

Making Women Want You

How to Get Girls to Like You

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Why Women Just Don't Want You

Being one of the more optimistic guys in the red pill consortium¹, it's very out of character for me to write out something that sounds so black pill. The title of the book suggests that women don't want men from the start thus any man seeking one already starts from a disadvantage.

The series that this book is first in is even titled in a somewhat black pill manner: *Dating Success in the Misandrist West*. This is not to suggest that the world hates males to organize their holocaust. The genesis of this title comes from the fact that many of the pain points in the mating market² today seem to disproportionately affect males (flaking, ghosting, shallow judgmentalism, exploitation, etc.).

This is not to endorse the black pill nihilism. It is only to acknowledge a reality that many guys have to spend years learning the hard way: the playing field is no longer even.

The very first book I ever wrote was one the subject of Allure³ because I recognized how difficult it was to get a date, let alone laid, further let alone a girlfriend, this day and age. I came to this realization from hearing the horror stories of my clients when I was a personal trainer. 2 years and 10 books later, I thought I had written enough of the subject, but I was wrong.

I attempted to move on to other subjects like finance and philosophy. As much as I love writing about them, my most successful books are about women. Because one half of the population wants the other half so badly. And sadly, even today I see that the second half hardly wants anything to do with the first.

Ironically, without women, there'd be no need to study finance nor read up on it. That's because there wouldn't even be a need to make money. The reason being is that everything that exists in this world today exists because of male desire for female intimacy.

Why do men risk their lives on high-rise construction? To make money? Sure. But what do they plan to do with that money? The money itself is not the end. If we peel enough layers off the onion, we'll find that the reason they want the money is to impress the women in hopes of winning intimacy from them.

One moment in the first season of the HBO show *Westworld* said it best when Teddy tells Clementine (a prostitute who just made him an offer), "I'd rather earn a woman's affection than pay for it," to which Clementine's manager, Maeve, laughs, "You're always paying for it. Our prices are fixed and posted right there on the door."

No truer words have been spoken. If we look at all that guys do to appease, entertain, and allure women, it all comes at some sort of cost. It's not always a money cost. But it can carry a price in terms of time, energy, attention, effort, focus, and emotion. A man pays in some way, shape, or form for each moment of intimacy he has with a woman.

Even those few amazing males that make it seem effortless, the ones that live on "god mode" like Hugh Hefner, Andrew Tate, Mike Rashid and the like; they only seem to be reaping the fruits

effortlessly because they already paid for it earlier in life. They worked hard early on to become rich men that could afford the lifestyle with harems of women.

And make no mistake, their reason for working was no different from the poor drug dealer on the streets of the ghetto hustling to make bank. He's trying to earn the money for the down payment of his proportion for the female intimacy he can afford. This is true of all work done by mankind worldwide.

Artists, architects, musicians, metallurgists, medical researchers, carpenters, contractors, actors, engineers, etc. All the hard work done to earn every dollar beyond basic living needs has the same motivational force behind it: the hope of earning intimacy and sexual access to women. This is why men get so much meaning and fulfillment from success at work that many women do not.

As much as work sucks (and it really sucks in corporate America for sure), men find a way to persevere through the suck of it because the trophy at the finish line for them is well worth it to them. However, for women, this is not the case. They don't go to work in hopes of impressing and winning over a man.

Despite the evils accomplished by the Fempowerment Mandate⁴, the main one being the fact that it convinced women that work was the most important thing in their lives, women still aren't as ambitious and money-driven as men. And it's understandable why. As men earn more money, options with the opposite sex increase. As women earn more money, options decrease.

But what this contrast between the sexes and their willingness to do undesirable work further proves is how much more men want women than women want men.

A false belief has been peddled by dating coaches, one that even I fell for in my early days of being a coach, about the genders. A false belief that says "Women want men as much as men want women." In context, many dating coaches pushed the belief because they were hoping to instill more contrived confidence in their clients and get them to believe in themselves.

At one point in human history, it may have been true that women liked men just as much. But the past several decades witnessed a massacre by the Fempowerment Mandate, dishing out indoctrination from age 5 until death that men are unnecessary and bad. Not only are the women of today convinced that they "don't need no man," but that they don't want one either.

The most amazing swindle in the history of socio-economics was done when women were convinced by their feminist sisters that the most important thing in life was not other people. Not family, friends, a husband, or children. Instead, they convinced women that a more fulfilling life was to be found pursuing bullshit degrees, low-paying careers, vanity social media clout, and parasitical political causes. Many female souls expend their few fertile years despising males to attain these life-wasting pursuits.

However, even without the propaganda for foolish pursuits spread by the Mandate, plenty of other elements in today's world are severing the once sacred bonding propensity between male and female.

For one, the well-oiled, wealth-creation engine of the world today running on all cylinders (free enterprise economics, technological advancements, governance by democratic republics, etc.). This machine created a world rich enough to afford a welfare state, thereby eliminating any economic dependence on men that once existed.

That's a good thing, not just for the progress of the world, but also for the fact that all relationships between men and women are voluntary, as they should be. But voluntary neutrality, sadly, is not the starting ground we find ourselves in. Instead of an even playing field where everyone is given a fair chance, males begin their happenstance from an initial setback. Women are conditioned now to view us with suspicion at best. Or view us as adversaries at worst.

Ask yourself this: how many women have you met that claim they have been sexually assaulted by a man? In the last 10 years, I have not met a single woman that didn't claim it happened to her. Likely, you've seen the same. While we've all met an increasing number of victims, we've not met an equally increasing number of victimizers. Why is that?

That is because the media, academia, politicians, activists, and definitely social media have convinced every woman that being approached by a guy they don't like is the same thing as assault. Being undressed by unwelcomed eyes is equivalent to being forcibly undressed for real. With the made-up statistics they have about assault on college campuses (the 1 in 5 stat), that makes college campuses more sexually violent than Rwanda.

We all know the statistics are made up because if there's that much sexual assault occurring on college campuses, no rational parent would ever send their daughter to school until the madness was stopped. But no one questions the made-up statistics for fear of being condemned.

Nevertheless, the lies have had their intended effect: we don't trust males by default anymore. All males are monsters until proven otherwise. You've likely felt this everywhere you go. The suspicion of bad intentions hangs over your head at all times. Unless you had a woman with you, when you go somewhere, people assume the worst about you and you can feel those assumptions from them like heat.

You can't get mad about this. Women have been conditioned to think you're a violent, sexually abusive monster ever since they were girls. In some cases, the conditioning was done by their parents with the best of intentions. Other cases, it was done by the media and academia with the worst of intentions.

Even without the media and academia doing what they do, the males of today's world do themselves no favors. And I don't mean the few that do commit horrid acts of sexual assault. Yes, they exist, and there are enough of them for every woman to have a reasonable suspicion of males. But there's something else guys do that fuck it up for everyone. And it's quite the opposite of forcefulness: subservience.

The word for these males is Simp⁵.

A simp is a guy that uses subservience to women as a covert sexual strategy. He'll go above and beyond in doing favors for her in the hopes of getting sex. He'll throw money at her by paying her

bills at her request or by being a “sugar daddy” that dishes out an allowance. Or he’ll just send her sweet nothings by text and direct messages.

Ultimately, what these guys do is throw compliments, money, undeserved adoration, and favors toward a woman just because she exists. In their world, she’s great because she exists. They do this with every woman they wish to be with and double down especially on the ones they believe are “attainable” for them.

Social media simps have elevated women’s egos to unreasonable heights and made them drunk with power too great for them to wield responsibly.

Further, women are horrifically repulsed by the behavior of simps as they represent the antithesis of all the things they’d like in a male: dominance, strength, composure, power, respectability. The simp possesses none of these characteristics. In fact, they possess the opposite: submission, weakness, instability, impotence, and inadequacy.

