomes mean and not suitable for telling to women.

Use your head.

An Alpha Man never makes fun of himself or his faults to get a laugh. It comes across as pitiful and desperate. Women are secretly disgusted by men who lower their status just to get a laugh. They can tell that it's the last act of desperation of a Beta Guy, and it's embarrassing as well as uncomfortable to listen to. There is a right way of making fun of yourself where you don't come across as self-deprecating, but you're better off leaving this alone.

[-- Page 330 --] ALPHA EXERCISE 1: One of the tools of a comedians trade is other people's comedy. Make it a point to rent as much comedy as you can stand. Watch the classics:

- Anything by Robin Williams, in his stand-up and early roles
- Eddie Murphy's "Delirious"
- Chris Rock's comedy specials and his cable show
- Any good stand-up comedian shows, such as those on the Comedy Channel

Absorb as much of this as you can. You'll start to understand what people laugh at, and how to construct your own humor. And, when necessary, steal whatever you can. You don't always have to be original. In fact, most of these guys started out by imitating other comedy acts and comedians.

ALPHA EXERCISE 2: *Create characters.*

I spend a lot of time talking to myself. I'm not crazy, just a little goofy. I like to work on my comedy characters when I'm driving or just hanging around the house with my dog. I've got an Army drill instructor, an idiot, a bunch of funny accents, an old man, Cartman from "South Park," a perverted Jimmy Stewart, a dirty old lady, a lunatic, and whole bunch of other characters.

There were some brilliant actors that could do this with such unbelievable depth that you start to understand how this kind of comedy is a form of genius. Take the Peter Seller's "Pink Panther" movies. They are a fantastic example of comedy characters. The same with Mike Meyer's "Wayne's World" and "Austin Powers" movies. I still use the Fat Bastard character every so often. (Usually just the Scottish accent, because only guys find his behavior funny.) Study these movies. You'll see a lot about how to build a character up from nothing. All it takes is one person from your childhood or another time in your life that you thought someone was just such a character of his own that he didn't even notice how ridiculous he was. Maybe it was the kid next door who talked like he had just had an enema. Maybe it's the teacher who stuffed pencils in her curly hair and lost them.

Take any trait from them that you think is funny, exaggerate it, and presto! You've got your own character.

[-- Page 331 --] ALPHA EXERCISE 3: Observation Take the time to observe things in your world that can be turned into something funny. Like those silly spoon/fork (spork) things you get at Kentucky Fried Chicken. Or how everyone is crazy about the Harry Potter movies. Can't we just give Harry a pistol and let him shoot that damn Valdemort? Or how you stop at an intersection and there's always a guy next to you picking his nose. Don't they think we can't see them?

Just look around you at the everyday things you see, and there's always a way to make it funny. You just have to open your eyes and watch what's going on around you.

ALPHA EXERCISE 4: *Free Association Exercise for Observation*

This exercise helps you find topics of discussion while keeping your humor engine tuned up.

When you're out and about, look out the window at something near you. Let's say you see the Kentucky Fried Chicken sign. You think, "What is it with their special recipe? Wouldn't it be great to make chicken like that all the time?" Then you think, "Colonel Sanders. He was a really old guy. What's up with older people today? They wear all these cool fashions, like Izod and Polo. When I was a kid, my grandparents only wore that stretch stuff that came in funky sky blue. I don't want to dress weird when I'm old." Then you think, "And fashion these days is weird, too. You ever notice that no one ever wears the stuff you see in the Bebe and Calvin Klein ads? I've never seen a woman wear a dress with her boobs hanging out like that. Or a guy, for that matter." Then you think, "And what's up with those women who get the boob jobs? Do you think they think we don't know? They usually get them **way** too big, where she looks like she'd pop right back on her feet if she fell on her face. Her nipples are up by her neck, so that can't be natural." Then you think, "And speaking of implants, did you know that guys are getting *butt* implants now? Yep, they're getting butt jobs. Like these guys want to look like Jennifer Lopez or something." [-- Page 332 --] You see how this exercise goes? It gets you thinking from topic to topic, as quickly as you can, and trying to be as witty as you can along the way. You develop a sharp wit, and an ability to think on your feet. (This is an extension of conversational bridging as well, which will help you keep the talk flowing.)

What a Woman Is

I am going to present you with a list of qualities of women so that you can understand them a little better. Some of these descriptions may sound a little harsh, but they are there only to help you understand female nature more completely. Remember that I love women in every form and even with all their weirdness. But the key to your getting a woman of your own is in understanding their true nature.

1) *Women are the same as men ... only completely different.*

A lot of guys don't catch on that even though women are similar in many ways to men, and we really do have the same goals in life, the subtle differences in both psychology and physiology make us strikingly different. In other words, it's those small differences that *really* matter. They are the 20% that make up 80% of our problems. Just remember that as much as you may *want* women to be like us, they never will. They will always have different needs and goals.

2) *Women are more complicated emotionally than men.*

I recently got into a discussion about this with some friends, and one of which is a relationship counselor. According to her experience, she thinks men are as complicated as women. I disagree with her on this point. I think that the difference is that she mistook the emotional pain a man experiences – the *depth* – as the same as the variety of emotional experiences a woman has – the *breadth*.

Men are, by nature, most happy when things are calm and unperturbed.

When the waters are smooth, we're at our best. We like a few waves and storms to challenge us, but only once every few months. We also do not feel unnerved just because we've been in a calm patch for a while. (Observe how a woman needs to "stir things up" when things have been going smoothly for too long.) Now, the older a woman gets, the more she appreciates the calm waters.

[-- Page 333 --] This is the sign of emotional maturity in a woman. If you date a woman in her mid-thirties with an incessant need for drama, run – don't walk – to the nearest exit.

By the same token, the older a man gets, the more comfortable he should be with his own emotional makeup and handling the cycles of his own moods.

However, the reality is that a man's emotional life is much less turbulent than a woman's.

3) *Women need drama.*

Oh, I can hear the gasps in the audience on that one. This follows right in hand with the previous statement. As a result of living live more emotionally, women find a higher satisfaction when their lives are more emotionally *complicated*.

I interviewed a woman named Cathy for my Advanced Audio Coaching, and we discussed this point. It was interesting that from a woman's point of view, they don't see this need as "drama." It appears so normal to them that it's not even viewed as something separate. It's just *life* to them. They get their satisfaction from experiencing the complications of life, or what men call drama. They won't admit to wanting it, but somehow drama always seems to *find* them, doesn't it?

4) *Women are not as self-confident about life as men are.*

On the whole, women need a lot of reassurance and external validation to keep up their sense of self-esteem. There are more female empowerment programs and social consciousness than ever before, highlighting this need for women. They're not getting the support they once did from men, so now they're getting it from each other.

Women also lack the level of self-esteem that most men are forced into developing. Many men assume that beautiful women have a high level of self-esteem, but the complete opposite is true. She knows that her looks are temporary. She gauges her value from how much she feels *desired*, where men gauge their value by how much they are *needed and useful*.

5) *Women are less self-reliant than men are.*

You can see this in the amount of self-help books written for women. Not only are they the single largest purchasers of books in general, but they are almost exclusively the buyers of the relationship and self-improvement books.

Men are brought up to be much more self-reliant and independent, preferring [-- Page 334 --] to handle things on their own.

6) *Women want to nurture and give you loving, but only when it isn't demanded of them or taken for granted.*

Most women are natural at the mothering instinct. A woman wants to help you and take care of you in certain ways, but this comes later on, after she's found her feelings for you. This requires you to be Alpha *first*. And that means not needing her to kiss your boobies for you or otherwise be your mother for the first couple months.

7) *Women want to be challenged and play the "games" of emotional interaction.*

They want to go through the *entire* rollercoaster ride of emotions – ups and downs. They don't want to cut to the chase, or be given anything too easily.

It's up to an Alpha Man to give them enough challenge that she senses his value this way. You may see all those ads online and in personals from women who don't want to "play games," but that's a lie. Some games are absolutely necessary.

8) *Women use their sexual attractiveness and social skills as power.*

Early in our lives, we grabbed onto the quickest form of power we had available to us. For men, it was physical strength. If someone didn't do what we wanted, we could force them or fight them. We physically dominated.

Now consider what women learned as their first power. They learned how to understand and manipulate social situations, and they also learned how to use their looks and sexuality as power over men.

Remember: you grab onto the power that is most easily accessible to you, and that's what formed a large portion of your personality as you grew up.

She Can't Be Your Best Friend

For a while there, and even today, women have liked to proclaim that they want a man who can make them laugh, be sensitive, and be their "best friend." Sorry, guys. Alpha Men know that women do not make very good "best friends" for men. You simply cannot expect a woman to get into all the guy stuff that you like.

[-- Page 335 --] For instance, I'm a big fan of comic books. I don't buy them like I used to, but every so often I love to indulge in a good comic. As much as I love them, I've never met a woman who got into comics. In fact, I've often found myself at a loss when explaining to a woman the role that comics play in a young boy's life. They just don't get it. It's not their fault. They just don't have any needs that get fulfilled by comics, nor did they grow up reading about superheroes. If they read any comics, it was "Archie" or "Garfield" in the Sunday paper.

The same thing often applies to competition sports, porn, hard rock, computer games, Star Trek, fixing up cars, and a bunch of other "guy" things. Chicks don't usually dig these things.

By its definition, a "best friend" is a *friend*, not a lover. So don't get caught up in that female myth of trying to be her best friend. A woman's best friend will always be another woman. In fact, you can't even count on being her sole source of intimate sharing. Some things she will have to share with other people, and there will be things about her that you will never learn. Trying to be **everything** to a woman is a losing proposition.

But, keep in mind that any woman you are with must always have you as her *best male friend*. Don't fall for that shit where your woman goes out with her "old friend" Jim from college every month or two. Unless you have reason to believe that she's got a solid emotional maturity and an undying lust for you, other men who "pal around" with your woman can pose a threat.* Stay frosty and alert, and recognize that male-female friendships are possible, but they have a certain structure and special boundaries. They are not the same as male-male friendships. In no situation should you

make a woman your best friend just because you feel you can "talk to her" or tell her things you can't tell to a guy. That's a good friend, but not what an Alpha Man needs for his growth.

However, as we discussed in the section on **Jealousy, you must know exactly how to handle these situations. Male friends of your girlfriend or lover are only a threat if you aren't an Alpha Man, already confident of your value and power. Stay secure, but also stay aware. If she has a flawed character, or possible psychological issues that force her to need attention or drama, you could be the strongest Alpha around and she'll still cheat on you. (This goes back to what I said about sanity.) So be sure of her character and quality before you get emotionally involved.*

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Rapport – The Critical Success Factor of Seduction

If there's one thing you'll discover when you start to build up your own sense of Alpha Man Power is that the one thing that gets you into bed with women (or anywhere with women) faster is the ability to build **rapport**.

Rapport is a way of summarizing her feelings of trust and security with you.

