Models

Attract Women Through Honesty

By Mark Manson
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In our post-industrial, post-feminist world, we lack a clear model of what an attractive man is. Centuries ago, a man’s role and duty was power and protection. Decades ago, it was to provide. But now? We’re not quite sure. We are either the first or second generation of men to grow up without a clear definition of our social roles, and without a model of what it is to be strong and attractive men.

Six years ago, when I first began helping men improve their relationships with women, I had no idea the rabbit hole of information and self-development I was about to go down, both for myself and for others. At the time the primary concerns of my dating life revolved around which drink specials were going on that Tuesday night and which one of the five Jennas in my phone was the one I met last weekend.

It wasn’t until I sat down and tried to get other men to the point where they had five Jennas in their phone that I had a glimpse of how deep a man’s emotional and sexual development actually goes, and how difficult it is to inspire a genuine shift.

I won’t lie, in hindsight, getting myself to that point seems easy now by comparison. Growing up, I had always been somewhat of an average guy, although I had little luck with the ladies.

Then in 2005, after being cheated on and left by my first serious girlfriend and first love, I was emotionally distraught and slightly traumatized. I became obsessive. A desperate need for validation and affection from women arose within me and I spent an inordinate amount of time pursuing that validation and affection, far more than most men ever do. I was over-compensating and soon became driven to sleep with every girl in the Boston area who would let me anywhere near her.

This went on for a little more than two years.

My plan wasn’t sophisticated. Really, I read a couple books like this one and went out to bars 4-5 nights a week — approaching, flirting and
failing, pushing and pulling, fucking and floundering for those 30 glorious months of experimentation.

It was self-indulgent. But it was a time of growth and a time of movement.

But a couple of years and a few dozen women later, two things happened. First, I began to realize that rampant drunken sex was fun, but not very fulfilling. It began to get old. And it wasn’t exactly affecting the other areas of my life in a healthy manner. I was required to let up and evaluate myself, to question why I was sacrificing so much time and effort for superficial pleasures.

The second thing that happened was I grew a reputation locally for my exploits. Soon men whom I had never met were emailing me asking if they could come hang out with me, to see how I interacted with women, to watch me in action. It was weird at first. But then I decided, sure, why not, just buy me drinks or pay me a bit on the side.

And strangely, I feel like that’s where the real journey began. To try and model the internal movement that occurred within myself and then replicate it in other men.

They say if you want to master something, teach it. And this second journey actually ended up being far more educational than the first. When I went out for myself, it was easy. Half the time I was going out to lose myself, to bury my emotions and hopefully wake up in the arms of a stranger. Sometimes it worked. And that’s really all I knew.

But this second journey had a purpose, had a meaning, and suddenly needed an intellectual foundation. I couldn’t just do it. I had to teach it, explain it, and impart it unto others and then get them to do it.

This led me in a winding, twisted path. It began with entries into and exits out of the so-called “Pick Up Artist” community. I researched social psychology, theories behind attraction, historiographies on human sexuality, went on strip club binges, read books on NLP and cognitive therapy, attended various self-help seminars and taught a few myself, shared hotel rooms with runway models, experimented with touch-healing and had a few alternative therapy mishaps, engaged in arguments with feminists, and read every crappy dating book out there.
As I learned and grew, the coaching grew. What began as a sideshow hobby turned into a business. A full-time business at that. Soon it took me to more than a dozen cities across America, then to countries in Europe, to England and Australia, and I even took field trips as far as Argentina, Brazil, Israel and Thailand, where I discovered that much of what I had previously assumed about women was merely cultural, not universal.

It was a period of immense education and drive, where I made a clear point to not let my thinking be confined by any previous model or paradigm about masculinity or male/female sexuality.

After all of that, over six enriching and challenging years, this is what I’ve come back with:

There are two movements occurring right now.

The first one is a greater social and emotional movement in western culture. There’s a call for a new masculinity that’s been lacking for generations now. There’s been a void of what men are, what they’re supposed to be, how they’re supposed to behave, and until now no one has moved to fill that void.

Call it over-ambitious, but this book aims to fill that void. To point men in the right direction: the direction to a new way of being attractive, masculine, powerful and in control of your relationships with women and your life in general.

The second movement is happening within you personally. It’s an emotional movement. You’re reading this because you want to change. You want to change your interactions and relationships with the women in your life. You want these relationships to improve. You want these relationships to be abundant. You want to feel confident and empowered around women, those you know and those you don’t know but want to meet. You want to feel in control of your relationships with them. You want to be sexual with women without shame or hesitation or regret or pain.

This second movement is an internal movement. It took me a long time to come to grips with that. Although this second movement often begins by changing outer behavior and results in a change of outer behavior, the process itself is an internal one, a shift of emotional disposition, which is then reflected in one’s social and romantic life.
This book is designed to guide you through that internal movement. The larger social movement is merely a backdrop, and is only briefly explained to give context to your current situation. Your failures with women aren’t caused because you say the wrong thing or look like the wrong guy. Words and appearances are merely a symptom of a greater problem.

Your failures happen because you grew up emotionally ill-equipped to deal with women and intimacy. The words you say and looks you have are merely a side-effect of that.

If this sounds like some sort of “inner game” diatribe, please don’t be mistaken. I’m interested in real-world behaviors with real-world consequences. But this isn’t just about intellectually understanding how to stand, how to talk, how to behave. This isn’t “faking it until you make it.” It’s deeper than that. This is about intellectually learning the behaviors that will cause your emotions to shift, which then lead to permanent and unconscious changes to transform you into the attractive male you can be.

This is that how-to guide.

This book aims to arm you with the behaviors that will form that emotional foundation you never received in adolescence, to present the masculine model you and I missed out on.

And once you begin this internal shift, you’ll find that the social actions — saying the right thing, knowing when to go for the kiss, knowing how to approach a woman, etc. — they will all begin to fall into place, and fall into place in a more profound and powerful way than simply memorizing some lines or following some sort of arbitrary procedure.