When women are inundated with males that display these behaviors most often, they come to the conclusion that all males act this way. Since they find these males so repulsive, they lump all males in this category and believe most if not all are specimens they will find repulsive as well. So again, every male now starts off with a setback in the uneven playing field.

This deadly combination of the anti-male media and the simp pandemic has rendered old forms of mate-seeking obsolete. Your grandfather probably won over your grandmother by being a model citizen, hard worker, actively involved in his community, went to church on Sundays, brought her flowers for each date. Those days are gone forever.

How bad is it? Let’s look at the hard data. Women swipe right on only 1 in every 100 male profiles⁶. And only 1% of those right swipes ever get a date. Online dating success literally makes you a 1 in 10,000 winner.

While that sounds pretty damning and supports the thesis that women really don’t want men, we could also ask the women themselves. One CNBC poll⁷ asking women about their life priorities indicated that finding a man is ranked fourth on a woman's list of goals, behind career, education, and financial stability (paying off student loans). Even kids don't come in until 7th place.

This is true even while they know that all males seek women for their feminine youth and beauty. Women still delay using these gifts to attract a man that could make the items higher up on the list no longer a worry. Marrying or just getting into a relationship with a high-value man would alleviate any concerns about financial stability for sure.

Both their actions and words seem to indicate they want little to do with men.

Still, the dating coaches and even PUAs⁸ continue to say the opposite. Worse yet, sex coaches (Caitlin V. and the like) would have guys believe that women want sex as much as guys do. But that myth is easily busted by the fact that if women liked sex as much as men, we'd overpopulate the earth.

It's no mistake that 99% of all prostitution transactions are males paying females to have sex with them. If they wanted it as much as males, why would this be so disproportionate?

Similarly, the majority of all porn consumers are male. Even when it comes to porn showcasing males, the majority of the consumers are also male. The audience for that is gay males. When I was a stripper, the majority of the patrons were gay males.

Males have 18x the amount of sex hormones females have. Therefore, biologically, males have 18x the desire for sex. I've had female body builder friends taking testosterone supplements to get to male levels. And they would tell me that they were losing their minds with how horny it made them. They didn't understand how we could handle it. One even told me she was masturbating 9 times a day and still didn't feel sexually content.

A DNA study conducted by the University of Arizona suggests that only 5.9% of males reproduced⁹ all throughout human history. Nearly every female has reproduced. The entirety of human history may not be fair because many males were slaves or casualties of war as boys. The rulers had harems and concubines for their pleasure. But looking at just the last 1,000 years, only 1 in 5 men got to pass on their genes.

Further, when it comes to marriages, you'd think a woman saying yes to a man as her forever match would confirm her interest. But it does not, as evidenced by the 50% divorce rate and the 75% initiation rate by women. Even the marriages that don't end in divorce have a low 14% satisfaction rate, meaning that 86% of women don't really like the guy they married. Even a marriage is not a firm indicator of interest.

Lastly, you don't need these stats to know this is true. All you need to do is ask yourself this: have most women you've expressed interest in treated you with kindness or reciprocal interest? Or have they treated you with indifference, disgust, exploitation, or even hostility?

The black pill was not born out of randomness. While their conclusions are wrong, their origins are valid. There's a good reason these doomers exist.

The truth of the matter is that the disparate sex drives flood women an annoying amount of unwanted attention, which repulses them further from males. The anti-male sentiment they are indoctrinated with coupled with the endless approaches by simps they are repulsed by come at an enormous cost to all males in making them less desirable to women.

These statistics, no matter how accurate they are and how logical males are with their acceptance of reality, do nothing to ease your inner pain over the matter though. Deep down, every guy is hardwired to crave female intimacy and when you don't get it, you feel a pain inside. Like the pain when you're dumped, rejected, flaked on, friend-zoned, ghosted, and discarded.

This pain is purely evolutionary. If males didn't feel that intense pain throughout our ancestral past, the human race would not have continued on. While its merely functional for the perpetuation of our species, this same pain is so intense that it has even driven guys to take their own lives when it becomes clear they won't be alleviated of it, or have just experienced too damn much of it.

Adding insult to injury, the "sex sells," pornographic culture that appears in everything from commercials to video games serves as a reminder to sexless males of what they are not experiencing, thereby increasing their thirst.

Further, there are social imperatives that state you as a male are a failure if you cannot win a female over. You feel as though you are not welcomed in this world nor are you in good standing with society when you are single. At some point, your singlehood was probably even rubbed in your face to dismiss you. "Haha... look who doesn't have a girlfriend."

While thirst is amped up in males, the same culture tampers down on desire by females. They create Mary Sue heroes to convince them they are perfect on their own. They create Disney princesses to convince them that males should bust their asses off for a hope in hell of winning her hand. They produce hoe-praising music like Cardi B. and *Hot Girl Summer* to convince them that no male is worth their loyalty.

Maybe if you're a Chad, you can get some interest. But the average Joe Smith, John Jones, or Bob Bobson is pretty much invisible to most women. And if they try to make themselves visible, they respond with vitriol.

In short, life is hard for the single man when it comes to dating.

The list of requirements and things you must do to even qualify are far greater than they've ever been. All your grandfather had to do was be a good man that bought your grandmother flowers and took her on a few dates. Now, you must be rich, tall, good-looking, socially calibrated, high-status, interesting, and have an extensive social circle.

Still, that's only to have a chance. You may get your chance but then blow it by making one wrong move. Fuck up just once with the woman you're pursuing, and she can easily replace you because there are hundreds of guys in line behind you. Her phone is like a Netflix library of males that will drop everything to be with her at her beck and call.

And once you've locked her down and solidified a relationship, you're still not done. You need to keep things interesting and amazing for her. She has no desire to work through problems like they did back in the old days. She has no need either, because if you run into undesirable problems, all she has to do is replace you with a backup guy waiting in line.

This brings many guys to the point of going full MGTOW¹⁰ (Men Going Their Own Way). These guys have sworn off women entirely because the black pill reality is just far too great and the burdens of performance necessary to attain and retain women are too much for them to bear. It's completely understandable why many guys go this route.

These MGTOWs may come to know a more peaceful life for a time. Certainly, they'll be happy for the fact that they're not getting yelled at, stood up, dumped, disrespected, and distressed with drama. But the peace and happiness still have limitations.

I'm not here to argue for or against MGTOW. Personally, I think every guy should spend at least a few years in his 20s sworn off women, so he had the time and focus to build himself up. But what I

can say is that sex does wonders for the male mind and life satisfaction. After all, there's a reason why we seek it so fervently.

From my coaching days, I would take before/after pictures of my clients. When they first signed up, they looked so terribly sad, like emo kids a few days away from suicide. But after months to years of working with me, after attaining a sex life they could only dream of, their smiles looked to have left a permanent impression upon their faces like Jack Nicholson's Joker.

From my own personal experience, one story says it best. I was a loner in my early 20s with no sex life. Once during that time, I remember spilling something in the kitchen and losing my shit, shouting, screaming, cussing my head off, and tearing the kitchen apart with anger.

I was already severely irritated that my life was not as enjoyable as it was for other guys. I was also upset back then for the fact that I was out of shape and unhealthy. Coupled with the fact that work sucked, and I was broke, this spill was the last thing necessary to set me off.

Fast forward to 10 years later. When I was in my 30s and maintaining a harem of multiple, beautiful girlfriends that all knew about each other and were okay with the arrangement. The rest of life was going good too with my business, fitness, and money situation. But the best thing about this time was the fact that I was having a sex marathon with one of my girlfriends at least 3 times a week.