Rapport is a way of getting her to feel "You're just like me!" and even more importantly, "You're just like what I want!" An Alpha Man always goes for rapport as quickly and effectively as possible. It's the only thing you should be concerned with when meeting and dating women. It comes before any make-out sessions or marathon sex. It's the sole source of comfort a woman needs to feel to trust you and let you inside the gates.

Rapport is also a critical skill for Alpha Men who are looking to progress in the business and professional world. Sometimes the difference in getting a job you want and being turned down is just how well the interviewer feels that "connection" between you.

Here are some of the ways of gaining rapport with women:

1) Mirroring Studies have shown that if you match a person's physical stance, and even their rate of breathing, they will quickly fall into a state of sympathetic rapport.

This works on the subconscious level in many cases, but it does work. If she puts her hands in her lap, you can do the same. If she leans in one direction, you should lean in the same way. It's called mirroring because you act like a mirror to her. Just be careful to not make it too dramatic or obvious or you'll risk her noticing and thinking you're either mocking her or you're a nut case.

The overall affect should be *subtle*.

You'll know your mirroring is working when she changes her posture to match yours after a while.

2) Disclosing Show her the things about you that most resemble her. Again, you want her thinking and feeling that she's met someone *just like her*, with the same interests. You tell her things about yourself that are similar. If she came from a certain part of the country, and you've been there, even if just for a visit, tell her. If someone you know works where she does, let her know, and see if she **[-- Page 337 --]** knows him/her. These small bits of information build on that feeling of rapport.

Remember that disclosing is not confessing!

You do not want to start revealing intimate details with a woman you barely know. An Alpha Man knows that this A) kills mystery, and B) will freak her out if it doesn't have a context or if she isn't feeling some deep rapport with you already. You must disclose things a bit at a time.

One of the best techniques for constructive disclosure is revealing something about yourself casually and then turning the conversation back to her. For example, if she mentions how much she loves to travel, you might say: "Yeah, I know what you mean. I remember how wonderful Florence was when I went."

Where have you traveled recently?" This lets her know you're also a traveler – without bragging about it – and that you have something else in common. It also gets her more curious about you and that there's more hidden depth to discover. By turning the conversation back to her, you get her more curious.

He's been to Florence, but he didn't try to impress me with a bunch of talk.

What else is there to him?

3) Breaking down her barriers Some women are not easy to build rapport with because they are very defensive and guarded. You have to be willing to knock down the walls she has put around herself so that you can see what she's *really* like. This takes some skill, and some verbal ability. You have to "get real" with her so that you know how to get the rapport you seek.

Sometimes this is just telling her a few jokes to get her to loosen up.

Sometimes more drastic measures are necessary, like showing her you're not to be walked on when she acts bratty.

Be ready to confront resistant behavior when it comes up, and work past it.

She's only putting up defensive barriers, and she needs you to work through them as a test of your resilience.

4) Effective questions Good questions for a woman are those that let her know you're interested in her, but in a way that seems like genuine curiosity. You also ask questions that bring out positive responses, and also move her towards particular **[-- Page 338 --]** feelings of comfort, security, and excitement.

Here's a bad question: So what television shows do you like?

Here's a good question: So which one of the women on "Sex and the City" are you most like?

Here's a bad question: So what do you do for work?

Here's a good question: So what are you doing to change the world?

Another example of a good question is one that elicits her values: "So if you won the lottery and could do any work you wanted, what would it be?" This gets her thinking and dreaming a little. It also tells you a lot about her personality based on her response. I also call these questions "inspirational questions." Here are more examples:

What are you doing to make the world a better place?

What's your favorite memory as a child?

What is your best trait?

What's the most erotic non-sexual part of your body? (Use this one much later)

Do you consider yourself a generous person?

What did you learn today?

Questions like these set you apart from all the other guys and show her you're genuinely interested. They also elicit her values so that you can make a more qualified judgment about her character.

5) Showing her FUN I would have made this one #1, but it's been stated enough already. A woman feels comfortable with a guy she can have fun with. If she doesn't feel that "click," then you've got an ugly uphill battle coming your way. Rapport is as much about laughing and having a good time as much as anything else. If she's not laughing, she's not having fun, and you're not doing your job.

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Get Rid Of The Infatuation Up Front

Infatuation: Foolish and usually extravagant passion or love or admiration. One of the symptoms of dating and seduction of attractive women that afflicts men is what I call the "Babe-shock" factor.

When you first approach a woman you find attractive, what's going through your head most of the time?

"Oh, wow! I can't believe I'm talking to this hot babe! This is great! I wonder if she likes me?" And you proceed to act like a goober, fawning all over her and complimenting her. Smiling all the time. Leaning in. Buying her drinks. Complimenting her.

The Alpha Man knows that he's not supposed to do that, but he can't help thinking to himself what a lucky guy he is right now. And the shock of her presence leaves him trapped under her spell. He fumbles over words, and his confidence slips a few notches because he put her up on a pedestal, thinking that somehow her opinion of him really matters.

He's in *Babe-shock*. He's infatuated.

Now let's add some perspective with another situation: You're talking to an *average* looking woman at the grocery checkout. You're not really interested in her, but she seems very interested in talking to you about the deal you got on Guinness and chicken potpies. In fact, the more you shrug and act disinterested, the more she keeps talking to you.

What's different here?

Well, right off the bat, your body language, tone of voice, attitude.

I'll bet that you:

- Didn't turn toward her and display a really open stance
- Didn't give her a big beaming happy-to-be-in-your-shadow smile
- Didn't really care if you got her phone number or address

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- Didn't start talking suggestive and didn't try to touch her

I was on a cruise to Mexico for a vacation, and I met a cute Asian gal at our dinner table. (You're always seated with the same people.) I was not interested in her initially, and I know for a fact that I acted more interested in my dinner than her conversation.

The result? Every couple of minutes she asked a question about me. She asked for my email, and sent me pictures and sent me her phone numbers (cell and phone) with various hints about meeting up with her if I'm down in L.A. soon. And, honestly, she wasn't very interested at first in me, until I made it clear I wasn't hitting on her.

Most guys give up their game right away with a good-looking woman.

Now, a lot of guys already realize this about themselves, but they lack a critical tool in their utility belt to help them cope with it. They need a tool that will help them keep perspective when they first talk to an attractive woman.

The best way you can do this (and I believe this is a skill that comes naturally with older men, if they've kept a healthy Alpha Man attitude) is to **imagine the future** to get rid of this initial babe-shock intimidation.

What do I mean by this?

Think about the last serious 'relationship' you had with a woman where you ended it. What was the pattern?

1. You met her and you were excited. You had that tingle of newness - the novelty.
2. You got her number and asked her out, and somehow you got her to accept.
3. You dated or met several times, there was a spark of interest (from at least one of you.)
4. Somehow, you got her to keep seeing you, in spite of any wimpy, approval-seeking behavior you may have demonstrated.
5. You kept seeing each other, and eventually got in the sack and bumped uglies.
6. After a while of seeing each other, you felt the excitement you once had start to cool off. She no longer intimidated you with her looks or [-- Page 341 --] the prospect of sleeping with her. She didn't seem as attractive. In many ways, you got bored of her.
7. When the boredom got bad enough, and your interest in finding another woman got high enough, you called it quits. (Or, she sensed your lack of attention and interest and booted you out the door first.)

There's a saying: "You show me the most beautiful woman in the world, and I'll show you a guy who's tired of banging her." Not very politically correct, I realize, but there's a lot of truth in there. Without an emotional attachment, most guys are ready to move on if there isn't anything new or novel to challenge them. Men have wanderlust when it comes to women, and sex isn't enough to keep the interest going.

Women have evolved over the millennia to bond tightly with a man (for at least 4 years) so that she could establish a stable support system if she were to bear any children. She achieved her biological imperative by having a baby and making sure she and the child would be able to survive.

The man, on the other hand, needed to satisfy his need to get his genes into the next generation by having sex with many women – since he could never be sure a child was really his. (Women are not as faithful as they would have you believe. It's estimated that the number of women who cheat on their husbands is equal to the men who cheat on their wives – around 60%) By inseminating *many* women, a man increased the probability that he was able to carry on his bloodline. Women, on the other hand, always know which baby is theirs, since they have to carry it for 9 months.

Okay, excuse the evolutionary biology, but you scientist eggheads out there will understand what I'm getting at.

The bottom line of this is for you to take steps up front to keep from falling into a trance or a spell just because a woman is attractive. The trick is to imagine all the things *up front* that got you to step 5 and 6 in the illustration I outlined above. Keeping a healthy perspective about the fact that she's really just another woman keeps you from jumping off the deep end.

What aspects of her did you ignore or overlook with your starry-eyed dreaming?

What were you thinking about that left you bored, disinterested, and just plain not attracted to the woman you were seeing?

[-- Page 342 --] What was different at the end, when you finally got sick of her?

The sex, even if it was good, was the SAME sex.

You could see her faults and imperfections.

You could see her bad habits and "ordinary-ness." (Yes, she has to poop and fart, too. Not what you were thinking about when you met her, huh?)

You could see how she'd age and grow old, and eventually she'd look like one of the blue-hairs you always see at bingo with your mom.

Later on, you no longer found yourself wanting or needing her approval.

At the end, your mind started focusing on the *reality* of the situation with her as opposed to the *fantasy*.

Now, if you think about all these unromantic realities when you first meet an attractive woman and you'll short-circuit a lot of the glamour and illusion that blinds you and starts you down the road of infatuation. You'll also stop a lot of that wimpy approval-seeking behavior dead in its tracks. You'll remember that she's just another woman.

In some circles this is called "aversion therapy," and it's very effective. Imagine her sitting on the toilet. Or what she'll look like in 30 years or so, with blue hair. When you can picture her in the most regular circumstances, meaning that you can remove all the infatuated illusions you have about her, you'll stand a much better chance of keeping a level head about your actions, and what her value is overall. Don't give her too much credit before you've had a chance to meet the **real** her. No woman can live up to the romantic ideals that a man creates for her, and there's only disappointment waiting down the road.

One of the best ways I found to use aversion therapy this was when I had to break up with a hot girlfriend who was a total head case. This was way back, when I was young and easily obsessed. Every time I felt my mind slipping back to thinking about her or missing her, I imagined watching her puking all over herself. Gross, huh?

But it **worked**, because I soon couldn't have cared less about her. My mind was repulsed with her memory, and so she was soon forgotten.

Every woman becomes ordinary after a while. It might take a week, a month, or a year, but it *will* happen. The sooner you see the future and that she's just another person (okay, maybe a good looking one with a nice pair of breasts), the sooner you can get rid of your infatuation, and your aloofness will work to your favor. You can then [-- Page 343 --] focus your energy on your posture and presentation, while not getting all giggly and wimpy.

What you're trying to do is get your mind and emotions back under your control in the present moment so that you can get to a place where you can deal with an attractive woman effectively.