The beginning of this book is very theoretical. It’s the big picture stuff. I do this because I think it’s important to lay a foundation to explain the realities of attraction, gender behavior, and what determines your value on the dating market as a man. As the book goes on though, it becomes more and more technical and specific, slowly honing in on necessary actions and habits. I believe it’s important to explain why you should do certain actions and behaviors before asking you to do them.

Part I is an honest look at female attraction based on scientific research, and the realistic consequences of that research in modern life.
Part II is an overview of the dating strategy that I recommend to all men who come to me for help. The strategy focuses on polarizing reactions from women to screen for the ones most receptive to your identity as soon as possible. We also deal with the painful reality of rejection and how everyone must learn to deal with it.

This is a reality-based strategy, not based on fantasies or the frivolities of wanting to sleep with every woman you meet or dating a “perfect 10” by coming up with scripts of pick up lines. These desires are rooted in insecurity and should stay where they belong: in your dreams.

 Rather, Part II is a long-term strategy built to take a man from “no women in my life” to “lots of amazing women in my life” as quickly as possible, with as little effort as possible.

Part III is the first part of our strategy and covers the first of the Three Fundamentals laid out in Chapter 7, building an enjoyable lifestyle and becoming an attractive man. The steps laid out in this part will be specific but will be long-term goals with long-term benefits.

Part IV covers developing courage and becoming a man of action. Men are expected to initiate in all phases of courtship (the reasons why are explained in Part I), and therefore a man who is hesitant, anxious or afraid of initiating will not get very far with most women. The advice laid out in this step will require diligence but provide real and lasting change to those willing to dedicate themselves. These steps are medium-term goals with medium-term benefits.

Finally, Part V will cover the nuts and bolts of communicating more effectively, more attractively, more openly, and more sexually. The steps laid out in this section should have immediate, short-term benefits.

My goal is to provide you with both in-depth perspective into your emotions and how you operate, while also giving you practical processes for improving yourself and achieving your goals.

If you’re looking for a book full of “say this line and then execute touch-plan X4Z-3,” then you’re going to be disappointed. But not only are you going to be disappointed with this book, you’re going to be disappointed with every book that gives advice like that. Because they are band-aid solutions. **Until you learn to trust your own actions and**
learn to pursue women with your own unique style and personality, you have learned absolutely nothing.

This book aims to give you your first real education on women and attraction, the education you should have received a long time ago, from a number of sources, but never did.

And I’ll give you a free preview: it has little to nothing to do with what you’re saying. It has everything to do with body, expression, emotion and movement.

A couple years ago I was in Argentina. There I made one of the most important discoveries in all of my time doing this. I saw a girl at a club sitting by herself. She looked upset. And when I approached her, she didn’t get any happier. She didn’t speak English and I barely spoke any Spanish at the time. She didn’t want to dance and didn’t want to talk to me. She kept shaking her head and motioning for me to go away. But I persisted. Eventually I got her to dance, and then to smile. And what I discovered over the next week was how unnecessary words actually are when it comes to seduction.

As she and I danced, we touched and played. I played hand games with her, twirled her, made funny faces and communicated with fake sign language. I held her, caressed her and touched her hair. We drew pictures on napkins for each other. When I put my arm around her and she leaned into me it spoke more than 1,000 conversations. We moved and as that movement drove us closer together physically, we came together emotionally until they were one and the same and we came.

Emerson once wrote, “What you do speaks so loudly I cannot hear what you say.” Seduction is an interplay of emotions. Your movement or lack of movement reflects and alters emotions, not the words. Words are the side-effect. Sex is the side-effect. The game is emotions, emotions through movement. If you learn anything from this book, let that be it.

Our culture has become stationary. We spend our time sitting behind desks, behind screens and in cars. We don’t move like we used to and we don’t feel like we used to.

Over the course of this book, I’ll invite you and hopefully inspire you to move. To get up out of that chair, to go outside, to dare to feel, to experiment and to connect. This will involve getting off your ass, but
that’s a good thing. And I will help you with that. And if you promise to move, then I promise change. Slowly, your looks will change, your words will change, and your actions will change. And hopefully, maybe something amazing will happen. Your emotions will shift and move and vibrate and with them the women of the world will feel your resonance and come calling.
Part I: Reality
Chapter 1:
What Attracts Women

“There is still no clear-cut definition or model of what drives female attraction yet. That’s the truth.

All I can do here is give you my best theory based on the current research, as well as my wealth of experience and explain what has consistently worked for me the world over. Anyone who claims that they have the definitive answer to what drives and motivates female attraction and sexual arousal is lying to you. The jury is still out. Psychologists, sexologists and biologists have been studying it for over a century, and there’s still not a clear answer, not to mention continued debate within the dating advice industry.

This much is clear: female attraction does not operate like male attraction. Male attraction is pretty straightforward: visually-based, focused on physical features and more or less universal. A beautiful girl in California is almost always beautiful in New York, Tokyo, New Delhi, Beirut and Oslo. The variability between how attractive most men perceive her to be is not going to shift much. A physically attractive woman is a physically attractive woman, and biologically, almost all straight men will respond in a predictable manner.

This is not true for women, not even close. In fact, women and what attracts and arouses them can be maddeningly unpredictable, contradictory and whimsical. Researchers at the University of Texas at
Austin recently published a book called *Why Women Have Sex* where they uncovered 234 separate reasons women will have sex with a man. This was based upon thousands of surveys and statistical data over the course of years.

A vivid experience drove this unpredictability home for me a few years ago. I was in a club in Boston approaching a number of women. At the beginning of the night I approached a group of girls who were not very impressed by me. So I stepped up my jokes to try to elicit more of an emotional response out of them. It worked. One of them looked me dead in the eye and said, “You are the creepiest guy in here. Give it up.”

Ouch.