They'd come over and we'd spend all night having sex. No warm-up date necessary to "wine and dine" her first. We just jumped right into sex and went on for hours and hours.

I remember it just like yesterday, when it happened again: I accidentally spilled something in the kitchen again. It went everywhere and was an even worse spill than the one from before. A huge mess, but I didn't yell, scream, cuss, or break anything in anger like I did before. I actually cleaned it up with a smile.

I can only attribute the change in attitude and demeanor to the fact that I was getting laid regularly and having my sexual cravings satisfied often. That is the power of sexual satisfaction and what it can do for the guys that acquire it. That's why it is perfectly reasonable and possibly even moral to go after it, so long as you're doing it the ethical, old-fashioned way.

Imagine the angers and evils out there in the world committed by males who otherwise would not commit such acts if they were just getting laid. Imagine the alleviation to the stress and misery that sex can provide. Wouldn't a world filled with much more consensual, satisfying sex be a happier world? I'd sure think so. Even a microcosm of the world as small as a marriage is dramatically improved by more sex.

Also, it's worth noting that marriages are dramatically damaged by a lack of sex.

So, even while the odds are stacked heavily against you in the pursuit of women, I still say it is worth pursuing for this reason. Few things on earth will add to life satisfaction more than bringing a new woman to bed with you. Fewer things will ever compare to seeing excitement in her eyes and hearing it in her voice just from having you around her.

This book will show you how to make that happen despite all the odds stacked against you just for the fact that you're male.

This is how to perfect the craft of allure: making women want you.

What do Women Even Want?

As stressful and anti-fun as dating can be for most guys, did you know it's equally as unpleasant for women? This is not to elicit your sympathy for them or to justify their behavior. This is to explain their behavior. An enormous reason why women are as difficult as they are today is because the simp and loser population explosion has conditioned them to believe that they must be difficult.

Women today are quick to reject, dump, flake, and ghost on guys almost as if these actions were first reflexes for them. These actions became immediate tools they pull from their utility belts for the fact that they've had to use them to protect themselves from losers trying to get with them.

Many have had the horrid experience of giving their number to a guy that seemed just "all right" only to have him blow up her phone with constant neediness and hunger for attention. Others have humored a guy they weren't so sure about to later regret it because he became incredibly obsessed with her.

Dating is stressful to women when it's with low-quality guys. His neediness and maintenance requirements stress her out.

What a woman hopes to experience in dating a man is stress-free fun, stimulation of her mind and emotions, and pure enjoyment of just being alive. A man that can deliver this will win her over. But a high-maintenance, desperate, needy simp seeking her approval kills her enjoyment of the experience.

And perhaps the worst sin of all in the world of dating women is boring them. A guy that can't keep the time she spends with him interesting, fun, and exciting will soon find himself spending less time with her. Many MGTOWs and black pill doomers complain about this point. "I don't want to be the dancing monkey all the time!" they say.

They're not wrong in the sense that you're having to always be on your game. But this doesn't mean you'll always be running "game" on your woman. Honest to God, "game" is a term that the red pill consortium needs to just drop.

The skills you're seeking and will learn from this book are not pickup lines, conversation routines, or mind tricks. The skills of seducing women are far deeper and advanced like social intelligence, emotional connection development, and inspiring her wonder about you. These skills make up the craft of Allure.

Allure is your ability to make a moment "magical" in her eyes. It is when you're interesting, fun, and exciting to her. It is when you are anything but boring. Allure is a craft composed of both science and art. It is scientific as it relates to understanding human nature and behaviorism. It is also an art because the objective is to do it without making it apparent you are doing it.

In learning allure, and internalizing, you will never have to be "the dancing monkey" constantly putting on an act for her to enjoy so you can keep her. Allure becomes a part of your existential being and second nature.

To use an acting analogy, suppose you were trying to get cast to play the role of Joker in a new Batman movie. You could put on the Joker act for auditions and do the act just well enough to get the part. But come production time, you are up shit creek if you can't pull off the act for the massive amounts of time they need you to.

If all it is for you is an act, you will need to get into the act each day before reporting to the set for shooting. Depending how difficult of an act it is, it may take you a long time before you're ready. Considering this is a major motion picture, it will likely have a long shooting schedule, so you will need to do this often.

The worst part about this is that if you're ever found not to be fitting for the role while shooting, you may be replaced. But worse yet, if you manage to fool the directors and producers, but fail to fool the audience who doesn't buy your performance, you'll be made fun of to no end. On YouTube film critic channels, Rotten Tomatoes, and the Razzie Awards. There may even be social media memes making fun of you for years to come.

But a better way to approach this role you're seeking is to actually become the Joker. Live like you think he would. Have the face paint on all the time. Create chaos whenever you can. Talk in his voice all the time. Wear his clothes. Call your girlfriend Harley and pick on her like the real Joker does. This strategy is referred to as method acting, which was done by Heath Ledger when he played the Joker.

And as I'm sure you remember, Heath Ledger played the part better than anyone else. Not only was he the most memorable Joker, but he was also the first one to win an Oscar for the role (Joaquin Phoenix also got one and it's worth noting that Phoenix also used method acting in his performance).

The point is: don't act. Become.

Don't imitate it. Internalize it. Make it a part of your identity as a man. Don't pretend to be James Bond just for a few dates. Legitimately strive to become James Bond in real life.

Not only is that how you assure that you both attain and retain the woman you're seeking. It also assures that you rise above the mass majority of males that women are repulsed by. It is how you truly stand out apart from the rest of the guys barking up her tree. You can be certain that if she's hot, she has many guys chasing her. The goal is not to lead the pack but stand out from it, so you're not seen as part of it nor interchangeable with any other guy in it.

When you're just acting, they can smell right through it. When you're genuinely that suave, sexy man like James Bond, they're fascinated by you to the point of becoming obsessed themselves.

You never want her to see you as just another guy. Just another simp that worships her. Just another loser that will chase after her. Why are women going to college for advanced degrees (albeit, worthless ones) and staying school for years and years? To avoid losers.

The more educated a woman is, the less romantic options she will have because she will eliminate those that are not her intellectual equal or superior. Also, if she became something worthwhile

from schooling, her romantic options will decrease as well, because she will eliminate those that are not her financial equal or superior.

Women are so disgusted by losers that they take on hundreds of thousands in student debt to get away from them. Same with expensive surgeries, corporate jobs, status symbols and other material bullshit. It's all to get away from losers.

Never allow yourself to become a loser.

Some guys will think, "Well, maybe I'm not the richest, coolest, sexiest, buffest guy on earth. But I don't think I'm a loser. How could I eventually become one?" This thought itself inspires enough of the danger to potentially become one.

What makes a guy devolve into a loser is slacking off.

If you get lazy with any matter in your life, it can easily bleed over into all other matters of life. Your work, finances, health, fitness, personal discipline, hobbies, social circle maintenance, etc. You must keep striving to enhance all these things to their full potential.

A guy that seeks his full financial, genetic, social, and intellectual potential will never be a loser.

This is very difficult because life is stressful and tiring. It's very easy to take a load off and have a lazy day where all you do is play video games, watch a whole season of something on Netflix, jack off for hours to porn, or lose track of time watching sportsball. Worse yet, human beings are naturally lazy, so you fall for these traps so easily.

In our evolutionary past, food was scarce, so it was critical for you to conserve calories. In today's world though, food is not scarce, and it is in fact more critical that you seek to burn calories more often.

How do you keep yourself from falling into the temptations of comfort media (video games, porn, Netflix, sportsball, etc)? When one of the temptations arises, remind yourself that if you're not growing, you're dying. This doesn't mean to always be hustling and hard at work. Hustle culture is equally as toxic as being a lazy porn addict. It means be aware of the cost that indulgences have.