Once you see (and feel) the attitudes that breed success, you can *never* go back. It's like having your eyes opened to a whole new way of looking at the world.

[-- Page 344 --] **CSFs** CSFs are **Critical Success Factors**.

Critical Success Factors are the primary skills you need to be effective at a task. When you have all these skills down, you will be a force to be reckoned with. Women will not be a problem for you.

On the other hand, if you suck at any one of these CSFs, your success will be limited to the highest level of that ability. In other words, your *least* developed skill in this list will be your weakest link, and determine the highest level of success you will have with women.

These are the same CSFs present in sales. Why did I pick sales? Because, if you get right down to it, seduction **is** sales. Sales **is** seduction. The two are virtually identical. You are taking your product (you) and selling it to the customer (women.) If you disagree, take a look at any married couple. Someone sure sold someone there, didn't they?

Here are the CSFs:

1) Prospect: Prospecting includes all the areas of meeting new women. This can be going to bars, cold contacts on the street, referrals (friends of friends), speed dating, internet dating, singles parties, nightclubs, the gym – you name it. This is where you find your potential customers. You need to get good at meeting them and getting their phone numbers or emails. Period. You can't be good at anything after this point without being somewhat decent at prospecting. And part of good prospecting is figuring out which candidates do not meet your criteria, and getting rid of them early.

2) Gain rapport: This is where you create a connection between you and the women you meet when prospecting. It should be created *immediately* when you meet them, and again each time you get together with them or talk to them. There is no greater indicator of an Alpha Man's success with women than this one ability. If you can't get to a level of rapport, then you will only be able to bed those women with extremely strong attraction for your looks, or if she has really low self esteem, or she gets really drunk. (Those are not the circumstances I recommend for guys to try to get laid in.) Think of this as "natural" hypnotism. You're not using any really magical skills here. You're just being clever enough to reach her most intimate thought processes and insert yourself in them.

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3) Determine needs: This is an interesting part of the success factors where you become, in essence, a spy, a psychologist, an interrogation expert, a master detective – just about every profession you can imagine that requires a real ability to understand what motivates people. I've found that this part becomes fun if you can take on the role of an expert while you're looking into her eyes to find out what it is she craves in life. You're her life counselor, helping her find a way to her goals.

We all have common interests and desires, and we all have things unique to us that motivate us. One person desires money, and another fame. One person wants to help the less privileged, another wants to run a company.

Whatever her particular desire is, it's your job to figure it out, and then...

4) Create solutions: When you've figured out what it is that drives someone, you then must be able to create a solution that meets their needs. When you can demonstrate that you've got what they want or need, or that you can help them get there, you're suddenly a lot more attractive as a companion to them.

Let's be perfectly honest. I'm not suggesting that you need to be able to exploit everyone you know or meet, or that they cannot be of value to you just as friends. What I'm saying here is that the only associations we make in life are those that *benefit* us in some way. Even the most abusive relationships fulfill a need for both parties, sick as that may be. It's the way we're wired, and it makes sense if you really think about it.

5) Overcome objections: Even though you may be the best guy on the planet for a woman, you cannot *force* her to recognize this. You may create the best solution in the world, and even present it pretty convincingly, but if you cannot overcome her emotional obstacles and objections to your sale, you're back on the street looking for another buyer, my Alpha friend.

Understand that most objections are just a stall. We object to things just to object to them, to hold off from being put in a position of commitment or decision.

And that is why this stage must be handled so carefully, because you don't get to sit there and present her with a formal legal case that would make John Grisham salivate. That's *logic*, and that doesn't work with women. You must overcome her objections by knowing when they need to be answered, ignored, or sidestepped.

You overcome her objections by getting her emotions and feelings involved in *you*, not her logic.

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6) Closing: Closing is the art of knowing when to shut the fuck up. And I'm putting that about as nicely as it can be said. Once you've overcome her objections, there's really only one option available – **YES**. It doesn't even matter what the question is, the answer is **YES**. So you better have an endgame prepared for when you get the YES.

I've heard from guys who have gotten all the way to the finish line with a babe they've wanted for twenty years, and they end up screwing up because they didn't have a condom. That's simply astounding. (Astoundingly *stupid*.) There comes a point when you just stop talking, stop trying to "convince" her that you are her next sexual adventure, and just take her by the hand and lead her to the bedroom. There you two bang away until you both need lotion for your swollen, raw reproductive parts. Then you wake up at 4:00 AM and do it again.

Closing is really about just doing what's necessary to do when it's time. Most guys just chicken out of taking action because they're afraid of being rejected.

7) Follow-up/Repeat sales: Do you want to come back to this well for more water? Well, you better set it up so that she'll *want* you back again.

It's hard to screw up this part, unless you were a really lousy lay.

Here's news for you – Most guys **are** a really lousy lay. They're bad, and a woman would never tell them any other way than never sleeping with him again.

Sometimes this step is just about moving on. Once was enough, and now it's time to sail to new waters. This should not be a problem if you were honest and straightforward with her in the first place. You were honest, weren't you?

If not, then you got what you deserved.

Just to give you guys an idea of how easy it is to get laid, and how much easier it can be to screw it up, let me tell you about one of my past seductions. Well, it really wasn't *that* bad, but I'd love to go back and fix this one.

A few years back, I was dating someone fairly steadily but with no commitment. I got interested in a lawyer I had met while snowboarding in Lake Tahoe. We were all staying at the same cabin, and I got the chance to chat her up. She was about my age, blonde, nice body – about a nine out of ten.

We hit it off well, and I knew we needed to go out together. I walked up to her in the living room of the cabin, put a pad of paper on her legal work she was wrapped up in, and told her, "Take a break and write down your number for me." She smiled and **[-- Page 347 --]** complied, giving me her email address as well. I also slipped her my card in her hairbrush before we left on the last day.

Back in San Francisco, about a week later, I called her up and took her to play pool with me. Things didn't get very far on that meeting, but I decided that I'd continue this again later. Besides, I had another woman on the side, so I could go after her with much more of a relaxed attitude, knowing I didn't have to worry about whether it worked out or not.

Eventually we had a few more dates, and we got to the date that I knew would be a seduction. We went to go eat at a nice restaurant in her part of the city. Then we went to a little dive bar that had a cool atmosphere (pillows on the floor, dark) and we had a few beers. After that, it was back to her apartment where we had some wine and lit a few candles. Things got heavy, and I told her it might be best if I stayed, since I'd had a few too many drinks. One thing led to another and I eventually got her undressed and into bed, where I started a little tongue action on her – south-of-the-border, if you know what I mean.

Right then, in the middle of writing her name with my tongue, the phone rang.

I knew something wasn't right when she actually left the bedroom to go answer it.

I've got my tongue in her holiest of holes, and she had to go answer the phone? What the ...?

Then it hit me. There's only one person that would call at this time of night.

When she came back to the bedroom, after a lengthy conversation, I proceeded to ask her what was going on. Why did she leave like that in the middle of my delightful foreplay? And sure enough, it turns out that the phone call was her ex, who she still hadn't gotten over.

Well, that was a major buzz-kill, I assure you. I basically listened to her lame story of female obsession over a guy that mistreated her (sound familiar?) and rolled over and went to sleep as quickly as possible. The next morning, I got up, chatted with her nicely, and eventually left for good.

Now, what was my major error? What should I have done in this situation?

I should have just ignored the ex-boyfriend bullshit and gotten back to my business. I shouldn't have even let it bother me in the slightest. I could have let her whine a little, and then moved right back in where I left off – with a little warming up, of course. And I'm pretty damn sure she would have gone for it, too.

Instead, I let her whine a little after her call, then I just rolled over and went to sleep, disgusted that she was another dumb chick who can't get her head on straight. I let the fact that there was another guy in the picture rattle my cage.

[-- Page 348 --] Now think about this: She came back to bed naked, and slept with me naked, and we woke up naked. In fact, she came out of the shower with her tits staring right at me for a good five minutes. We parted on good terms, but we never talked again.

The moral of this story?

Unplug her fucking phone the first chance you get!

(Seriously, I don't recommend tampering with her stuff, but you might actually want to consider "accidentally" knocking it off the hook.) Actually, the *real* moral of my story is that you should put aside your emotions and insecurity when it comes to the seduction. Ignore all the distractions and obstacles.

Every woman knows full well what she's doing when it comes to sleeping with you, and you're not going to "hurt" her by sleeping with her. She's tough. She won't break. You're not to blame, nor are you ever *wrong* or taking advantage of her for going forward. The only truth of that situation I had was that I left this gal in a worse situation than before by **not** seducing her.

Worse? Yes, *worse*. You see, by not seducing her, I gave her more emotional ammunition to keep herself thinking that she should stay involved with this guy. If I had continued, she would have had a great night of lovemaking, and she would have been given a chance to see what kind of opportunity I had in store for her. I could have eased her emotional transition.

This is a little re-framing, but it's just as valid as my stupid indignant attitude. And I didn't get any pussy, either. Well, maybe a few licks. Lesson learned.

A Note On Overcoming Objections

I've told you that everything in life is like sales, and nowhere is it more like this than with women. One of the things you deal with regularly in sales is objections. And the one thing you learn is that every objection can be overcome if you know how to handle it.

Objections are going to come up in the process of dating and seducing women.

She will want to put up obstacles to test you, and to make you appreciate that she's not a "slut." In fact some women have a mental process that watches how easy they're making it for you, and if she's being too 'easy,' they pull away. And they won't even know why they're doing it.

[-- Page 349 --] It's not always important to have a counter for every one of her objections.

What's most important is to understand **WHY** she objected. Then you can address the real cause, because they don't always require a direct answer. A woman isn't as interested in you answering her

questions (and you never should – your control of the situation relies on *you* always being the one to ask the questions.) What she needs addressed is her two fundamental needs to be with you:

1) Attraction – does she feel the gut-level desire for you she must have for you to seduce her? She has to *want* you.

2) Trust – can she believe that you're not some kind of player out to hurt her?

She has to *believe* in you.

You could get by with only attraction, but eventually she will need to feel a level of security and trust with you.

If she's objecting to you in any way, she needs more attraction, or trust, or both.

The idea is to give her just enough trust that she knows you're not dangerous or a threat to her sense of comfort. After that necessary amount of trust is established, it must be **all attraction**, or you'll never achieve liftoff with her.

ALPHA STRATEGY: Your first step to handling objections is always to come up with ways to overcome them. However, if you run into objections with women frequently, it would do you good to step back and see where those objections are coming from, and what is triggering them. There may be a flaw in your approach that needs to be ironed out.

Maybe you're rushing a certain part of the game, or you're not looking for the right indicators before moving forward. Watch for repeating patterns that point toward an area you need to review, diagnose, and fix.