Not an hour later I was talking to another group of girls in another part of the club. They were enraptured by some story I was telling, laughing at my jokes, beaming smiles. One of the girls took me by the arm and said, “You are so hot, you know you could have any girl in here, right?”

Same club. Same night. Same guy. Same sense of humor. Same stories. And chances are, similar girls. Completely opposite responses.

The first difficulty in understanding female sexual attraction is that women can become attracted and aroused both physically and/or psychologically. This split between physical and psychological arousal is unique to women as men are sexually aroused and stimulated almost entirely physically. This split in sources of arousal makes it hard to perform controlled experiments and therefore test different factors that may influence how a woman feels.

For instance, you may be able to show 200 women pictures of big burly men and ask them how attracted they are to them. But you aren’t able to control their predisposed belief about physically powerful men, the extent of their desire to be dominated, the sexual mores in which they were raised, their sexual histories with burly men, their emotional states at that very moment, their ovulation cycles, when the last time they had sex was, whether they just had a fight with their boyfriend, etc. And even if you were able to control such things, they’re so fluid and subjective, you can’t measure them.
Men on the other hand, according to research, with a few exceptions, always like a certain hip-to-waist ratio, always like youthful features, always like clear skin and shiny hair, and like them under any circumstances. This is regardless of age, ethnicity, culture, or psychological disposition. The variance in male preferences is small. In women it can be quite large.

This isn’t to say that physical attributes don’t factor into what women find attractive, it’s just not as clear-cut as it is for men.

The second difficulty in understanding female attraction and arousal is that research indicates that many women themselves are unaware of when they’re aroused or not.

In one experiment, a researcher measured bio-readings of blood flow in women’s vaginas as they watched various film clips. During the film clips, the women were asked to indicate how sexually aroused they were by the clip. Not only did the bio-readings return no discernible patterns of arousal across the film clips (everything from conventional porn, to kink films, to male-on-male homosexual sex, to innocuous nature clips to films of chimpanzees mating), but the women themselves were often oblivious to their own arousal levels. For example, straight women often completely misjudged their arousal by homosexual sex, and homosexual women were unaware of their arousal by straight sex. And that’s not even to mention the chimps mating.

The primary researcher (a woman) entered the experiment hoping to draw conclusions about what women prefer sexually. Not only did she come to no conclusions, but she lamented in the paper that the experiment only created more questions about female sexuality than it began with.

In a nutshell, many women don’t even know what they want. But hey, I could have told her that.

But despite these setbacks, the scientific study of female sexuality has actually been taking off in the past couple decades and they are making some headway. I don’t aim to make this into an academic book, so I’m going to briefly summarize what I find to be the most important points for our intents and purposes. If you’re really into the academic side of things, then check out the Further Reading section at the end of the book.
The Ubiquity of Status

In surveys among literally tens of thousands of women, across all cultures, ethnicities, age groups, and socio-economic standing, and even time periods, there’s one universal quality in men that they all find desirable: social status and access to resources.

Whether this desire for men of higher status is biological or cultural, I’m not going to get into here. For now, let’s just accept that this is the cross-cultural norm of how women judge attractiveness.

The amount in which they desire it varies from culture to culture and from age group to age group, but the desire for it is universal. Women want men who are more successful, popular and powerful than they are. This is clear.

Where it becomes unclear, and where my personal experience and perspective diverges from the current evolutionary science is how women perceive power and status. I believe the perception of status and power is quite relative.

If you look at much of the research, it focuses on wealth and resources. This makes sense for a few reasons: it’s easy to measure, it’s easy to point to, and it fits into a lot of pre-conceived notions and stereotypes of what women are attracted to.

But if it were that simple, women would want to hear about your tax returns and car payments on dates, not where you grew up, what you’re passionate about and all of the other sappy things they love to hear you talk about.

The fact of the matter is, I’ve personally worked with too many wealthy and successful men who couldn’t land a date to save their lives to believe that material wealth provides that much of an advantage, or that it’s the end-all-be-all of attraction. Because it obviously isn’t.

If you think about it, the evolutionary perspective of status and wealth is in a bit of a conundrum. Because for women to evolve a preference in men with resources and wealth, then there would have had to been an overt way of distinguishing wealth and resources among hunter-gatherer societies for millennia. And frankly, there wasn’t.
Again, without boring you to death with the anthropological details, cave men were not walking around with bank statements and did not have houses or swimming pools to show off. At best, they had a little bit more meat and food than the next guy. That’s not much to go on.

Also, anthropological data points to men and women being relatively equal in wealth and social status for the majority of human history. Material wealth is a relatively modern invention. Therefore, one would imagine a woman would judge status and reproductive fitness in another way.

That’s why I believe that women don’t distinguish social status or being an “alpha male” through material possessions — otherwise every guy flashing his expensive watch at the bar would be getting laid (and trust me, they’re not) — but rather women judge it by behavior, as behavior is all they had to go on in the caveman days.

Other research backs this up as well. Studies show that women are equally attracted to men that they believe have the potential to be extremely successful as they are to men who are already successful. This would also explain why women find men who display great strength and skills to be attractive, even if they’re dirt poor. It explains why the starving artist has no trouble finding girlfriends to support him, and the college athlete can date supermodels even though he can’t afford a hamburger.

As a man, you don’t have to actually be rich and famous, you just have to show a lot of potential for being rich and famous to be considered extremely attractive. Or display the behaviors that imply being rich and famous.

I put forth that women judge social status by behavior. **Social status is determined by how you behave around other people, how other people behave around you, and how you treat yourself.**

These are the three tenets of being a high-status and a highly attractive man: treat others well, be treated well by others, and treat yourself well. Later, we’ll see that these loosely make up the Three Fundamentals that much of this book is based on.

The other problem with the classical view of status and resources is that the perception of social status depends completely on each woman’s values and belief systems.
For instance, wearing an expensive suit and talking about your Rolex watch will gain you eye-rolls in many nice lounges around the US. But if you go to a small, poor village in the third world, it will be all you need. The reason is that flaunting material wealth is seen as a major status statement in much of the developing world. Whereas in the United States, it comes off to most women as try-hard and insecure.