A winner (or eventual winner) thinks in this way before each action: "how will my future-self feel about this?" The person they love the most is their future-self. A loser does not think about such things. All that the loser can think about is how good the donut tastes right now, how fun the video game is right now, or how good the orgasm from jerking off to porn feels right now.

"Hard work pays off later, but laziness pays off now," they think. What they don't realize is that laziness costs you later and at a compounded price.

The loser that spends money on stupid stuff instead of saving and investing it will pay for the stupid thing they bought both now and later. The loser that wastes time playing video games or watching sportsball will pay for that enjoyment with time now and also time later. Because later, they will end up spending time working to pay for the time they wasted today.

While the cost of laziness compounds, the rewards of hard work that come later compound as well. And to greater heights.

This doesn't mean never indulge in a reward or enjoy something purely for fun. This is to make you aware that for every minute of pleasure you experience, an unequal amount of displeasure must be put forth to pay for it. You spend more time working to pay for a vacation than you do on vacation. You spend more time working out than you do showing off your gains. You spend more time cooking than you do eating.

In the short-term, the reward you get is disproportionately dwarfed by the work done to get it. However, when work deposits are made over the long-term, consistently, there is a compounding effect on the pleasure it may provide.

Examples:

- Save money consistently over the long-term and it compounds to a balance great enough that allows you to never need to work again.
- Work out consistently over the long-term and your metabolism becomes adjusted to the point where it can absorb unhealthy foods like pizza and ice cream and immediately rebound from them. You won't undo your efforts for a sexy physique with a cheat meal because you've transformed your body not just on the outside, but also on the inside.
- Meet new people consistently over the long-term and you get to a point where socializing and making new friends is no longer a chore for you. It comes naturally and without effort. You don't even need to think about what you're going to say to someone new.

That is the compounding effect of consistent work. You don't need to be doing hard work all the time. You only need to be doing consistent work. Do enough of it over the long-term and the compounding rewards it will earn for you will dwarf the original amount of work you've put into it. Then, you can sit back and be a little lazy.

Laziness is the enemy when it gets in the way of your consistency. That is the laziness that will turn you into the loser that women despise.

Now knowing that women don't want losers, the real question now is what do they even want then? More than anything else, they are seeking security, but not the kind you'd immediately think of. It's not about being protected from dangers or even financial security. They seek a very special kind of security.

What they are hoping to find is a man that can provide security to their self-image. All around them in this world they are born into are reminders of their "inadequacy" or subtle suggestions that they are not good enough unless they buy what's being advertised under that premise. Males live in that same world as well, but are not easily influenced by it, as evidenced by the fact that women do the majority of all spending¹¹ in the economy.

A man that can make her feel secure in her self-image, make her believe she is more adequate than she ever thought she was, is the man that will win her heart. Many guys know this to a certain degree but the way they go about it is all wrong. They attempt to make her feel adequate by simping and giving her un-earned adoration.

The rest of this book will focus on how to achieve this the proper way that women actually respond to.

Summary:

- Women are disgusted by losers. Never allow yourself to become one.
- The best way to be the suave, sexy, alluring man is not to act like it just for the dates. The best way is to act like it all the time until you internalize it. Fake it until you make it.
- Laziness is what will turn you into a loser.
- Think of your future-self.
- Consistent work toward reaching your full potential is what's needed. Not hard work, but consistent work.
- What a woman craves more than anything else from a man is security for her self-image.

The Dangerous Trap Most Guys Fall For

If you invest more money in the market, you will see positive results from it. If you invest more time at the gym, you will see positive results from it. If you invest more effort into your business, you will see positive results from it.

If you invest more time, energy, attention, and money into attaining a woman, you will not see positive results from it. In fact, you will see more negative. Women are the one investment that always loses as you invest more into it.

Learn the lessons from Roosh and Mystery. Roosh spent his whole life chasing women. In the end, not only did he find the pursuit to be very unfulfilling, but he also never even got the woman he was originally in search of.

Not to hate on the man, because he did do incredible work in paving the way for many of us in the red pill consortium but look at him now. The pursuit consumed his entire life and cost him dearly. He's banned from a few countries, blacklisted in the media, and there are forces that would literally kill him if they only had the chance.

Today, all he does is write books that no one wants to read.

Mystery is another fellow that allowed the pursuit to consume him. Documented in the Neil Strauss book, despite all his expertise with seducing women, Mystery was brought down hard by the indifferent actions of a woman he loved. He was contemplating suicide and facing deep depression. All because a woman he adored would not be what he wanted her to be.

That brings up a very critical truth to accept about women and people in general: People are not going to be what you want them to be just because you want them to be that way. So, lower your expectations of them.

The craft of allure exists to enrich your life, not define it. Women can complement your life, but you must never allow them to be the focus of it.

Even love has limitations.

If you picked up this book because you want to develop the skills to attract women so that you'll then be able to find a wife among them, you need to take a hard pause right here. The dream you are pursuing may be something that doesn't even exist. Women, especially today, are fundamentally incapable of loving a man in the manner that he hopes, craves, and expects to be loved.

"I want her to love me for who I am," a client once told me. "When I find Miss Right, she will be beautiful, kind, intelligent, and love me unconditionally just because I'm me."

I had to break the bad news to this poor fellow that there is no woman on earth that is like that. At least not in the United States. There is no Miss Right. There are no soul mates. There are no “forever matches”. And there is no “One”. Belief in these tropes will cripple you and your abilities to attract women in general.

In searching for a perfect woman, you will repel all women. In yearning for the “One” most right for you, you will lose everyone that you could have. The desperate condition of “One-itis¹²” where a guy is too heavily invested and fixated on just one woman is another reason many women are repelled from their male suitors today.

They can smell this belief on you like shit in your pants. No matter what they say, there is not a single woman on earth that wants to be everything to a man. She does not want him to worship her or cater to her every need. She does not want him to be her dedicated love slave. While you may want her to dote on you like Morticia Addams, she would be grossly repelled if you acted like Gomez toward her.

She may put up with it for a time. But it won't be long until the appreciation of it wears off.

That romance exists only in the world of fiction because real world romance is not like that. It was only a fantasy of one writer. You must shed this from your expectations otherwise you could end up badly hurt like Mystery was.

“Why are you seeking my coaching,” I asked my prospective client, Ted.

“I'm 31 years old and still a virgin,” he said, “I haven't even been on a date in 10 years.”

“Okay, I will get you on more dates for sure. But once you start racking them up, what will be your end game?”

“I want to go on lots and lots of dates with the prettiest girls out there. And have lots and lots of sex.”

“Excellent. I can work with that.”

“But then after I do that for a year or two, I want to find the perfect one for me and settle down. A sweet, young, beauty that will love me forever the way I am.”

“Um... how badly do you want that?”

“More than anything else in the world.”

“Okay, that hope is something we'll need to destroy.”

Do not use allure to pursue true, unconditional love. Allure cannot be developed within the same mind that believes this idealist type of love exists. In order to develop allure, one must understand women, and a large part of understanding women is knowing how they love: opportunistically.

Women are the pragmatists pretending to be romantic. Men are the romantics pretending to be pragmatic. While a man may love a woman in the most idealist, unconditional way; she approaches love in a more utilitarian way. She doesn't love you for who you are, but rather what you can do.

If you lost everything, would she stick by your side? Back in the old days of Stephen Hawking's time, when he lost his mobility and vocality, his woman stood by him. But those days are gone forever. Back then, there were societal safeguards against a woman exercising her hypergamous desires, such as religion, communal judgment, and a taboo view of divorce.