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Diagnosing Your Game With Women

Generally speaking, there are some very common problems with where guys go wrong on the various stages of seduction and dating women. I'm going to review the checkpoints of where you should be with women at each point in the game and how you'll know you're there. Then I'll cover the various troubleshooting techniques to help you figure out where you might be going wrong. We'll refer back to the CSF's to give you an idea of where you are strategically, and then map the route all the way to the Trojan you've got stuffed under your nightstand.

Step 1: The Introduction

During the introduction, you have only one game plan: To raise her interest enough with your teasing and humor so that she wants to know more. Just when you think she's ripe, you either get her away from the pack (isolate her) or you get her number and eject from the situation. The better you get at this, the further you can go in that first encounter.

Younger women (18-24) need to be moved on further in the first meeting or you might not get that second chance. Their buying temperature can cool off at a moment's notice. The "older" or slightly more mature women (24 and up) you can get away with a longer seduction time window, since their interest will hold a little longer.

Here are the biggest problems with the *introduction*, and the solutions for each:

1) You fail to raise her interest. If you sense that she's just not digging you, go for the number, but don't expect anything else. You've got to have some interest from her to stand any chance of her wanting to see you again when you call her. Go back to building rapport and using humor to get her interested.

2) When you talk to her, she acts weird or distant. Just like the hot/cold routine, a lot of women (younger women and very attractive ones especially) know they can just pull any shit they want with a guy because 90% of them don't know how to handle it. I'd hold this against women if they weren't right about it. She can act any way she wants with guys, because she considers [-- Page 351 --] herself the supply, and you have the demand. You have to use your conversational sparring techniques to break past her shield. Again, build rapport to establish that feeling of commonality.

3) She has a "bitch shield" up. This is where she acts like she's a bitch to keep men away. This shield serves as protection for her because most guys don't have a clue how to get past it, and those that don't are generally not worth her time anyways. Only Beta Guys will give up and walk away with their tail between their legs. The way past this is the same as the previous example – you have to get very sassy back, only with a real sporting sense of humor. Sparring is the way to break past her barriers. When she sees that you can see past her shield, most women will break down. Get real with her, and show her that you're a confident guy.

The last ditch is to appeal to her sense of fair play. If you can't break past a woman's coldness, you have to be willing to call her on her behavior and cast her own self-image into doubt. Almost every single woman you will meet has genuine insecurities about herself, and you have to be smart enough to find a way to bring them up in a non-attacking way.

Here's an example: "Well, Maria, I've been nothing but courteous to you for the last couple of minutes, and you've been nothing but rude in return. I'm sorry you find it necessary to pay me back that way. Perhaps you can tell me what it was that I did that made you dislike me so strongly?" Now, of course, this is said so convincingly that she cannot interpret you to be feeling down about yourself, and if it's delivered in a "please help me understand" tone of voice, it takes the heat off you and makes her look like the "bad guy."

4) Other people keep blocking you.

Sometimes this is her friends, sometimes it's yours. If it's *your* friends blocking you, it's your fault. You either chose bad wingmen, or you need to cut loose some dead weight from your social life.

If it's a guy you don't know that tries to interfere, you need to defuse him.

This guy is a cockblocker, and we'll cover this in detail in the next section.

If it's her friends blocking you, you probably forgot to make yourself friendly to them first before you picked out your prey. When a woman's friends block you, it's a sure sign they see you as a threat, or they're just jealous.

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Step 2: Close for Phone Number or Email

Meeting a woman all comes down to the bottom line: Did you get her phone number or email? Any answer other than yes is an excuse and unacceptable. If she says:

1) I have a boyfriend – She's either telling the truth, in which case you're still not out of the game, or she wants an easy way out so she doesn't have to feel like she's hurting your feelings. Learn how to read her body language to see if it's an excuse, or just hit her with the all-purpose, "Are you happy with him?" and see how she reacts. If she hesitates, you assume no, and keep going. If she says yes fairly quickly, you give her a wink and go about your day. Here are some Alpha Man rebuttals to the "I've got a boyfriend" excuse:

- "We know each other 5 minutes and already you're telling me your problems."

- "I'm not looking for a job."

- "What, are you trying to set me up with him?"

- "I'm sure you've got a couple pairs of shoes, too. And it's always fun to shop for more, isn't it?"

- "If it makes you happy, you can bring him with us."

- "Does he make you happy?"

If this comes up in conversation before you've had a chance to ask, ignore it the first time and keep working your strategies on her. The best way to handle it, if you can get her laughing and interested, is to ignore it and pretend like it isn't a concern.

2) I don't have a phone – She's really saying that she hasn't warmed up enough to you yet. Keep working at it. Almost everyone has access to a phone in some way. Take the opportunity to tease her about it if she uses that excuse: "No phone? Wow. Do you have running water?"

3) I don't give out my phone number; give me yours – Classic stall. Another nice way of saying there isn't enough rapport yet, or she's testing you. You have to have your counter ready for this one right away: "Now, come on."

Guys don't still fall for that line, do they? We both know you'd never call. Go ahead and write it down. I'm not a weirdo." [-- Page 353 --] Whatever you do, *never give her your phone number*. It puts you in a defensive position where you'll be wondering if she'll call, and she never will.

4) I don't know you – Another variation of the stall tactic, but this one means she just wants more convincing that you're worth her time. Prove your Alpha Status.

Response: "And I don't know you either, so this is a perfect chance to get to know each other better." Or: "Was there a time when you didn't know your best friend? Imagine where you'd be now if you said that to her when you met her."

5) NO – If it's clear that this is a no, and not a variation of #4, then smile, nod, and go about your fantastic day.

Here's a high-tech and sneaky way to get a girl's number: Instead of asking her for the number, tell her to pull out her cell phone. When she does, tell her to call a special cell number – and give her *your* cell phone number. When your cell phone rings, make sure her number shows up on the caller identification. Bam! You've got a reliable number. Some girls might not like this, thinking they were tricked, but it's worth the gamble on ones that you're not sure about.

Step 3: Phone call for meeting/Close for Meeting

When you call a woman up, make sure you're re-establishing the rapport as quickly as possible. Most of the time, you're just another

number she gave out, and she won't remember you from any of the other guys. It's your job to differentiate yourself.

Once you've re-established yourself in her mind – get her laughing, remind her of where you met, etc. – then you need to make the call short and sweet, and to-the-point.

"Hey, Jennifer, I need to get going, but I thought you might be a fun gal to hang out with. Let's get together this week and meet at so-and-so's. We can get a cup of coffee and check out the stores. Is Wednesday or Thursday night better for you?" [– Page 354 –] Assume the sale, ask her for the date, and then *shut up*. (We're closing here.) Listen very carefully to her words and what she says. You're refining your Alpha Man intuition, so you should be able to smell the bullshit when it comes your way.

If she says no and doesn't offer another time or date, she's probably not interested. Move on.

No, really, dude. Move on. You should be collecting so many numbers by this point that if any woman blows you off, you're on to the next one. No begging.

If she says no and offers a reschedule, hesitate and "check your calendar." Then you can say you *might* be able to fit it in.

If she says sure, but wants you to check with her later in the week, turn her down. "Look, Jennifer, my time is really important to me, as I'm sure yours is. If we can't schedule it firm right now, we should find another time. What other time works for you?" If she insists you call her, she's really making a ready escape chute that she can get out of the date with. What would happen is when the time comes for you to call her, you'd leave messages all over town and never hear from her. Don't accept half-hearted acceptances; they're an insult. Either she's in or she's out. Alpha Men don't let other people waste their time.

If she says yes, great. Get her to write the information down while you're on the phone. Then get off the phone right away. Any more time you spend on the phone with her after this point just works against you. She can get to know you in person, not over a phone line.

If you find that you're getting turned down a lot on the phone for the first meeting, here are your common problems:

1) You aren't establishing enough rapport when you get the number.

Solution: Get more rapport. Work at it. You could get a hundred numbers, but none of them will be interested if you don't warm up the prospect to want to meet you again.

2) You're not pitching her right.

Solution: Make the next meeting sound unbelievably fun and low-key. No heavy date expectations. No dinner-and-movie dates until much later. Your first duty is to get her having fun with you. No excuses. ***A woman doesn't care about how you feel about her until she has a feeling for you.***

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3) You ignored her "no interest" signs when they were first put out there.

Remember, a woman won't say "Sorry, no," to you until she's pushed to the limit. She only wants to avoid looking like the bitch for rejecting you, so she wants to let you down easy.

Solution: Watch for the body language and indications that she's only being nice.

4) You may be creeping her out with too much attention.

If you call too many times to get hold of her, or too quickly, it's a turn off.

Solution: You can only call her once every couple days. Don't leave any messages on the first call, and if you don't get an answer on the next, consider leaving an upbeat, short message. If she doesn't call you back, flush her down the drain.

ALPHA RULE: Never call her up for a date without a definite plan of what you will do and what time you plan to do it. She doesn't want to just "hang out." So be sure you have a plan.

Step 4: First meeting/Rapport

When you first get together with her (not counting the time you met her, but an isolated "date" meeting) your objective is to *get the feeling of rapport going*. You have to find that "groove" that works for you both in terms of conversation.

Don't be afraid to try different approaches. Use some mirroring techniques, or just find a subject that she appears to enjoy talking about, and then work it hard. This is a perfect example of that fluid thinking I told you about. You have to be flexible, and really explore every angle to find the subjects that turn her on. When you find her button, you keep pushing it for more effect.

If you're not getting rapport, you simply need to review the earlier section on rapport and *keep working on those skills*. It does take time to get the knack of it. Make sure you're also keeping her laughing during the meeting, because this will equate to how much fun she feels she had. Humor is one of the critical elements in the whole game.

The next way to get that rapport going is through the use of questions. Use some of the inspirational questions I gave you, as well as make up your own. Get her talking [– Page 356 –] about herself and she'll be much more involved, and much more likely to open up.

And sometimes there is *nothing* you can do to get the rapport you desire. Some women just don't warm up, and others are moody. More often than not, however, you will find that the woman is working to establish rapport as well.

Don't be afraid to pull the plug on a date that's going bad, or if she's not working at it. Some women go on dates with the "go ahead and impress me" attitude, or they accept a date figuring that the worst that could happen is that they get a free meal. If you sense that the woman isn't digging you, or for whatever reason is refusing to be responsive, and you can feel that she's holding back or just making it more difficult, say something like this: "Look, I'm feeling like I'm putting a lot of energy out here trying to get to know you better. For whatever reason, you don't seem too into this tonight. Perhaps I should take you home now." And then shut up and listen to her. If she says, yeah, that's a good idea, then get rid of her quickly. If she says she's just having an off day or some other excuse, make a decision whether you believe her or not and go from there. If her attitude doesn't make a major turnaround, I suggest you end the evening and get rid of her. Nothing will drag you down faster than trying to win an uphill battle that you've already lost. Save your energy for a woman that *deserves* it.

Step 5: First Kiss

There's a lot of anxiety from guys about the first kiss situation, and it doesn't need to be this way. They go through the entire date wondering if they're going to get a kiss, or more.