We’ll delve into how values and beliefs filter attraction later in the book. But the point to take here is that social status is not fixed, it’s relative. It’s about perception, not reality. And it’s determined by behavior, not assets. Just as I experienced in the night club in Boston that night, one woman can find you supremely attractive while the woman next to her can find you supremely cheeseey.

**Desire to Be Desired**

The other common denominator of female attraction has more to do with sexual arousal rather than general attraction. It’s the desire to be desired. Or at least that’s how the theory currently goes.

If status or perception of status affects a woman’s psychological arousal, then it’s this desire to be pursued that ignites her physical arousal.

Again, I’m not here to posit whether this form of sexual arousal is biological or cultural. And of course, there are many exceptions. But research shows that this is a common denominator in female arousal, and my experience more than backs it up.

For a long time there was a lot of confusion as to what turned a woman on. Random events and actions could have the same effect on her sexually, and there seemed to be no connection. Again, with men it’s simple. Rip his pants off, show him your boobies, and he’s probably good to go.

But with women, once again, it’s quite different. Often these same sexual and physical behaviors turn her off as much as arouse her. Why does a man who rips her bra off and hold her against a wall turn her on while a man who fumbles with the clasp and asks for her permission to touch her nipples turn her off?
It had long been thought that female arousal was tied to ideas and display of security, investment and commitment, particularly from high status men. Unfortunately for psychologists, women don’t light candles and lay in their bathtubs masturbating to the idea of commitment and a white picket fence. They fantasize about far different (and stranger) things.

The new conclusion is that female arousal is somewhat narcissistic in nature. Women are turned on by being wanted, by being desired.

Suddenly, seemingly disconnected events that arouse women — a romantic marriage proposal in one instance, and a rape fantasy in another — make sense. Both indicate an extreme desire in her by a man. A man who’s willing to sacrifice everything to be with her. One is sacrificing his sexual freedom, the other is risking his actual freedom... for her. All for her. This is hot.

When women say that just because they have rape fantasies doesn’t mean they want to be raped, this is what they mean. What they want is to be desired. An unhinged desire. A passionate and uncontrollable desire. They want to be desired to the point that a man completely loses awareness and self-control. The actual rape part, I’m sure none of them would actually enjoy.

My experience supports this as well. It has slowly been discovered over the past five years or so within the men’s dating advice industry, that the more physical assertiveness you pursue a woman with, the more aroused she becomes — sometimes even if she wasn’t interested in you to begin with. Your bold and aggressive pursuit of her often turns her on to the point where she comes around and wants to get to know you.

For instance, I discovered that if you took a guy who used to just stand and chat with a girl and had him put his arm around her and then chat to her, even though many women would reject his physical advance, many of them would also become aroused.

It’s important to relate this back to the original dichotomy of female attraction and arousal mentioned earlier in the chapter. Status attracts women, but by itself, it only attracts them in a way that they want to be your girlfriend, not jump your bones. It’s a psychological, long-term, identity-level attraction.
On the other hand, being physically assertive and sexually forthright triggers a woman’s sexual arousal and makes her want to have sex, often right then and there, and often even if she rejects your advances two or three or ten times.

This is why being wealthy and successful can actually be counter-productive if you’re just trying to get laid. When I began to become financially successful and travel the world quite a bit, I found that the more I focused on my business and financial success with women I met, the more quickly they would want to get into a relationship with me. Whereas years prior, when I had been broke and living on my friend’s couch, women just wanted to have sex with me.

Wealth and status will always present you with more opportunities than you had before. But ultimately, if you want to become intimate and sexual with women, you’re going to have to learn to convey your desire for her. And convey it clearly.

But this raises a bit of a paradox. It is the problem that every man faces when he tries to seduce a woman. How do you show her that you want her, while still remaining high status? Wouldn’t a man of high status have these women come to him and not the other way around?

The paradox is that if a high status man pursues a woman he makes himself low status and therefore unattractive. But if a man never pursues women, then he never turns them on and therefore never gets laid. It’s lose-lose. So what’s a man to do?

Attempts of the Pick Up Artists

Enter the Pick Up Artists. The Pick Up Artist (PUA) movement is a men’s movement that began in the 1990’s on the internet. Thousands of men who had no luck with the ladies congregated on message boards, forums and chat rooms and began trading advice and pick up lines to help each other out.

Within a decade, entire schools of thought had formed, companies were born, and gurus anointed. By the end of the next decade, a multi-million dollar industry had ballooned selling men’s dating advice ranging from old rich men selling platitudes such as “let her come to you,” to a computer programmer’s “emotional acceleration model” that
promised to use calculus to determine how attracted she was at any given moment.

No, I’m not making that up.

But the most popular thrust of PUA theory was the idea of using lines and routines (entire sequences of pick up lines) to convey to a woman that you were a man of “value” and status.

If there’s one thing the PUA movement understood, it’s that a man has to take care if he’s going to openly pursue a woman but maintain the perception of his status at the same time. These lines and routines that they came up with were pre-conceived conversations specifically designed to hit on a girl while simultaneously keeping her confused as to whether you were hitting on her or not.

The idea was to get her turned on with your witty banter and humor, while simultaneously keeping her guessing as to what your intentions were.

The philosophy behind it was that you can use simple forms of psychology and framing to make it appear that you are high status (even if you’re not) and act on your desire for her while looking like you aren't interested.

At the same time, it provided socially awkward guys pre-packaged conversations that were (supposedly) interesting and helped them build confidence in themselves.

PUA theory claimed to solve the investment paradox: it taught men how to show interest while not looking like they were showing interest. It showed them how to try hard without looking try-hard. It showed them how to appear high status even if they weren’t high status.

Except it forgot one thing: women aren’t stupid.