In today's world, hypergamy¹³ is encouraged and celebrated. The social imperative for men is to "do what's right." But for women, it's "Girl, do what's right for you." Even if that includes leaving a man she married because he lost everything.

We see it all the time with women divorcing their husbands after they lose their job or lose a substantial amount of wealth from bad investments. You may have seen it in your life where if you or another guy was down on his luck, the girlfriend bailed on him soon after.

This is not to encourage black pill nihilism. This is to forewarn you so you will not go down that dark black pill path. Prepare yourself now to accept the fact that women do not love unconditionally. Prepare yourself now to understand that women do not have compassion for men that are down on their luck. They do not stick by you for better or for worse, sickness and in health, poverty and riches.

You must not hold a grudge against them for this either. That attitude has the same repelling effect on them as believing they are perfect, loving angels from heaven. The cultural conditioning that women have undergone in the last several decades has convinced them that they shouldn't have to stick by a man that's down on his luck. They were indoctrinated to believe it was okay to jump to a better one.

Nihilistic as this all seems, if you accept these things now and remove them from your expectations, you will find that the women you attain will behave less like this. Before continuing to develop the skills of allure, you must reject:

- Belief in the soul mate
- Belief in unconditional love
- Belief that women can love you how you wish to be loved
- Belief that they will stick by you no matter what
- Belief that a woman (or women) should be the focus of your life
- Belief that a woman (or women) should be the number one priority of your life

The advice that comprises the rest of this book is useless if you cling to these beliefs. The effect maintaining them will have on your behaviors will create a natural uneasiness and repulsion in women around you.

In expunging them from your mind, you create room for new ideas and beliefs to be planted that are far more beneficial and conducive to attain and retaining better relationships with women.

You might say to me, “Cairo! How could you be so cold?! Getting girlfriends and finding love are emotional subjects. You can’t analyze these matters like investments and look at them from a logical perspective. Love itself is not something you should analyze and measure. It’s an emotion that’s practically magical.”

Emotions are not magical. We’ve deified them as of lately like any emotion you feel comes from the divine influence of angels from heaven. But emotions are merely hormonal and chemical. If I inject the right combination of chemicals into you, I can make you feel any emotion I wish. Therefore, you must not allow your emotions to govern your decisions even on matters of love.

Cold as it sounds, it is no less true. Emotions are merely chemicals. Do not allow how you feel to hold greater influence over your decisions. The way you feel about a person has no bearing on whether that person is right for you or even worth your efforts. Because how you feel is only chemical.

That doesn’t mean no one can be special or meaningful to you. It only means that for someone to have that designation from you, they must have done a lot to have earned it. Your emotional heart has a vote, but your rational mind has veto power.

Summary:

- Make your life all about women and you will be disappointed at best or destroyed at worst.
- No woman wants to be your everything. Even if she says she does, her actions will later come to show you otherwise.
- There are no soul mates, perfect matches, or a woman God has ordained and planned to be your future wife. Beliefs in these tropes will cripple you in the long run and could lead you to create irreversible, or extremely expensive problems to fix.
- Emotions are not magic. They are merely chemicals and must never be the basis for important decisions in life.

Why You Suck with Women

The reality that most guys live out is a sad one where they live alone, afraid to talk to the pretty girls they sneak stares at, socially isolated, and without much recognition of their basic humanity from others. The only pleasures they get to experience come from video games, porn, and sportsball. If you do nothing about your woman problems and do not learn the craft of allure, this life of loneliness is guaranteed.

This book, however, serves as a counter-measure to that. The point of this writing is to accelerate your learning of the craft so as to shave off years of painful frustration and loneliness from your life.

What makes this learning so difficult is that all the lessons you will absorb feel contrary to your nature. They feel that way because, in large part, they are contrary. The biological hardware you are working with today, along with the accompanying software inside, were beneficial for you back in the caveman days. But they are incredibly outdated and useless for today.

Let's examine your biological hardwiring.

It begins with why you crave a beautiful woman in the first place. Nature programmed into you this craving as a biological imperative so the human race would continue in perpetuity. Without the intense craving for women you feel, the species would have failed. Thus, getting with a woman, and having sex with her, was crucial to your survival.

That angst you feel to accomplish it is referred to as your "reproductive problem". It is the desperate need your body and mind feels to reproduce with a woman, or at least commit the acts with her that lead to reproduction. Reproducing is interpreted by the primitive mind as survival behavior. If you do not do it, a part of you on the inside feels like it is dying.

If you do nothing to solve your reproductive problem, nature will solve it for you by eliminating your genes from existence. Hence, the angst you feel.

While that combined with pure lust for women's bodies should feel motivating enough, there are other elements of your biology that get in your way and fuck things up for you. A great way to put it is you are like the T-101 robot from the *Terminator* movies. While a very sophisticated technology, it is grossly obsolete compared to the others like the T-1000 and the TX.

Your biology is amazing, but very out of date with today's world. Nature allowed you to evolve, but not for the world you currently live in. This world, with all its wonders and luxuries, has never existed before. Life, originally, was never meant to be luxurious. In fact, for the better part of human history, life really, really sucked. You think it's hard now, you haven't seen shit.

The hunter-gatherer and agricultural ages sucked. You woke up at the crack of dawn, got right to work, and stayed working until dark, only to do it all over again the next day. Only recently have we had the ability to make it fun.

In the time that your biology was created by early evolution, the world population was very small. Thus, connections with others were incredibly important for your survival. The scarcity mindset and treating the few sexually available women around as treasure made sense.

In those early days, you rolled with a small pack of other humans, likely around 30 or so. Maybe half would be women, so 15. One third of them would be too old and one third would be too young. So only 5 were your age. 2 of them were probably already taken. So, 3 is all you had a hope in hell of reproducing with.

It makes sense now why males adopted in self-defeating beliefs like scarcity mindsets and “One-itis” when remembering that our minds learned these behaviors in a time of scarce population.

Evolution had no clue that the population would explode to 7 billion people like we have today. Thus, it was unable to prepare you for it. Soon, the world will have a population of 10 billion, making us even more unprepared for the world we will inhabit. You can see the unpreparedness everywhere with how socially awkward everyone seems to be.

How is it possible that we are so unprepared for the world we live in? The population doesn't grow in a linear fashion. It grows exponentially. In the 1950's, there were only 1 billion people alive. 10,000 years ago, there were only 30 million people. To see how different the world today is compared to the world you were made for, look at how different life in a small town is compared to life in a big city.

The apprehension you feel about rejection and certainly the fear of it comes from this. If a caveman was rejected by a woman he propositioned, other women in the tribe would see and that would lower his value in their eyes. He'd have an even more difficult time getting with any of them than he would have had before had he just stayed put.

Also, in the before time, there was the chance that the woman he propositioned was already taken. This presented a risk to the approaching male as her pre-existing mate was definitely bound to guard her. Mate guarding developed in this time as well and was conducted with great intensity for the same reasons of scarcity. Thus, the approaching, prospecting male could have been killed for his approach.

In today's world, you may not be in risk of physical harm when approaching women, but your mind and emotions don't know that. They keep trying to do what's best for you. This is where we must remind ourselves that our emotions are nothing magical, they are only chemical.

Further, most approach anxiety you will feel comes from the imagination of rejections. Rarely does it ever come from experiencing real ones. As someone who's been rejected too many times to count, it's never deterred me from future tries. Even the most timid of all my coaching clients were never permanently destroyed by a rejection.

What must be understood and accepted is that one of the main reasons why rejections even occur comes from the same place as to why you fear them. While evolution has programmed you to be afraid of them, that same evolution has also programmed women to dish them out like a reflex.