First, let's state the most important first rule about the first kiss: **If you didn't achieve rapport and some success raising her attraction during the first date with her, the kiss is no longer the point.**

She will probably just kiss you to end things nicely and to not make things awkward. In fact, even if you don't think you got on so well with her, you may go for the kiss and be surprised to find her eager and willing. *An Alpha Man always ends the date with a kiss.* So if your goal is the kiss, go for it. You've got nothing to lose.

[– Page 357 –] All during the date, you have opportunities to check for her willingness to kiss you, and if many of the signs come up good, you're in great shape for at least a kiss at the end. All you have to do to find out is to lean in close to tell her something. If she doesn't change her body language and stance and even glances briefly down at your mouth, that's a good sign she's already thinking about that kiss and is ready for it.

You should also be watching for opportunities to briefly touch her and make prolonged eye contact. I recommend learning palm reading so that you can appeal to her sense of mysticism and fate while holding her hand and tracing across her skin.

If you reach the end of the date, you lean in for a kiss, and she pulls away giving some lame excuse about not kissing on the first date, or if she evades your lips and goes for a hug, it's generally not worth pursuing any further. Because ... ***Any woman who is attracted and interested in you will want an end-of-date kiss.***

It's that simple. Don't rationalize her behavior for her. If she were into you, *she'd give you a kiss.*

If you get to this point on the date without a kiss, you probably ignored a lot of pre-work that would have made this successful, so it's already too late, and there aren't a lot of alternatives.

Here's another alternative that I prefer: If you feel the rapport is good during your time with her, *don't wait until the end of the date for the kiss*. Do it earlier. Then you can both relax. Just wait for a good time to get close and give her a quick smooch on the mouth. No tongue, just some moist lips. Then you can make a witty remark like, "There, now you don't have to worry if I'm going to kiss you." Now that's an Alpha Man approach.

Step 6: First Sex

Yes, there are a few steps between the first kiss and first sex, but they're mostly about turning up the tension and heat between you and your woman. You know you're doing okay when you get the kiss and a couple follow-up dates, and the vibe is still positive and upbeat. You should be working to achieve a deeper level of rapport with her, including occasional affectionate displays, such as touching, kissing, and prolonged eye contact.

[– Page 358 –] Be warned that there is a myth about "third-date sex." The general belief is that on the third date you're either going to get some or not. I don't follow this myth, partially because I want to leave myself prepared for "**any**-date sex," and if you act as if you think you're entitled to some ass or set it up that way with

her, you could be in for a rude awakening. It's another agenda that she'll sense and resist.

You'll know when the time is right by her behavior. One of the things I like to do is to suggest cooking her dinner at her house. This sets everything up for the possible seduction. She'll be turned on by having a man cook in her kitchen, and maybe even cook in her bedroom later.

If she shoots this idea down in favor of something more public, she may be delaying that first sex by avoiding any misleading circumstances, so go with it and suggest something else. You'll just have to use that date to your advantage and get her in the mood later.

Again, the point is to lead up to each of these milestones in the progression from meeting her to getting her to the bedroom. You don't make sudden jumps to any of them without building up sexual tension and attraction. None of your "moves" should seem like they've appeared out of the clear blue sky. They should happen when they *feel right* and when *they're welcome*. By the time you get to any of them, you should already know what's going to happen.

To paraphrase Sun Tzu, the battle is won before it is ever fought. Make sure you pave the way for sex in the same way. You have to have had a few sessions of intense kissing and touching beforehand. Then sex becomes a next step in a logical progression. Here's how an Alpha Man handles it: The Alpha Man takes his time. He moves in slowly, yet deliberately, but she knows he's moving in. He also takes time to back off and give her a moment to breathe and wonder if he will move back in again. (Two steps forward, one step back.) When he moves back in, it's when he senses the most potential for response. He doesn't move hesitatingly, but definitely. When he kisses her, he puts his hand behind her neck, or gently cradling the side of her neck. He makes it *strong* and *passionate*, and then he pulls away. The Alpha Man is the first one to end the interaction, so that she feels his confidence and self-control – and she's left wanting more. When he touches her, he doesn't grope or lewdly handle her; he caresses her in a way that makes her feel sexy.

When he moves her toward sex, he touches her slowly and lovingly. He's not hurrying at any point, and he's not hesitating really, either.

[-- Page 359 --] When it comes time for him to make his Big Move, he makes sure he gives her so much teasing foreplay that **she** is the one who wants to rip off her clothes so he can bang her. He never touches her vagina until she's practically begging for it. The Alpha Man is also the last one to undress or to come, because he knows that if he can pleasure her enough first, he's guaranteed to have his fun. So keep your cock out of sight until you're in the home stretch.

See the difference in the mindset here? You attend to her enough that sex becomes a given. Move confidently forward. And if you are stopped along the way because she's "not sure" or "she's scared," you just give her a sincere reassuring compliment about her body and move back to kissing. Then you move forward again.

Don't get into any discussions at this point, like justifying why she should, or about your feelings for her. Just keep it mostly physical with some occasional reassurances. Logic will not work here, only *passion*.

ALPHA TACTIC: Inevitably, when a woman gets aroused, she'll get to a point where she has to pee. If you've been fooling around on the couch for a while, she'll need to take a break, and you can even be the one to suggest that you take a break.

When she gets out of the bathroom, be waiting for her with a glass of water. (Not right in front of the bathroom, but close by, away from where you were just getting hot with each other.) This gets her refreshed and shows some good thinking on your part.

When she's drinking it, slip around behind her and start kissing her from behind. Kiss her neck and back, rub her shoulders, run your hands over her hips, and so on. Then, slowly start to work under her clothing. Run your hands up her stomach to her breasts, and caress them. Undo her bra so that you can get your hands in there without too much obstruction. Then, move your hands down to her butt. Avoid squeezing, and just rub and caress. Move your hands around front and start teasing around her pussy.

Then, after she's responding to this, start to undress her pants or skirt or whatever she's wearing.

After just a little while of this, you should be able to get her completely undressed. And at that point, she'll be turning around to help you out of your clothes.

Take her by the hand, my Alpha Man friend, to the Promised Land...

[-- Page 360 --]

Defuse Your Enemies

One of the essential skills for Alpha Men (especially humans) is that they know how to avoid the loss of their status. This loss can come in many forms:

- **Death** – Most prominent in the animal kingdom

- **Emasculation** – The loss of your manhood in the eyes of your social group can be as damning as death in some cultures. This is social humiliation.

- **Loss of self-respect and dignity** – Your own self-image is priceless, and you must protect it at all costs. You cannot doubt yourself.

- **Loss of possessions or income** – Your provider status is measured directly against your ability to earn and support a family. This doesn't mean you have to be rich or give a woman money and gifts, but you have to be able to consistently *demonstrate* your potential.

- **Loss of power and status** – You must make sure that your power is maintained. There are many people (men and women) who will try to steal this from you to build their own sense of self-esteem or power, and you must have the right strategies to deal with them.

You have to have a strategy to deal with the people who try to strip you of your power. One of the ones you'll encounter most frequently is the ...

Cockblocker

These guys (and girls) are the new enemy of the Alpha Man. They represent an obstacle to a guy who is looking to get with a woman, and therefore they are the modern equivalent of the fight for dominance in a tribe or pack. Usually, the male that proves his dominance and superiority gets to mate with the most females. He usually fights the reigning dominant male for his position, demonstrates his superior genetics, and defeats him in combat for his role. This can be seen even in history where the [-- Page 361 -] commanding forces of a victorious invasion raped the women in their new conquest, even going so far as to kill other children born of the men they defeated. Humanity can be just as brutal as in the animal kingdom.

In today's world, this is thankfully not the norm. The worst you have to deal with is a possible fistfight or shoving match, but more than likely you'll just have to handle a guy who wants a female for himself and will try to demonstrate his dominance verbally, or by blocking your attempts to get her.

The only technique to effectively handle this situation is to defuse the situation with your wits – by using your sense of humor.

As I stated before, today's Alpha Man isn't defined by his use of strength and brute force as he once had to. Now, more than ever, you have to be clever to survive in the singles jungle. In fact, your smarts will define you as an Alpha more than your ability to physically overpower another man. That's why understanding these advanced strategies will give you ten times more success than just killing off the competition.

Now, men aren't the only ones that will try to block your success with women.

There are a lot of women who will do the same, out of jealousy and insecurity, mostly.

Women are very competitive with other women for the affections of men. When you are obviously interested in a woman, her girlfriend may attempt to ruin your game, especially if she thinks you haven't "paid the toll" with enough attention to her.

(Note: When a woman goes out to meet men, or puts herself in a situation to meet other men, she will not go with a woman that she finds threatening or any serious competition to herself.) There are also unintentional cockblockers, and the remote cockblockers – like cell phone calls she gets over the course of the night.

So how do you evade and defuse these cockblockers when they appear?

First, the women.

Women are notorious for ruining a good seduction. What happens is that the guy opens a set of women, maybe with a wingman, and they all enjoy some good flirting.

Sometimes the other friend is an ugly chick, but in any case, you have to avoid the inevitable. You see, the hot chick you're looking to mack is going to feel guilty and very self-conscious that her friend is watching her get some action, and she's not going to just ditch her friend.

You have to disarm the cockblocking chick before she trashes your game. Here's how it's done: [-- Page 362 --]

YOU: (talking to the cockblocker chick) Hey! Kathy? (Obviously, you have no idea what this girl's name is)

Cockblocker: Uh, no.

YOU: Oh, I'm sorry, you just look so much like Kathy, my buddy John's exgirlfriend.

Cockblocker: Really?

YOU: Yeah, in fact, it's too bad he's not here right now. He'd be all over you. He's one of those guys who always seems to date the same type of woman, you know?

Cockblocker: Yeah, sure! (maybe smiling and giggling)

YOU: John's one of those guys. He's really good-looking and these women are always after him, and the girls he dates always have the same look. (Give her a glance up and down as if you approve.)

Cockblocker: (Thinking that you're flattering her, she's probably loosening up)

YOU: So...what kind of guys do you go for?

Cockblocker: Tall/short/blonde/black hair, whatever she says

YOU: (look surprised) Oh, wow, that sounds just like John! Except for the smart part! (laughs) I definitely need to introduce the two of you. Why don't you give me your number and I can get it to him.

Cockblocker: (gives you her phone number. This should take some of the wind out of her.) You then turn your attention to the chick you were originally interested in.

This approach works best when the other chick is not so hot, less than 7 on the 10 scale. What happens is that she now needs to stay on your good side to get a shot at John, since she probably isn't getting a lot of action herself. You're holding her fate with him, so she has to be nice.

(Also, by getting this girl's phone number, the hot chick she's with will also be more likely to give you hers when the time comes.) Later, if you have to actually tell the cockblocking chick something because she wants to meet John, just say that John found some other gal in the meantime, but you'll keep an eye out for her.