You can fake conversations, but you can’t fake your entire identity. You can’t fake the thousands of subtle behaviors that signal a man as being high status. You can’t fake your self-perception. You can’t fake how others perceive you. And you can only fake how you behave around others for so long before you run out of gimmicks.
PUA theory works very well in just that, theory. It has one glaring flaw that brings it crashing down like a house of cards. Women don’t just perceive status only by the words you say or how you dress, they judge your status by all of your behavior — towards them, towards others and, most importantly, towards yourself. Most of this behavior is non-verbal. And most of this non-verbal behavior happens subconsciously and cannot be faked.

So what ended up happening is that thousands of men went out to say their pre-packaged lines and routines, but because they lacked clear intentions and confidence, they came across just as needy as they would have saying anything else.

The other mistake PUAs make is the fallacy of “correlation means causation.” For instance, if a PUA goes out, says his routines to a girl and gets laid as a result, he’ll jump onto a forum and proclaim his new routines got him laid. When in reality, it could have been any number of things that got him laid: the fact he looks like her ex-boyfriend, the fact that she was really sad and lonely that night, the fact that she wanted to get out of a dry-spell or she was being peer-pressured into hooking up with a guy. Or maybe she thought his lines were cheesy and fake, but when he got drunk and went to make out with her, something about his desire turned her on.

The point is, as men, we can only be aware of a small part of the seduction process. Most of it is out of our control. Most of it happens unconsciously. And most of it happens due to circumstance, psychological profiles and sexual history — basically things we can never know in their entirety and can therefore never control. Lines and gimmicks have very little to do with it. And often they actually hurt your chances, not help them, as we’ll see later.

I discovered PUA theory in 2005 and the results were more or less disastrous. My experiments with it ended about six months later when a girl pleaded with me to “act normal next time.”

So I did. I acted normal, and that actually got me a few phone numbers. I took it from there myself.

Since then, I’ve seen hundreds upon hundreds of men making complete and utter fools of themselves by running around reciting silly lines to girls. And the few guys who I’ve met who have made these routines work for them, are usually operating with a large number of other
advantages which they’re completely oblivious to. For example, I once met a powerful nightclub promoter with big biceps and tattoos who insisted that his lines and routines got him attention, not the fact that he was a buff nightclub promoter with awesome tattoos.

But the point remains: you can only fake behavior for so long. And as we’ll see in the coming chapter, the fatal flaw of pick up lines, manipulation and PUA theory is that ultimately, coming up with theories to pick up women is just as needy and desperate as any other needy and desperate behavior. Sitting at home conjuring up theories about how to attract a girl in the club is just as needy as buying her a dozen roses and begging her to go out with you. It’s just you’re being needy in a way that lies and says you’re not needy. That’s all.

And the investment paradox persists.

At best, PUA theory acts as a placebo effect to get men out there and taking action. At worst, it deludes them into thinking they’re controlling entire social systems that they have no real control over, and lobotomizes their ability to empathize and connect with others in the process.

And women sense this. They’re not dumb. It’s why most PUA theory doesn’t work in the long-run. You may be talking about astrology charts, but they know you’re hitting on them. The answer isn’t finding new ways to mislead women into thinking you’re high status and confident.

The answer is to be high status and confident. And it doesn’t require being rich or being successful. It requires a new mindset, and from that mindset will flow new and attractive behaviors.

Because there is a way to behave in a high status fashion while still showing your desire to women. There is a way to unravel the conundrum, the investment paradox. You can chase without being desperate. You can pursue without being creepy. You can show interest without appearing needy. And you don’t ever have to pretend you’re something that you’re not.
Chapter 2: Emotional Neediness

“We are not held back by the love we did not receive in the past; but by the love we do not extend in the present.”

- Marianne Williamson

How attractive a man is is inversely proportional to how emotionally needy he is. The more emotionally needy he is in his life, the less attractive he is and vice-versa.

Women mostly don’t judge a man’s status by the car he drives or how many VIP tables he buys. They judge it by his behavior, and the behavioral trait they pick up on is emotional neediness.

An attractive man is not needy. An unattractive man is needy. And neediness can infiltrate any and all behaviors.

The notion of neediness isn’t new in relationship advice or social dynamics, although I do believe I’m the first one to propose that the opposite of neediness is actually the root cause of female-to-male attraction.

Here’s what I mean by neediness: being more invested in other people’s perceptions of you than your perception of yourself. Let me say that again:

Neediness is being more highly invested in other people’s perceptions of you than in your perception of yourself.

Neediness plays out by people chronically seeking validation from others to placate their investment in other people’s perceptions. The antidote to neediness is to invest more highly in oneself. You could call it a benevolent selfishness.
Women are generally only attracted to men who are less invested in women than they are in themselves.

By *investment* I mean the degree to which you sacrifice/alter your own thoughts/feelings/motivations for someone else. By *less* I mean that as a man, you should only be willing to sacrifice your thoughts/feelings/motivations for a woman less than she is willing to do for you.

That may sound cold, un-PC, and yes, it made me squirm a little bit when I first realized it. But it’s true.

Think about it, for the majority of human history, men had few material possessions for women to judge their status by. Therefore women watched men’s behavior. Ask yourself what kind of behavior would indicate to a woman that a man is high status and fit to raise her children? These are the men who would be sexually selected over the course of hundreds of thousands of years.

Would it be a man who defers to all of the other men around him, who begs the women to be with him, who can’t stand up for himself and whose emotions are dictated by those around him? Or would it be the man who does what he wants, is unfazed by the threats others may pose to him and who shrugs if he pursues a woman and she has no interest in him.

The second man indicates a man of status. If you’re at the top of the food chain, you have no reason to be inhibited or to defer to others (unless you want to). If you’re at the bottom of the food chain, your entire life will revolve around the deferring to others.

The high status man displays little neediness. The low status man displays much of it.

Neediness is not consciously calculated in women. I guarantee you will not see women walking around with neediness scorecards any time soon.