In our primitive past, a woman's survival was at stake over what man she ended up with. If he were weak or in any way subpar, it could mean the end of her life. She needed a strong man worth his salt to rely on when she would bear his children. If he could not provide for her with his hunting ability and defend her with his strength, then he was simply not good enough for her.

The average male all throughout human history has often been incapable of meeting this requirement, which is why most males in said history did not get the privilege of reproducing.

If she were to carry a man's offspring, she would be fully dependent on that man. If he weren't worth a shit, she'd be fucked.

When it came to the act of sex, her investment in the act was far greater than his. The price tag it came with that she had to pay was also far greater. For the consequences of sex was 10 minutes of pleasure for him but 9 months of pregnancy for her.

While women do not need to depend on a man's provisioning for her survival today, and even while we have birth control to prevent unwanted pregnancies, this early evolution programming still controls women's responses to sexual offers from males. Reminders of the risks involved arise in the form of last-minute resistance. It is a preprogrammed emotional response where her emotions are attempting to do what's best for her.

This last-minute resistance is not a shield she willfully hides behind and desperately wields to repel you. Rather, it is a hurdle she hopes you'll help her overcome. It is not the same as immediate rejection and all other resistance in general. When a woman gives you initial resistance or an immediate "no", that really does mean "no." Last-minute resistance is an "I'm not sure" after she's already said "yes".

Here is all the encouragement you need to overcome your outdated programming and hers as well: you're going to die soon. So will she. Even if you live to 100, that's only 36,500 days. Why are you pissing those days away fantasizing about one day having a hot girlfriend instead of going out there to get one? Just one of those days wasted is a major loss that cannot be made up.

There will be plenty of time to fantasize and wonder what it's like to be with a beautiful woman when you're dead. But while you're alive, there is no time to lose because it is ticking away.

Her time is also ticking away and she has a lot less of it than you. Her hopes and chances of finding a man worth a shit all ride on her feminine youth and beauty. Once those things fade away, she will have far fewer men to choose from and many of those guys will be sub-optimal and lower value.

It would be a tremendous disservice to this woman if you are a high-value man but hide that fact from her because you are too afraid of her rejecting you to talk to her and see if there's any spark between you.

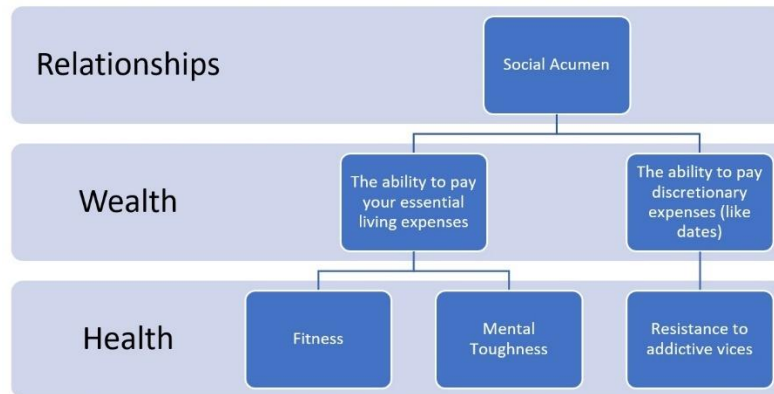
Summary:

- Your operating system for your thinking and behaviors is outdated. It made sense to have a scarcity mindset and fear rejection in the caveman days. It makes no sense now.

- You were not prepared for the population explosion. But that increase in people alive serves you well and is a great advantage for you.
- Women's outdated software is also what encourages them to reject you. So, the rejections are really not about you. They are merely a reflex of theirs. The same is true of their last-minute resistance.
- You are going to die, so you have very little time on earth to enjoy women. She is going to die, and she is going to get old and unappealing. So, she has even less time on earth than you to enjoy a man. Because life is short, you need to go get what you want. Someday soon, you both won't be able to have what you want because of time doing what it does.

First Principles in Becoming What Women Want

Abraham Maslow plotted out the hierarchy of needs for humans when it came to the basics of living life. Similarly, Allure itself has its own hierarchy of needs that must be met in the logical order to most optimally exercise allure.



You first need health (fitness, mental toughness, resistance to addictions), then wealth (to even afford the pursuit of women), then relationships (social acumen, friends, status, respect of others).

All three of these elements in the hierarchy are related and crossover into the other. Ideally, one would start out with health and maximizing that as much as possible, which would then allow them to move on to maximizing wealth. After that is achieved, it gives one the safety net possible to expense some money on socializing.

However, success in one of these elements helps with the others. If I'm healthy, I can work harder to acquire more wealth. Also, if I'm in good shape, people are more likely to want to socialize with me and be my friend because I'm not a fat loser. The same can be said if I'm wealthy. People want to associate with successful people, so that helps my social life. Also, more wealth means more time and resources to improve health and fitness.

Let's not forget that social intelligence can create the connections necessary to help with both improving fitness and finances.

That being said, neglect in one of these elements can bring about harm to the others. If I'm poor, I can't much focus on my health or go out for socializing. If I'm unhealthy, it will cost me money in the long run and keep me isolated from making friends and relationships. If I'm socially inept, it can cost me in terms of mental health and even financially as it closes doors to opportunity.

The ideal way to govern these three elements is with balance. Until these three are balanced to their optimal levels, any attempts you make to allure and attract women will be suboptimal.

The fact of the matter is that women want a pre-assembled man. They do not help build. They only move in. You could view it as men are islands and women are boats. You must make your island, from harbor to heart, as appealing as possible because the boat she's on has been invited to several others.

Many guys fall for the fatal myth that they first find their woman and she rides along with you in your development as a man rising up through the ranks of life. This is born from the common canard frequently repeated, "Behind every successful man is a woman." There's not a shred of truth to this.

Perhaps behind every successful man was the drive to impress a woman. But none of them had a woman behind the scenes helping him establish his empire, working alongside him in the construction quarry. Even if that was ever true in the past, you must accept that it is no longer true today.

Women do not run the race with you. They hang out at the finish line to latch themselves on to the winner. Dismiss the idea that you will be seeking a woman to be your equal partner in life. Those days are over because now you are competing with every other guy, not just the ones in your local area, but worldwide with the globalization of the mating market.

Therefore, many guys in your competition are already pre-assembled. Many young guys are learning the hard way that they cannot compete with them. A 20-year-old college girl has the choice of a 20-year-old college boy who's just as poor as her as well as uninteresting because he lacks life experience. She also has the choice of a 30-year-old guy that's established, financially stable, can take her on adventures, and has interesting things to say from a life of interesting experiences.

It's obvious which one she will choose.

Before you take the first step toward a cold approach with a woman, you better have the 3 elements of the hierarchy as optimized as possible first.

Summary:

- Start with your health. If you're out of shape, you shouldn't even be thinking about women. Lose the weight or don't date.
- Dating women is a luxury, not a necessity. First earn enough to cover your necessities (and savings of excess income over bills, and investments are necessities as well). Then you can start to consider luxuries like dating.
- You do not qualify for a girlfriend if you can't even win over friend friends. Work on your social skills first then you can think about pursuing women.
- No woman is going to help you find your way or develop as a man. You must do that on your own.

How Women Choose their Men, Point-by-Point

Another way I define Allure is optimally finding the right switches in her brain to flip to trigger her attraction to you. Attraction is not a choice, thus when the right switches are flipped, she has no choice.

Even better, her responses have nothing to do with you and your value as a person, which is why you should never take a rejection personally. She reacts not directly to who you are, she reacts only to your tactic, method, delivery, and impression. This is how you can protect your self-esteem from the responses you get because it is far separated from the situation.