Now, if you are cockblocked by another guy (sometimes called an AMOG – Alpha Male Other Guy) who is either pissed that you're in his pond, or he just wants the [-- Page 363 --] same chick you do, here's how you handle that situation: First, remember that the best tactic you can use is to be *extremely* nice to the asshole who's trying to scam your action. For the simple reason that if you try to scare or push this guy off, your target is going to smell your interest coming on too strong. She now has the upper hand because you've given up your intention right off the bat. Not to mention, any negative actions (like getting physical or turning into a mean asshole) on your part will always diminish your value in her eyes. Nice guys don't get laid, but mean and nasty guys are immediately disqualified. Nothing is a bigger turn off to a woman than a guy who is acting like a dick.

So you have to take a similar approach with men. Remember this saying: **Keep your friends close – and your enemies closer.**

You must pull this guy into the conversation and lower him in her eyes. Look for any and every opportunity to one-up him without looking like it's a contest. Subtle digs work well. For example:

Cockblocker: "I have this really great Harley at my house. It's over twenty years old." (Obviously trying to impress her with this.)

YOU: "Wow, that's so **totally cool**. I had this friend who was in a horrible motorcycle accident last year and lost his leg. He wiped out on a curve and just *shredded* his leg below the knee." (Turn to the Babe) "Yeah, what do you think about motorcycles?"

Babe: "They're sorta cool. But I prefer sports cars, like Ferraris."

YOU: "Exactly! You're right on about that. Have you seen the latest Ferrari 360 GT? Do you know how fast that thing goes?" (Look like you're asking both of them, but turn your attention to her.)

See? You just take whatever he says, push it to the side, and take its place with your own better topic. And make sure you don't make any statements that could sink you. In that last example, you *ask* her what she thinks about motorcycles before going on about that horrible accident. Since she said she does think they're 'sorta' cool, you deflect this and follow her sports car lead. If she loves motorcycles, you move back into a question about cycles instead.

[-- Page 364 --] Trust me, after about ten minutes of this, where you are using genuine rapportbuilding skills on her, and cockblocker idiot can't keep in the game, he'll back down and crawl away, his tail between his legs.

You out-Alpha these guys by manipulating the conversation to keep you (and her) in the spotlight, and you *avoid appearing that you're doing this to them*. If you can keep up the banter, you'll easily cockblock him right back.

Heckler's Dance

(NOTE: Advanced tactic) Another way is to do what I call the **Heckler's Dance** on any guys that are already hitting on your possible targets.

You're in a situation where there's a guy that could get the chick you want if you don't take some action. What you need to do as part of this strategy is start to insult him in a way that the chick will find funny (but not too mean!) and then back off when the guy starts to get angry or defensive. You befriend him and demonstrate with your eyes or the way you wiggle your nose at the chick that you are messing with this guy. So the objective is to dance back

and forth with the cockblocker while demonstrating your control of the situation with the Babe.

This is a complicated scenario, so here's an example: You walk into a bar and there's a group of hot girls talking to a couple of guys.

You use one of your set openers and get into the conversation. You get some buying signals from one of the girls, but it's obvious that one of the other guys is either there with her or is hitting on her. Maybe her ugly friend set her up, *whatever*, you don't care.

Here's an example of the conversation:

YOU: "Hey, dude, (talking to the cockblocker) that's a cool shirt. I had one of them a few years ago. Where'd you get it?"

HIM: "Uh, I don't remember."

YOU: "Is that silk? (You reach in and touch it, then you look disappointed.) Oh, okay, it's not."

HIM: "I think it is..."

YOU: (Shrugging.) "Yeah, anyway." (Resume talking to the woman.)

[-- Page 365 --] **LATER...**

YOU: "So was that you driving that little Toyota car I saw out front? The one that's part electric?"

HIM: "No. I drive a Corvette. It's the red one with-"

YOU: "Are you *sure* that wasn't your car? It had those fuzzy dice and shiny rims.

It's actually nice for a tiny car. Probably get about 80 miles to the gallon, huh?"

HIM: "*NO*, I've got a 'Vette, man!"

YOU: (Laughing and waving your hands at him.) "Whoah, it's okay, dude! No one's insulting your Corvette. What color is that hot sports car of yours?" (Proceeding to shoot the shit and talk about engines for a while. This will cool him back off.)

Now, after a while, you're going to have to keep slipping in subtle indications that you've got this guy's game, but he's going to get a little peeved once in a while. That's how you know you're out-Alpha-ing him. You then calm him down again.

HIM: "Man, stop making fun of me!"

YOU: "Hey, it's okay, man. I like you! You're like a big teddy bear. You remind me of my kid brother." (Give him a one-arm hug, and wait for an indication that he's cooled off again and feels dumb about getting irate.)

YOU: "But don't get any crazy ideas there, okay? (Wink.) I noticed you had your eye on my butt a little while ago. That's okay. I'm not offended." Remember to get *over*-friendly with your steps back in. When you go to regain the friendly air with him, you have seem almost *too* friendly, enough so that the women pick up on this, but he just thinks you're being a swell guy. Give her a few glances from time to time to let her know that you're fucking with him. Slip in a wink at her that he can't see.

You'll know you're pulling this off successfully when he starts trying to befriend you because he sees that his action is slipping and the women are starting to pull for you. He'll try to get on your good graces by flattering you or buying you drinks. You have to watch out, because he will try to screw you right back at the first chance he gets. He may even go to the other end of the spectrum and lose his cool, which makes you look even better. All you have to do is appease him again and pay him a small compliment that he will believe, but *she* will see as being a little patronizing.

[-- Page 366 --] Remember, this is an *advanced* strategy. You have to have your shit together to pull this off, or you might find yourself in a seriously compromised position. **He** might call you on your insults and then you could find yourself in the alley fighting with some guy who just got out of the state penitentiary that morning. You've got to ride the knife's edge between insult and defusing the insult with an attitude of "I'm just fucking with you! Relax, dude!" You have to back off at the right time, and even give fake apologies from time to time to seem like you're not baiting him too hard.

But if you pull it off, it works like a champ. He will look like a prick because he's getting all angry and uptight while you're just having a little fun. And the women will see this, too. In the end, he'll look like the asshole and you'll come out smelling like a rose.

[-- Page 367 --]

Tame Your Demons

First of all, let me tell you that I've never "done" much in the way of recreational "reality altering" – otherwise known as *drugs*. I guess I was afraid of the consequences more than anything else. I'm not judging anyone that uses any drugs; it's just that I've never found much use for them. Reality is challenging enough. Nor have I ever wanted to be enslaved by another substance.

However, I've always had a good handle on my good friend, Mr. Booze. We've gone back a long way, and I've learned how to handle alcohol in all its forms. Luckily for me, drinking has never been a problem. I drink, I get drunk, I fall down. No problem.

No, seriously, folks, I've never had any real alcoholic inclinations. I've never felt the need to drink heavily, or even to drink every day. I'm at the point in my life now where drinking is social only and limited. (I've found that athletic training also reduces your desire.) There's a saying: Better the devil you know than the devil you don't know. Well, I've stuck to just alcohol because that's my favorite demon, and I know exactly how he works and how to manage him. I think the secret is to choose your demons well, because every man has one or two in his life.

My point here is that you should watch out for the negative affects of alcohol and anything else that you find difficult to control in your life. And this is even more applicable to men who are striving to achieve a more balanced sense of themselves and are aiming for the Alpha Man goals I'm putting forth in this book. There is a big trap in the use of alcohol as a method to reduce your inhibitions. I call this the "Liquid Balls" problem.

There are many people (male and female) who claim that they are only able to "have fun" or "relax" after they've had a couple drinks. There are even many more guys who can only seem to work up their courage to approach and talk to women if they've had a few. I used to call this kind of drinking "liquid balls." This is the distorted belief that the beer or mixed drinks are what you need to let go of your fear of rejection. It does work in a lot of cases. The problem is when it becomes a crutch.

Whenever we fail to do something that we want to do or know we should do for our benefit, it's always one emotion calling the shots: **FEAR.**

Fear grinds your life to a halt and incapacitates you. Then, to avoid the pain and psychological dissonance that this creates, you start to make up illusions and excuses as to why you're doing what you're doing, so that you don't have to feel bad about the [-- Page 368 -] failure. No one wants to feel bad about him or herself, so we have to make it all right in our minds.

Unfortunately, this often paralyzes us so that we set ourselves up for learned helplessness.

We give up, trying to avoid the (perceived) pain of failure.

We give up trying to make our lives better, because the comfort of the present becomes more important than the possible pleasure of the future.

We just plain give up. Not just on life, but on *living*.

We become addicted to avoiding pain.

That last one is one you should really watch out for, because this is very close to the addiction to comfort, and that desire will sabotage all success you might want from life. No great success comes without discomfort, and avoiding that pain will lower you to Beta Guy status faster than you can imagine.

So watch out for your addictions, and any of the demons that may come into your life. It's not just alcohol. It's cocaine, heroin, meth, ecstasy, and any of the new designer drugs that come out every year. It's also television, rage, bigotry, overeating, sexism, and gambling. We all have our demons, and we may never get rid of them completely, but we should know how to control them and keep them from hurting us.

Use your risk/reward ability. Look at the benefits you receive from your actions, and ask yourself if they're in proportion to the pain that you induce.

Don't wait for an intervention that may never come.

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What's Your Mission?

For the last ten years, I have put my mission statement on my resume. "A mission statement?" you ask. "Isn't that for companies?" Companies use them, and unfortunately, companies abuse them.

Face it, corporations have turned the concept of the Mission Statement into something of a cliché, a joke of some 1980s management fad. Even "Dilbert," the cartoon by Scott Adams, used to have an online mission statement generator that used a ton of those corporate terms that you hate to hear or use and tied them together randomly:

To challenge our employees and our shareholders
By proactively pursuing excellence
And establishing a forward-thinking paradigm
While thinking "outside the box"
Blah, blah, blah ...

The premise is actually quite sound, though. As the saying goes, if you don't stand for something, you'll fall for anything. And most people don't realize that a corporation is a completely autonomous legal entity, meaning that even if all the employees were to quit or disappear, the company would still exist as long as there were stock owners. Without a statement of purpose, it could get very difficult for all the employees to stay on track.

The same thing applies to our lives.

You need a *purpose* in your life, something that you can live by. A code, if you will.

You should sit down and write up your own mission statement. Something that captures your purpose here on Planet Earth. Just keep it short and to-the-point.

It's been said that the longer a company's mission statement, the less likely it is to be successful. I tend to agree. The same applies to your own mission statement. When you've got a statement you can believe in (and it will take several revisions to get this right), commit it to memory and keep it on a card in your wallet. Review it when you find yourself in a slump or lacking motivation.

[-- Page 370 --] Remember that you're in your life for the long haul, and you **own it**. You can't trade it in or sell it. You can only make it the best you possibly can.