Neediness is felt. It’s intuited by women. It’s instinctual. Women unconsciously detect it by watching a man’s behavior carefully. It’s why women can often become turned off at the most innocuous moment or by the most unimportant statement. Consciously, the action
or statement may seem harmless, but unconsciously, it conveyed a large amount of neediness.

As you are probably aware, women can be needy as well. And although neediness is a turn-off for most men, it’s not the end-all-be-all that it is for most women.

Ideally, two emotionally healthy individuals will begin a relationship both with low investments in one another and they will steadily let the investment deepen as the relationship grows. In a healthy relationship, the gap in investment between the two parties would never grow too far apart and the man would never become more invested than the woman.

It may still irk some people’s political correctness bone when we say, “the man would never become more invested than the woman,” but remember, a woman unconsciously bases her evaluation of a man’s fitness and status by how little or much he’s affected by the emotions and intentions of those around him, particularly her. Obviously if he’s in a relationship with her, he should be affected by her, but never more than she is by him. The minute he lets her dominate him emotionally, he demonstrates a lack of status. He’s no longer dependable. He loses his ability to make her feel secure. And his attractiveness slowly slips out the window.

Here are a couple of examples. Jim is a nice guy. But he tends to be needy in his relationships and has what we would call a high level of investment with any woman that he meets.

Whenever he dates a woman, he will rearrange his entire schedule at her whim. He will buy her gifts and spend most of his paycheck on the nicest dinners for her. He’ll forgo plans with his guy friends and any time the woman he dates gets angry, he’ll sit patiently and listen to her vent all of her frustrations onto him. Even when he feels that she’s being irrational or treating him unfairly, he won’t say anything because he doesn’t want her to be upset with him.

As a result, despite caring for him, Jim’s girlfriends rarely respect him. And sooner or later — usually sooner — they dump him. When Jim gets dumped, he becomes distraught and depressed. He’s often inconsolable and drinks too much. Usually he doesn’t feel better again until he meets another woman and the entire cycle repeats itself.
Then there’s Jeff. Jeff has been successful with women for his entire life and has a very low level of identity investment in them. Jeff enjoys going out with his friends and pays no attention to whether the women around him approve of him or not. At times he annoys or offends some girls, but since he’s not paying attention to what they think of him, it doesn’t bother him.

But other times girls become quite attracted to Jeff. When Jeff notices, if he finds them attractive, he’ll take their number and ask them out. When he takes them out, he takes them to the park down the street from his flat. He then sits there and chats with them for a while and if he doesn’t like them, he’ll get up and leave. If he does like them, he might take them to grab a beer with him. If at any point she decides she doesn’t like him and leaves, Jeff doesn’t really mind. He figures that he wouldn’t have been happy with her anyway, so why change himself to please her?

Jeff ends up sleeping with a lot of women. His phone is constantly ringing with texts from them, but he only answers them when he feels like it. He’s never rude or nasty to them. But he only makes time for the ones he genuinely enjoys spending time with. You could say Jeff is benevolently selfish with the women in his life.

Jim has a high level of emotional investment in the women he meets and dates. He’s very needy. He immediately enslaves what little of his identity he’s aware of to what he believes will make women like him.

Jeff has a low level of investment. He’s content with his life and proud of who he is. He’s not needy. If a woman doesn’t appreciate that, then he figures he’s better off without her.

Obviously, simply not caring what others think is not a cure-all for your women problems. It gets more complicated than that. But for now, it’s important to lay this foundation.

Women, as if with a sixth-sense, detect Jeff’s low level of emotional investment. Within moments of speaking to him, and often before even speaking to him, they sense that not only does he have a strong sense of identity, but he’s unwilling to compromise that identity for her. This sub-communicates his high status to them and elicits attraction. How Jeff communicates this will be discussed later.
But ask women and they will tell you, they can immediately tell if a man’s “got it,” or if he doesn’t. They don’t know what “it” is, but they know if he has it or not. That “it” that they intuitively know in their gut the second they see him walk, hear him talk, or look him in the eye is his level of neediness, how much he’s invested in her opinion of him versus his own.

“It” is often referred to as confidence or self-esteem or being dominant. None of these terms are wrong per se, but they’ve been used in so many contexts and have so many definitions that I’ve foregone them in favor of calling “it” exactly what it is: being non-needy.

If this all seems impractical so far, don’t worry. The majority of this book is based on how to get “it” and how to convey “it” with women immediately, regardless of what you actually say or do.

**The Seduction Process**

Biologically, women have a lot more to lose than men when it comes to sex. As a result, they’ve evolved to (usually) be far pickier in choosing their sexual partners. Whereas most men will stick it in just about anything if given the proper opportunity and context, women hold out — often against their own urges — to make sure they feel comfortable and secure with the man before they have sex with him.

That feeling of comfort and security is when she recognizes she’s with an attractive man who demonstrates a sufficient lack of neediness around her. Biologically, this indicates to her that this is a man of status and security. It represents a man who is dependable, who won’t waver when confronted with difficult situations and emotional stress. Who will stick by her and her children through thick and thin.

Because men value sex more than women at the beginning of a relationship, women tend to be less invested and less needy early in the interaction. When a man approaches her and induces her to become more invested than he is, this is the process of seduction. Once she’s more invested in him than he is in her, sex occurs as a side-effect of that emotional investment.

*Seduction is the process by which a man induces a woman to become more invested in him than he is in her. Sex is the side-effect of this process.*
Evolutionarily speaking, a man’s biggest biological concern is raising children who are his own and a woman’s biggest biological concern is inducing a man to commit his resources and protection to her and her children. This is a by-product of how human sexuality functions and evolved over hundreds of thousands of years. Men are capable of impregnating hundreds of women over the course of a lifetime and historically, have been more capable of accumulating resources. Women, on the other hand, can guarantee a man his children are his in return for his commitment.

(Note: The post-modern society has changed these factors and therefore sexual behavior has begun to shift in Western societies. But the details and arguments about this are beyond the scope of this book. Since over 90% of the population still operates within the context of these evolutionary default settings, that is what I will focus on here.)