Have you ever heard the phrase: “Getting lucky”? The implication of it is that no guy is ever good enough for any girl. Therefore, anytime a guy gets anywhere with one, it’s because fortune smiles on him in that moment allowing him to have something he so definitely does not deserve. It’s horse shit, but there’s a larger point to be made here.

The phrase “getting lucky” came to be because a few times, an average loser triggered the right responses in a woman, unbeknownst to him that he did. It was also unbeknownst to the woman. We’ve all heard them say something like, “it just sort of happened...” or “one thing led to another.”

It wasn’t until allure was discovered that the early PUAs realized luck had nothing to do with it. Understanding that it wasn’t a matter of luck allowed them to produce greater results because once they recognized it could be done with a repeatable, scientific process, they were more confident. And that confidence is something women crave.

People are often unaware of how the nuances of their behavior generate responses. They are also unaware of how critical they are. Dismiss the idea that it’s about “getting lucky” and drop that from your thought language.

In truth, there are solid, tangible factors in women’s selection criteria. If you can adopt, internalize, and then externalize them, you will see the results with women you seek.

Women's selection criteria:

- Looks and height. They play a large role early on, but they are also not dealbreakers.
- Health and fitness.
- Hygiene and grooming
- Fashion sense and display.
- Comfort with discomfort.
- Humor and a pretty smile.
- Outcome indifference
- Non-reactive nor attempting to impress, because attempting to impress indicates lower status.
- Having a life, unique identity, purpose for living, and an extensive social circle.

All these factors play into a larger effect that women seek from a man to have on them: securing her self-esteem. When you hear that women seek security, it’s not necessarily about physical protection and financial resources. It’s about security for her self-image.

You know the feeling you get when you're out in public with a hot babe on your arm that has heart-eyes for you and makes it obvious? That's a very validating feeling because other people see this and may even envy it. Women get a similar feeling when their acquired man is a very high-value man. What their main drive, hypergamy, strives for is to get the very best they can get. Validation that satisfies her hypergamy is certainly going to secure her self-image.

It is why women go for men that other women want or already have. Notice how you get more friendly female attention when you're in a relationship or with a woman already. Women like men that other women have already cosigned on. That's because if they got that man, they know he's already approved of by other women and believe that approval would transfer over to her.

Further, they love nothing more than having a man that is so great that he serves as the ultimate middle finger to her "frenemies".

On the list of selection criteria, we might not be able to do anything about the first item. But the rest, we can do so much about. And the greatest of which is identity.

Identity

What identity means is that you are what you convey. What do you convey? Do you even have an identity? And if so, how does it appear to others?

To pinpoint what your identity is, you've got to ask yourself the right questions. Such as: What would you do if you couldn't fail? Or even better, what would you do if you know you'd fail? Are you really pursuing your dreams or are you just going along with the flow?

Some things that you want your identity to portray:

- Leader of the pack. When you are perceived as the leader among your group of friends, she views you more favorably.
- Preselected by women. This can be done by having other women around you. Or it can also be done subtly just by having an attitude that makes it seem like you get with women regularly.
- Supporter and protector of those close to you.
- An interesting guy that lives an interesting life. Talking to such a man will never bring about boredom.

Are you passionate about anything? Passion, strangely, is something most people often think about entirely the wrong way. Most people think passions are for things we enjoy doing. By that definition, you'd say most guys are passionate about pornography and video games. But that's not what passion is. It has nothing to do with pleasure and everything to do with suffering.

Think back to the Mel Gibson movie, *The Passion of the Christ*. This movie best defines what passion really is: a burning desire for a thing to the point you are willing to suffer greatly for. In the movie, Jesus had the passion for the human race that he was willing to suffer brutality and death for their salvation. In your life, ask yourself what you are willing to suffer extreme pain for. That is your passion.

For me, personally, my passions included things like guitar and dancing. Learning how to do those things wasn't always fun. In fact, most of the time, it was anything but. Most times, it really sucked. The guitar sounds would be nothing but noise. The strings would leave callouses on my fingers. And dancing was no better because there were several times in the classes where I'd look really stupid in front of everyone else.

But I was willing to do it because I loved those things and the results that much.

The cool thing about women is that you can be passionate about anything, and she'll like it. Anything. Even something as trivial as the patterns on butterfly wings. No matter what it is, she will like the fact that you care about something that much. When I first got into the laundromat business, one chick was turned on over the fact that I was passionate about it. A fucking laundromat.

Continuing with identity, is your image congruent with your identity? Dressing well isn't as important as dressing to match your identity. A basketball player or a rocker may not dress like a millionaire even while they are millionaires. But they dress in a way that matches what you'd expect because it fits their identity.

What's the first impression people get when they see you?

In the old days of PUA, there was the concept of Peacocking, which means what it sounds like. If you think of a peacock, it would spread out its feathers for all on-lookers to see, drawing attention to itself. Similarly, the old PUAs would do the same with top hats, feather boas, aviator goggles, eye patches, and other silly items.

Wearing shit like that today would get you laughed at. But it doesn't mean the tactic is useless. You do want to have something that is genuinely cool. Just something small, subtle, and fitting with your personality/identity. The sophisticated, cultured guy might have a pocket square. The surfer dude might have a shark tooth necklace. The goth might have a full finger ring.

These aren't meant to be large, attention-grabbing items. They are only meant to be little extra things that make you more memorable. They also allow for her to reveal IOIs when the conversation lulls and she suddenly asks about it to keep it going. She'll do that because she can mask it with plausible deniability, but it's clear to you.

Summary:

- Attraction is not a choice. It is a reaction to certain stimuli or triggers. Learn what these triggers are, hit them, then she will be attracted.
- Remove "getting lucky" and other low-value implying phrases from your vocabulary.
- Most of women's selection criteria are things you can control. Focus on those. Not looks and height.
- Develop an identity that is unique to you, but also indicates that you are a leader, preselected by women, protector of those you care about, and live an interesting life.

- Be passionate about something. What counts as a passion isn't if you enjoy doing it but if you are willing to suffer for it.
- Dress in a way that matches your identity. Have one small, unique, and remarkable thing in your appearance that makes you memorable.

Self-Defeating Behaviors to Drop that Most Guys Never Stop

Part of the reason guys thought they merely “get lucky” when they have success with women is that 90% of success is not fucking it up. Many times, the woman has already decided that she’s into a guy, but that guy makes a critical error to destroy the chances of what was going to happen.

When women go on dates or even just examine the guys they consider dating, they are actively looking for disqualifiers. This isn’t some negative nature. It’s merely due to the fact that they have thousands of choices waiting for them and are looking to narrow down the list to a more manageable size.

Thus, these fatal mistakes must be avoided at all costs because they’ve been known to disqualify guys from getting further.

Appealing to Reason

While you should never view emotions as anything magical, you must realize that women do view them as signs from heaven or the universe that they are to follow without question. Attempting to rid them of this propensity is futile. But using this to your advantage is prosperous.

Preferably, humans would always use logic and reason for determining a course of action. But often they are used instead to rationalize the action after the fact. This is especially true of women, who are motivated by emotion, then backwards rationalize the actions taken because of those emotions.

They prefer emotional stimulation over rational discourse. She will do what feels right then invent her own reasons for why she went along with it. Give her the right feelings and her reasoning works in favor of you, not against you.

On that note, women would rather feel bad than nothing at all. Bad emotions are better than no emotions for her. Remember, you can get away with almost anything so long as you do not bore her. Stimulate her with a range of emotions.

If you feel invisible to women, it’s because you’re not generating enough emotional experiences for her. Women prefer men that generate a strong emotional response. When you’re nothing but nice, you’re easily forgettable because there’s an entire world of guys out there that are eager to treat her like a queen.