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Alpha Trait Review

There are a lot of characteristics of Alpha Men, and many probably slip by you each day without notice. What I'm going to do is point out some of the traits you may have noticed seem to correspond to men who are dominant, and give you some explanation as to why women find them attractive.

This is why women think the way they do about Alpha Men:

- **Tattoos:** The use of body markings as a defining trait of warriors goes back several thousand years. Tattoos are still popular as a way of showing that you can A) handle pain, and B) have the guts to make a statement with body art. Just remember that they are relatively permanent, so choose one wisely.

- **Body Piercing:** Yet another way of marking the body for physical adornment.

Piercing has the benefit of being much less drastic in terms of permanence. A hole will usually heal. It's another way of saying that you aren't afraid to stand out in a crowd.

- **Gang membership:** Gangs fulfill a large part of the affiliation drive of men, to become a part of some larger group, as well as feel the acceptance of our peers.

Finding a group or groups that you can participate in is a healthy and important part of being a man. Groups that you can lead are even better to demonstrate your Alpha Man Power.

- **Sports:** As they say, sporting events are really nothing more than legalized, nondeadly warfare. Guys like sports. It doesn't matter which (I will draw the line at badminton or synchronized swimming) sport you like, but you should find one that brings out some healthy male competition in you. Nice Guys are afraid to compete. Alpha Men thrive on it.

- **Wealth:** A man's financial status indicates his overall ability to provide for a woman. Up until recent times, a woman's future was determined solely by the man she chose to marry and stay with. Now that women can accumulate wealth as well as any man, a man has to find more ways to demonstrate his own command of his money. As we spoke about earlier, you must educate yourself [-- Page 372 --] about how money and investing works.

- **Physical size:** Again, as with wealth, a woman could see how sturdy a man was, generally indicating his genetic strength. A large physical presence usually equated to a man who was most capable of providing and protecting her. She still equates this feature with a man that she feels secure with. Women do not need a man to be burly and huge, but they want one that is in very good physical shape.

- **Fame/Popularity:** Not many men realize this, but the Alpha Man status is also heavily influenced by factors other than pure physical domination. A man who can negotiate and employ his cunning social skills is highly valued by women – and other men. Fame and popularity indicate a man's overall social abilities. They also indicate his own security with himself, since insecure men are usually not very well established in a social circle.

- **Patience/Attitude:** Again, women can figure out all they need to know about you by your attitude towards life. The most stable men out there have a good sense of self-confidence, and the bad guys are impatient and reek of an agenda.

A man's confidence is the same thing to a woman that a woman's looks are to a man. What's *inside* you is what really attracts a woman. But she only sees what's inside you based on how you act on the outside. So take a close look at your actions and your outside world and think about what that is communicating to her.

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Self-Development

Most guys do not want to put in the effort necessary to make the lives they want.

It takes work. And it is in human nature to avoid work.

But think about it for a moment.

What else do we have to do during our lives but work?

I learned a while back that the most fulfilling thing in life is to do so much during your day that you fall dead to sleep when you go to bed at night. That's about the most accurate barometer of self-fulfillment I have been able to find. Because if you have trouble falling asleep at night, that generally means that you are probably spending more time thinking than doing. You're too idle.

If you **work** at your life, putting aside all our petty self-concerns, we eventually find something worth doing that takes our minds off ourselves.

And that is the ideal state of mind of the Alpha Man.

ALPHA STRATEGY: One of the most effective methods of change for me has been putting things in writing. This includes not only the goals I'm shooting for, but every other behavior you need to keep a critical eye on.

You need to keep a journal. This journal will contain all vital events regarding your experience. Try to keep it fact-based (not "feelings" based, though you can also make a note of those emotional situations **if** you can use the information as a motivation for change.) Make notes about dates, seductions, failures, successes, and set a time each week to review the information.

Next step: After you do the review, you must **plan new actions**. These are the things you will plan to do in the coming week to *change the results you got*. You want to improve for the next time.

For example, if you went out to three bars in the previous week, got twelve phone numbers, and got shot down on all of them because you didn't really establish rapport with these women, you must now plan a change so that you get different results.

(Someone once said that insanity is doing the same things over and over while expecting different results.) **[-- Page 374 --]** Every week you have to plan the time to sit down and review this stuff. Make sure you take your own self-improvement under your control. Another strategy is to build in time to listen to uplifting and positive tapes or CDs every week (preferably *every single day*, if you can find the time.) I bought a bunch of tapes from Nightingale-Conant many years back, and they are the single most important factor in my personal development. I overcame negative thinking, anger, and so many other obstacles after I started to listen to real achievers talk about the ways to make these changes in my life. Nothing has had a better affect on my life.

You can't get enough of this stuff, and I urge you to find a positive flow of this in your own lifestyle. Television, newspapers, and the popular media are happy to tell you all about who was killed today, and what great tragedies are going on in the world, but they'll never tell you about the uplifting stories of hope and happiness, or how to make yourself a better person. You actually have to **work** to find that information, but it's out there just the same.

The way I look at it, I'm here to live for about the same amount of time as most everyone else. I'll be damned if I'm going to spend it in a pool of negativity and self-pity.

My attitude is always under my control.

And guess which attitude is most attractive to women?

Note: Guys tend to get really hung up on finding out *why* something happened, or the reasons for it. We seem to have an innate need to understand the causes for things, and this often trips us up.

A whole bunch of analysis and therapy may (eventually) tell you why you do something or feel certain emotions, but **only you can change them**. This hasn't changed in the few thousand years of civilization, and isn't likely to change in the next few. Accept this quickly so that you don't waste your time on the fruitless search for the reasons "why." ***The only thing in the world that really matters is getting the results you want.***

This is what I refer to the Therapist Trap. We become so caught up in the "why" that we fail to see that *it doesn't really matter why*. We sometimes think that knowing why will allow us to simply stop doing one thing, or start doing another. Once we know why we did it, we'll just go, "Oh, that's why. Well, now I'll do this instead." **[-- Page 375 --]** Don't go for this trap. The only thing that matters is making the changes to do what you need to do. Chasing the reasons "why" is not going to get you results.

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The Meaning Of Life

Yes, I managed to figure the meaning of life out while I was writing this book.

Nice little benefit for all my hard work, don't you think?

Oh, I know, you're dying to know what it is, aren't you? You're just sitting on the edge of your chair, finally thrilled to find the answer to why we're all here.

The simplest explanation I ever heard for the meaning of life came from – oddly enough – the cable show "The Sopranos." It was one of those things that could have slipped by unnoticed (and probably did slip by most people) but I happened to catch it, and it seems to me to make the most sense of any definition I've ever heard: *Life is*

easy some of the time, and most other times it's pretty tough. A man copes with the good and the bad times, and he takes his pleasures where he can.

I also heard this line in a movie: *Anything worth doing in life will not be easy.*

That's not what you were expecting, huh? You wanted something more spectacular, like: "You are all meant to be good to each other," or "Pray every day," or "Raise your children well." The fact is, there are as many meanings of life as there are people. Your meaning will differ widely from mine. Or from anyone else's, for that matter.

You decide your own meaning. **You** have to put your foot down and decide what your life is about. And then live that life as if it's all you've got.

Because, quite frankly, this life **is** all you've got.

Most men (and women) live their lives in complete ignorance of their own personal meaning, mostly because they were too afraid to choose something and stick **[-- Page 377 --]** with it. They were more afraid of making the wrong decision, and so they make **no decision**.

So what's the most important thing in life?

The answer isn't important to anyone else, because there isn't just one right answer.

What's important is that **you** have an answer.

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The Alpha Man Code

I want you to memorize this list of affirmations, and then I want you to add to it.

These are basically pronouncements of your power, and they will reach your thoughts at a subconscious level – **if** you take the time and effort to imbed them in your mind.

The first step is memorization. The second step is anchoring them to your highly charged positive emotional state. The last step is reciting them regularly enough that they reach your subconscious.

This is your code. **Live it.**

1. I make no excuses for myself as a man, and I'm INNOCENT, not guilty.
2. Every week of my life is an exciting, action-packed adventure.
3. There is no woman alive who can resist my charm and charisma.
4. My confidence is **unstoppable**
5. I have the power and the passion to make my life what I will.
6. I act. I don't **re-act**.
7. I control my emotions every minute of every day.
8. I am not intimidated by *anyone*.
9. I act swiftly to get what I want from life. He who hesitates is lost.
10. Fear is the mind-killer. I will use my fear as *power*.
11. I work every day to improve myself, learn, and become more powerful.
12. I live my life by my own code of honor.
13. My actions mirror my beliefs – congruently.
14. I'm a powerful communicator.
15. I never apologize for myself.

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You Know You're An Alpha When...

Here are some indications that you're getting your Alpha Attitude in the right direction. These are some of the primary signals of Alpha thinking, and when you find this happening more and more often, you'll know you're on the right track.

- **You forget to call women, or they "slip through the cracks."** Yes, it will happen. Eventually, you'll have so much activity in your social and sex life that women and friends will occasionally be forgotten in the mix. It's just your crazy social schedule, and that's all there is to it. It's better to have too many things to do and miss a few, than too few activities and do them all. I'm not saying that you neglect your friends, but if you want to experience a life of abundance, you have to be willing to let a few things slip from time to time.

- **You no longer react to the actions of other men or women without pausing and strategizing.**

Every man has to learn to place a pause between stimulus and response. You have to think before you act. That's typically the mark of a mature Alpha Man.

- **Your sex-drive increases, and your masturbation decreases.**

That's right, those solo adventures you have with Rosie Palm and her Five Blister Sisters will become a thing of the past. You'll actually have less incentive to masturbate when you've got an active sexual life, because it's so much more fulfilling with a woman than all by yourself. In fact, you'll miss the occasional choke-your-chicken session. It will seem like an indulgence – a special time for

you to catch up on old times with your favorite trouser pal. (Seriously.)

- **You find yourself doing and saying things that are "controversial," and not caring what other people think about you.**

Some things that fall into this category are calling women on their bullshit, getting real with friends and family on their behavior, and forming your own opinions.

You'll start to find yourself taking a stand on issues, and being willing to express disagreement without being defensive or insecure. You'll be able to define what your code of honor is, and stand by it.

- **You recognize the wimpy behaviors of other men, and cringe to think that you once acted this way.**

Yes, it will be embarrassing, but you'll start to identify the things you used to do [-- Page 380 --] wrong, and you'll see it in your friends' behaviors, too.

The trick here is to not become too dogmatic about your newfound awareness.

Don't get preachy to your guy friends. (This is too much like bragging.) Just demonstrate the success they wish they were having, and when they want to know about it, they'll ask. If they're not ready, they won't be able to understand or learn anyway. When the student is ready, the teacher appears.

- **You turn down nearly as many women as you sleep with.**

The Alpha Man is choosy, not promiscuous. The temptation will be there to use this ability to get laid all the time, but a real Alpha knows that not all his women are fit for this honor. You'll learn to eject the wrong women as quickly as possible to make room for the right ones.