A man who is highly invested and needy before sex indicates to a woman that he’s emotionally unreliable. If he’s willing to bend his will and emotions to such an extent just to have sex with her, then he’s indicating that he’s emotionally unreliable in the long-term.

Whereas a man who is non-needy around sex, but still demonstrates desire for the woman he’s with, makes her feel secure in the fact that he’s choosing her from a place of control and security, not to fill some hole of validation.

But as you’ve probably noticed, we still haven’t addressed that pesky investment paradox.

When boy meets girl, there are two ways for the seduction process to occur: boy gives girl the impression that he’s less invested in her than he actually is, inducing seduction; or boy demonstrates that he is actually less invested than she is.

The first method (giving false impression) occurs through flirtation and a man inflating his best (or nonexistent) qualities. It can also occur through outright manipulation and lying. It can also occur through subtle framing and communication habits.

The second method (him demonstrating less investment) is a passive process that he does within himself and that permeates every aspect of his behavior.
Traditionally, male dating advice has focused on either one or the other. The first method is populated by pick up tactics: lines, routines, gimmicks, and displays of value meant to conjure up a sense that the woman is more invested in him than she actually is. The second method is populated by generic advice on confidence and self-development or “inner game.”

Both methods work. Although the first is a short-term solution and the second is a long-term solution. And generally once the second method is accomplished, the first begins to happen on its own naturally.

But this is still all very theoretical. Let me take you through a few real-life examples of seduction and look at the various factors going on in each one from a neediness/investment point of view. These examples are real, but identities have been changed and minor details altered.

When Ryan was in college, he was a leading member of his fraternity. He was in charge of organizing his house’s parties. He was a gregarious guy and liked by most people. At one of these parties he met Jane. Jane took an immediate liking to Ryan and the two began dating. Ryan would organize and throw his parties, Jane would come and bring her friends. They shared stories, experiences and interests. The rest of college went on like this.

After they graduated, Ryan took a job at a bank. Jane got involved in a local charity. Ryan’s social network disappeared and his long hours at work killed any desire for him to go out and make new friends. He began to spend more and more time with Jane. They usually just watched movies and shared a bottle of wine.

As time went on, Jane became more and more involved in her charity events and began traveling to help with fundraisers. Ryan would spend this time alone watching TV or maybe grabbing a beer with one of his old buddies, but it wasn’t the same. After another year, Ryan would openly complain to Jane about her trips. Jane obviously sympathized with Ryan, but she felt pressured and resented him for it. They began to fight more often. Ryan gained weight. Jane spent more time working away from home.

Ryan decided to plan a lavish trip for the two of them to the Caribbean. He could use some much-needed time away from work, and it would infuse their relationship with some excitement and passion that it sorely needed. The trip returned the romance to the two briefly. But upon
returning home reality began to set in once again. Within a few months it was back to business as usual: him overworked and irritable, her distancing herself and traveling.

Ryan began talking about marriage. Jane was hesitant. She stated that her job was getting busier and she didn’t know how much she’d be around to plan a wedding. Ryan had been saving much of his money to buy her a ring. Jane lamented that they were still young and hadn’t really experienced much of life yet. Secretly, in the back of her mind, she couldn’t shake the feeling that Ryan was terrified of just that: experiencing life, and marrying her was just another way for him to escape it.

Dejected, a few weeks later Ryan began to complain that Jane spent too much time with her friends and at work. Indeed, Jane had been staying at work until way into the night, even on days when she didn’t have to. Ryan began pressuring Jane to move in together, but again she resisted, this time fervently. Ryan exploded, he had been giving up everything for her the past few years and she had been nothing but ungrateful. She retorted that Ryan had been suffocating her with his demands for attention and affection. Jane dumped him on the spot.

There’s a good chance the above story sounds familiar to you. You or one of your friends or family members have probably gone through the same process as Ryan: meet girl in a situation of low emotional investment and low neediness, entered relationship with said girl, gradually invested more and more until girl leaves you and dates some other guy who is less invested.

Here’s another story that may sound familiar to you, but is just as important.

Daniel is 24 years old and trying to get over a three-year dry spell. It’s the first time he’s pursued women since his only girlfriend dumped him three years ago.

Daniel goes out to a bar one night and approaches Stacy. Daniel approaches her with what seems like an innocuous question about drunk guys getting in fights. She responds and he follows it up with a number of quirky lines to soon get her laughing.

These are lines and questions Daniel learned from reading a book on women. Daniel has been practicing the tactics for a while and has
recently become proficient at using them. After facing countless rejections, he’s finally able to get girls’ phone numbers and even a few dates.

He continues to talk to Stacy throughout the night about pre-ordained topics he’s comfortable with. He’s able to punctuate each lull with tried and tested jokes he’s used dozens of times. Every time, Stacy laughs on cue. He touches her on the arm just like he read to do, and she touches him back. She’s interested.

A week later, after some fun texting, Stacy meets up with Daniel for a date. Once again, Daniel executes everything he’s learned: stick to topics about her passions, move her from venue to venue, never sit across from her but next to her, use a planned excuse to get her back to his place, etc.

There are hiccups along the way, but it all more or less works. Stacy seems genuinely attracted and when Daniel finally works up the nerve to kiss her, she kisses back enthusiastically.

Daniel is ecstatic. He feels like months of hard work have finally paid off.

The second date goes similarly. Daniel manages to get Stacy back to his apartment where, fumbling through his excitement, he has sex with her.

Daniel is on cloud nine, delirious with joy and drunk on validation. He jumps online to his favorite pick up forums and writes up a post detailing how his tactics and lines worked and how everyone else should use them. Little does Daniel realize that it wasn’t his lines and tricks that Stacy fell for, it was the endearing way he laughed at himself whenever he was self-conscious. She thought it was cute and it reminded her of her first boyfriend. She was in a lonely patch of her life and wanted to feel needed by someone and the flattering of Daniel working so hard to get her to laugh won her over, at least for the time being.