If you want to stand out and be remembered, then you must make her feel something. The stronger the emotion, the better. She views the quality of the man you are as measurable by how strong are the emotions you make her feel.

There are positive emotions like happiness and admiration. But women have become numb to those feelings quickly because they get compliments and good deeds done for them all the time. However, negative emotions work just as well, if not better, because they are felt with greater

intensity. Women are more likely to sleep with a man that makes her feel jealous, angry, insecure, frustrated, embarrassed, and even a little down, because he at least leaves an impression.

Only powerful, high-status men can make them feel these emotions and leave such impressions. This doesn't mean be a douche. Very little negative inspiration is necessary to get her to feel something. Precisely how much and how to will be revealed in a later chapter. But the idea for now is to show her that you aren't afraid of her and will not be treating her with kid gloves.

Triggering ASD

Inside every woman is a culturally conditioned defense mechanism that exists largely because other women shame them for their sexual desires, particularly older women. The major of slut-shaming comes from older women who wish they could live out slutty, sexual desires, but understand they don't get to because they are well past the "Wall¹⁴".

Sure, there are some puritanical and possessive guys that slut shame as well. But the majority of it comes from other women. Since women value the opinions of other women over that of men's and even over their own, they've developed an instinct that the early PUAs called "anti-slut defense" or ASD.

What this means is that even when a woman wants to have sex with a man, she never wants to be the one responsible for making it happen. She also wants plausible deniability on her side should she need to defend herself against the claims that she initiated it.

Discretion is a virtue. A woman will go on any adventure with you if she believes there are no social consequences. So, if you're trying to "pull" one away from her friends, you will fail. Her ASD is rising, and she doesn't want to look like a slut in front of her friends. They will rip on her to no end if she ditches them for a hot guy, no matter how hot. It is a critical mistake to attempt to overcome those odds.

In those scenarios, where you meet her while she's out with her friends, the best thing to do is get her Instagram profile and consider that the full extent of the victory you can attain. Do not try to pull or go further from there. Her ASD will set off alarms.

Further, never brag about your sexual victories and don't high five your friends when you get a number, an Instagram, or a make-out session. If she were to catch you doing that, it would set off her ASD and cause her to cut off any further progression.

Do not ever expect her to make a move because she never will. It is not feminine to take such assertive action. She will never do anything during an interaction that would make her feel responsible for it progressing, especially when it comes to progressing toward sex. Her ASD is activated if she feels responsible. You want to make it seem as though one thing is merely leading to another.

Allowing things to feel as though they are under the influence of serendipity is your best move. She sees it as romantic and is more willing to go along, because it makes her feel like what is happening is meant to be. That's why you must lead.

Losing the Frame

The person who is taking the lead and guiding the other is the person who “owns the frame¹⁵”. When you interact with a woman, you want it to mimic the way partner dancing is done where there is a lead and there is a follow. That also means at no point in your interaction should she ever get the idea that maybe she’s better than you or of higher social value.

Quite often, guys go in with ownership of the frame and great confidence, but they drop the ball at the first unexpected test from her. Women will test you to see if you are the real deal or if it’s just an act.

Tests may come in the form of last-minute resistance when you’re attempting to escalate things, but her ASD goes off. It is critical that you remain confident and in control during those moments. Show confidence in the face of her token resistance, which is being confident that it is merely token resistance.

These are also often referred to as shit tests. What they are meant to test is your congruency. She does them to determine if her priority to be safe, not just physical but also the security to her self-image, will be met by this guy she’s testing. She can’t just ask him if he’s the real deal, since all guys can lie. Instead, she must test to know with veracity that she is in fact safe with him.

It's purely involuntary. She gets a feeling to behave a certain way and just does. Her judgment of whether to continue is done by measuring her excitement about how you handle the test. It's a good thing if she tests you because it means she thinks you're a contender. They don't do this with losers. And the more she likes you, the more she will test you.

Women follow their intuition, so believe your own bullshit. Fun fact on that note: women assume there is deeper meaning in what you say. If you tell a story about a friend, they may think you're talking about yourself. Unless you use a specific name. She believes it's about someone else if you give them a name.

Appeasement

The single, most common mistake that guys make is taking the lazy, simp way out and trying to win a woman over by appeasing her. They’ll do things like tell her, “You are so beautiful!” thinking that is doing them any favors. But if you think about it, telling a pretty lady she’s pretty isn’t really a compliment. It’s like tell a millionaire he has a lot of money.

Sure, there are many women, and very beautiful ones at that, who like to be complimented and feel desired. They may even tell you that they want to hear it. You must see right through this for what it is: another test. Women also tell you they like nice, sweet, kind men. But you know that guys like that never get laid.

Even if they really do want those sweet guys, it is better to deny them that until they’ve earned it. Much as they may like the romantic actions of a guy, they like using their feminine power to get

what they want more. And they like it even more when it gets them something that seemed unattainable.

She may like the ego-boost a simp provides, but she won't have sex with a simp.

Appeasement may also come in the form of not having any boundaries and letting her get away with anything. This could be things like being late for a date, interrupting you while you're speaking, cracking a joke to others at your expense, or doing anything that is disrespectful.

Many of these disrespectful things she does are not done with malicious intent though. She does them as congruency tests. Like children, they must know the boundaries. She wants you to have boundaries and know you'll enforce them because that makes her feel safe. A guy that won't stand up to her is a guy that probably won't stand up for her.

Not Soliciting Her Investment

Attraction is not enough. Investment is needed. The more of it she does, the more return from it she will seek. Investments can be physical contact, time, effort, and money. Many guys are afraid to make these moves or frame their interactions as her chasing him. She needs to feel like she's chasing you and the way that's done is by getting her to make her own investment in you.

The correct course of action is to minimize your investment while maximizing theirs. That means leading them into asking you about things you want to talk about, sowing the seeds of intrigue, and prompting physical progression with kinesthetics.

Dancing is great for accomplishing all this.

This also means presenting yourself as a "now or never" commodity. Make yourself appear to be a fleeting opportunity that seems scarce.

The idea is use attraction as bait to get her more invested in her interaction with you.

Her investment in you is what causes her to fall in love with you because she must justify in her mind why she does it. But if you invest more in her, you'll justify more to yourself why you do it, your attraction and one-itis to her will be greater.

Then because of the "sunken cost fallacy", you'll keep doubling-down on it. Sunken cost fallacy is when you continue to put effort into something purely because you've put a lot of effort into it already. It's like continuing to pay for car repairs on an old clunker instead of buying a new car, because you say, "I've poured so much money into this thing, I need to get more use out of it."

In short, it's trying not to lose money you've already lost.

Many guys do this with women as well. They continue to simp and pursue women that have already rejected them because they've simped and pursued them for so long.

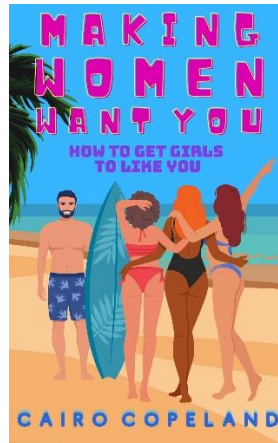
The correct course of action is to get her to invest by giving her just a little. Or nothing at all. If she makes any effort to show interest in you when you give so little, you know then that her interest is genuine.

Summary:

- Most of success is just not fucking up.
- Never attempt to reason with a woman. Always connect with and appeal to her emotions. Even negative emotions are better than reason.
- You must always lead and take the necessary actions to move things forward. Her making any moves or progressing things will trigger her ASD.
- Lose the woman before losing the frame. Never let her come to think she's better than you. You cannot appease your way into bed with a woman.
- You must get her to invest by reducing the amount you yourself invest in her.

That's it for this free sample...

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