- **Your goals become a priority for you.** You feel drawn to your own future as a path. You find that your mission in life becomes a priority.

- **Women become a secondary priority to you.**

I said it earlier, but you'll notice a distinct shift of your focus when you achieve a life of sexual abundance. It's a self-reinforcing spiral that goes like this:

- Boy learns what being an Alpha Man is about
- Boy corrects his attitude
- Boy gets laid
- Boy gets more confident
- Boy gets laid again
- Boy realizes there's more to life than chasing skirt and gets other passions
- Girls get attracted to boy even more
- Boy gets laid all the time, seemingly when he tries the least and does what he wants

- **You find more success in every area your life.**

As a result of taking on more Alpha Man behaviors, you'll find that you will become more successful in your business and professional life as well. The kinds of characteristics that we've reviewed here, mostly in the context of getting more women, once integrated into your personality will also have the side-affect of bringing you added financial and life success along the way.

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APPENDIX I: How to Sex Her Right – A Quick Guide to Advanced Sexual Performance

Most guys aren't very good in bed. Ask 100 women and you'll hear this from at least 95 of them. Even the women that aren't very good in bed or haven't slept with a guy will answer the same way. It's become something of an assumption.

There's an old joke that goes: *Sex is like pizza. When it's good, it's good.*

And when it's bad... well, it's still pretty good.

Obviously this is a guy joke, but it just illustrates how orgasm-oriented most guys are when it comes to getting laid. In fact, some guys make love like they're just masturbating using a woman instead of their fist.

I have a secret rule that has enabled me to get glowing reviews from every woman I've slept with. It's easy to remember, and easy to do, if you can exercise a little self-discipline.

Your key to becoming the kind of lover women want in the bedroom is as simple of this: **Give her at least one orgasm before you come the first time, and give her one more than you get over the course of the night.**

This sounds like an oversimplification, but I've found that it works in 90% of all sexual situations. If you shift your focus to this degree, you'll find yourself paying attention to her in all the right ways.

Just don't get too hung up on giving her pleasure. Be sure to get your own as well. Nice Guys tend to worry too much about how much pleasure she got. You have to get yours, too.

Now, that was a pretty general rule. I'm going to give you some real sexual tactics you can use on a woman to really drive her crazy in bed, and make sure she remembers you and wants more.

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Make it comfortable

First of all, take a good look at the environment you're in when you sleep with a woman. Are you just getting as hot as you can on the couch? Or do you take the time to make her feel a little pampered and loved?

- Prop her up with pillows: Pillows are a great way to make her comfortable, wherever you may be slipping her the hot one. You can use them to prop her up, or to give her a way to rest her head, or a place to scream while you're thrusting like a wildcat.

- Light some candles: Get rid of any harsh lighting and turn on the fire.

Make them scented, but don't go crazy.

- Ask her **once** if she's comfortable: Don't be too obsessed with her situation, but look at her body language. Does she look fidgety? Is she constantly shifting? If it's obvious, just take her by the hand and move her to a more comfortable location.

- Have some water ready: Sex is thirsty work. You sweat a lot, and you're making out, which gives you some serious dry-mouth. Not to mention, after you've gone downtown, or she's gone downtown, you want a way to freshen up.

Use Variety at the Right Time

A lot of guys think that doing every possible position from the Kama Sutra (an ancient sex manual) is the way to please a woman. Definitely NOT so. In fact, only *men* demand that kind of variety later on when they've been with a woman for some time.

If you listen to the female side of things, a few common complaints pop up. They first want:

- **Sincerity** – Appear to be in bed with *her*, and not some fantasy centerfold [-- Page 383 --]

- **Focus/Attention** – Keep your mind on your work

- **Pace** – Take it slow, there's no trophy for "First to Orgasm"

- **Reassurance** – Hold off on the dirty talk until after you give her a few "your body turns me on" compliments

- **Foreplay, foreplay, foreplay** – Get her hot first, then poke her coals

She will normally not complain about a little variety, either, but it must come at the right time and in the right amount.

Generally speaking, wait until the third or fourth sex date before you start flipping her over, putting her legs behind her head, and pull out the eighteen-inch glowing dildo with anal tickler. In fact, I suggest you hold off on the dildo until much later. For now, you should just gently make adjustments in your sexual positions.

Remember that the doggie-style that we love so much is not always appreciated by women unless it's suggested in the right way. Don't roll her over without asking and then start banging her from behind, using her hair like a horse's mane. You can get her from behind if you make many small adjustments to turn her in that direction. Start by putting her legs together, then swinging them to one side, so that you're looking down the right or left side of her body. She should still be able to make eye-contact with you.

Then, while still inside her, you can just turn and lay down behind her, spoon style. After a few minutes there, you can start to get back up and gently prop her up on her knees.

If she doesn't go very willingly, or she gets quiet, go back to where you last had good response and try again later.

Women consider sudden changes rather impersonal. Instead, use some gentle, coaxing words to help her feel good about a change. You can use this phrase for most any "variation" you want to try with her:

YOU: (Whispered) – *Hey, would you like to try something new?*

She'll usually ask "What?" first, or sometimes agree right away. Either way, you should still guide her gently and let her know where you're going.

YOU: (Whispered) – *Here, turn over like this.*

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APPENDIX II: How To Stay With A Woman

I believe that deep down, men desire many sexual partners. However, we do desire eventually to find one woman to have an intimate, lasting relationship with. As long as the decision to be with one woman is not made from a standpoint of scarcity (i.e., can't do any better, afraid of being alone, settling) this is a completely understandable goal for many guys.

I personally believe that a man can stay with a woman if:

- She challenges him

- He respects her, and she respects him equally

- They both understand their gender roles
- They avoid too much familiarity
- Can learn to love the things they might actually "hate" about each other

In simplest terms, I think the last one sums it all up, but it's the hardest thing to understand. How can you love what you hate about somebody?

Think about your friends for a minute. They're not perfect. Nor is anyone in your family for that matter. Everyone has flaws. When we're young, we have a tough time dealing with other people's shortcomings. Only when you begin to mature in mind and spirit do you figure out that we have to like our friends for *who they are*, **not** *who we might want them to be*. You learn that the things that you might not like about them are what make them different from you, and those differences are necessary. Then you realize: *Holy crap! They might feel the same way about me! There might be things about me that they don't like... but they're friends with me anyways.*

When it comes to long-term relationships with women, men have a big challenge.

We desire novelty, yet the things that women do that we don't understand we let get under our skin rather than just accepting them and moving on. Everyone is guilty of trying to change someone to suit them at one time or another.

Women are never going to be men. That's what I love **most** about them. I don't need a girlfriend who gets into action movies or digs old Heavy Metal groups. If she does, it's a bonus, but it's a bit unrealistic.

So you have to learn how to take her flaws and the things you don't like about her and learn how to love them in an odd sort of way. No, you'll never fully understand [-- Page 385 --] or care for all of them, but when she says she just needs to "talk" or when she cries while watching a movie with Susan Sarandon, the feelings that come up in you will be forgiving rather than, "Oh, **#&\$%!,** here we go **again.**" Now if there are too many incompatibilities or negative traits, I say dump her now. No man needs a woman that:

- Nags
- Criticizes or is negative
- Has major sexual or emotional issues
- Plays manipulative games
- Cheats or is promiscuous
- Has a substance abuse problem Or any number of other things you might find unacceptable.

But if she's good, and you find a dynamic that works, you may want to put the work in that it takes to keep it together, as long as that work doesn't mean sacrificing too much of your identity or self. You should never have to change drastically for any woman, nor should she have to change drastically for you. But a little change is good, as long as it makes you a better person along the way.

A good case in point of what makes a relationship last can be seen in the lives of the men who were part of the military during World War II. These men took the risks, and risked their lives every day. Their wives had to learn to live with the possibility that their husbands wouldn't come home, and there were so many that didn't. Their marriages lasted because they truly understood what mattered and what didn't, and how to make the most of what little time they had.

There is the saying that the *hardest* pottery is clay fired in the *hottest* ovens.

What is the perceived value of a relationship that could end at any moment? That is what the life of an Alpha Man is about. Not that you go out every day with a high probability of being killed in an accident, but when you realize how fragile and temporary life really is, the reminder is just as valuable.

You value the time you have most when you believe that it is limited.

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APPENDIX III: REQUIRED ALPHA MAN LEARNING MATERIALS

A big part of your learning process entails observing male behavior "in the wild." After reading this book, you now have an understanding of what the Alpha Man is like.

Expand your learning by reading these books and watching these movies for first-hand observation. Soon, you'll be able to take any person and figure out whether they are a true Alpha or Beta.

NON-FICTION

The Seduction Method: Carlos Xuma (available at www.seductionmethod.com)

The Dating Black Book: Carlos Xuma (available at www.datingdynamics.com)

The 48 Laws of Power: Robert Greene

The Prince: Niccolo Machiavelli

Book of Five Rings: Miyamoto Musashi

The Art of War: Sun Tzu

Pulling Your Own Strings: Dr. Wayne W. Dyer

The Lucifer Principle: Howard Bloom – An essential exploration of the forces and the relationship among genetics, human behavior, and culture. A fundamental book that will change how you think about "evil" and the basic biological urges of mankind.

The Power to Influence: Paul McKenna, Michael Breen. Nightingale Conant Audio.

The 10 Qualities of Charismatic People: Tony Alessandra, Ph.D. Nightingale Conant Audio.

Just pick up any Nightingale-Conant audiotapes and CD sets. Get on their catalog list and start investing in your own self-development. You can't have too many of these programs.

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FICTION

Brave New World: Aldous Huxley

Fahrenheit 451 – Ray Bradbury

1984 – George Orwell

MOVIES

Gladiator – Russel Crowe is the epitome of male confidence. "Strength and Honor!"

Maverick – Mel Gibson's character imitates wimpiness, but he's really demonstrating the hallmark characteristics of the confident and effective Alpha Man.

Most all the James Bond series, especially the early Sean Connery films.

Groundhog Day – Bill Murray's transformation from clueless joker to balanced guy is priceless, but the best part is watching him learn to change his impact and influence on people.

The Empire Strikes Back – Han Solo is THE man in this classic and probably the best of all the Star Wars films.

Back to the Future – See George McFly. See George McFly change from a lowself- esteem wimp into an Alpha Man.

The Breakfast Club – Observe the way Judd Nelson's character draws in Molly Ringwald by showing her what a "fuck the world" attitude is really like.

Fight Club – Hmm... two clubs in a row. This movie is the quintessential statement of the anger in today's male society. The theme underneath the violence and chaos these men wreak is loud and clear.

Dangerous Liaisons – Watch the immaculately clever rake Valmont (played by John Malkovitch) as he seduces the most unobtainable women. Most impressive is the technique by which he's able to finally seduce Glenn Close's character. Some of the [-- Page 388 - -] strategies he employs fit a certain social convention that is long past, but the underlying psychology is a work of art.