Daniel continues to go out and run his “game” but he’s always excited to see Stacy again. They see each other a few more times over the following weeks, but something changes. Since he’s already had sex with her, Daniel stops running his lines and tactics that he learned. He slowly reverts back to his normal self. His needy self.
It begins subtly with him agreeing with everything she says, followed by a sudden inability to come up with new and interesting topics of conversation. What used to be vibrant and hilarious bantering has now turned into Stacy showing up, saying whatever she wants and Daniel more or less agreeing with her until it’s time to have sex, really bad sex.

One day, Daniel texts Stacy about meeting up with him that weekend. She was busy studying for a test that night and didn’t reply. Daniel begins to get very insecure about why she’s not responding. He gets on the message board and makes a post about it. The next day, there are numerous replies with all sorts of “anti-flake” strategies and possible reasons that she’s not talking to him anymore.

He decides to text her some of these “anti-flake” texts that involve some silly lines and a playful tease. Again, she doesn’t respond. Daniel gets even more upset.

The next day, after her test, Stacy sees her phone and notices four new texts from Daniel. The first one is casual, but each one gets progressively weirder and more nonsensical. Stacy is turned off, but willing to overlook it and replies that she was busy taking a test but could see Daniel that weekend.

But Daniel is not so easily fooled. He’s not about to reward Stacy’s “shit test” by immediately hanging out with her. He’s read theories on punishing women for “bad behavior.” So he waits a few hours and then texts Stacy that she’s too late and he’s already made other plans with other people. She finds this strange and is annoyed since he had texted her four times, but shrugs it off and goes on with her life.

The following week Daniel texts Stacy and coldly insinuates that he’s ready to see her now, if she’s willing to work for it. The condescending and disrespectful tone pisses Stacy off and she doesn’t respond.

Two days later Daniel, drunk and confused about why Stacy doesn’t want to see him anymore, sends a sappy text saying that he really likes her and really wants to see her again and doesn’t know why she doesn’t like him anymore.

Completely confused and turned off, Stacy replies that he’s a nice guy but she just wants to be friends, even though she has no intention of ever seeing him again.
I can tell you that I’ve seen both of these stories play out over and over and over again, in hundreds of different forms between hundreds of different people.

Guy meets girl. Guy shows less investment than girl (or induces more investment in girl), sex and/or relationship occurs, guy becomes more invested than girl, sex stops and/or relationship falls apart.

The first story is an example of why it’s important to lower one’s neediness by investing in oneself rather than the woman one’s with. It’s the only long-term solution available to keep long-term relationships stable and happy.

Ryan’s relationship with Jane failed because after he graduated from college he lost and never regained the great aspects of his identity that made him so attractive to Jane in the first place — his social network, his joy and spontaneity, his confidence among friends. As he got cornered into a job he hated, and lost his social network, he began leaning on her more and more to define his identity for himself.

Meanwhile, Jane flourished after graduation, quickly falling into a job she was passionate about and good at. She made new friends and began traveling and having new experiences on her own. As Jane became less invested in Ryan for her identity, Ryan became more invested in Jane, growing needier and needier. Eventually the dynamic of investment shifted and the relationship toppled over.

Daniel’s experience was different. Daniel’s story is a quintessential example of why pick up lines, routines, value tactics and the like are only short-term solutions. Daniel was needy and highly invested in Stacy’s affection from the start. All Daniel did was use techniques and lines to trick Stacy into thinking he was far less needy and invested than he actually was.

And it worked, a bit. But the irony here is that what attracted her the most was not Daniel’s lines, but the authenticity of him bumbling through them to impress her. Stacy found it endearing and genuine. She was in a place in her life where she wanted to feel needed and powerful. She also found the idiosyncrasies of his personality to be cute, as they reminded her of her first boyfriend. So she slept with him.
But as Daniel’s lines and techniques ran out, the true level of investment became more and more clear. Daniel’s behavior became erratic and disgusted Stacy, leading her to cut him off.

But a lot of guys who follow this type of dating advice don’t even make it that far. They may conjure the impression of status for only an hour, or even a few minutes before they falter.

Learning pick up techniques and lines without doing genuine identity-level work in order to permanently decrease your neediness ends up only being a band-aid solution. It provides a short, temporary relief from an otherwise permanent problem.

**Over-Compensating and Fake Alphas**

When a guy has spent his entire life being needy and highly invested, doing the legitimate work to transform himself into a non-needy, attractive man is much easier said than done. One must develop genuine confidence, self-respect and a healthy sense of boundaries, among other things. It’s often a painful long-term process that entails quite a bit of introspection, questioning, doubt, anger, frustration, personal development, lifestyle changes, and so on.

But there’s a small shortcut. And that shortcut is to objectify women.

This is what I call the “Epidemic of Fake Alpha Males,” and the PUA industry is rife with them.

Men who have confused the side-effects of objectifying women with legitimately attractive behaviors.

When a woman becomes merely another conquest, a number, something to treat like a trophy or a toy, it suddenly becomes extremely easy to assert yourself around them, to prioritize your own values and beliefs over theirs, to risk rejection around them, and dominate any perspectives they may have — all attractive non-needy traits, merely expressed in horrible ways.

Unfortunately, somewhere along the line, the pick up industry’s conception of attractive became equated with “objectifying women” and soon thousands of men were sucked into it — typically men with the deepest anger issues. Most of these men develop an obsession
around the term “Alpha Male” and strive to make all of their behaviors as “Alpha” as possible.

But their concept of “Alpha” is merely a nebulous mixture of selfishness, assertiveness and domination that is achieved not through investing higher in oneself, but by tearing others down — belittling others’ ideas, imposing one’s own desires and treating women like sub-human objects that are to be possessed, not related to.

They see seduction and relationships as a shooting range, not a team sport.

And the sad thing is, it works… not on all women, not even on most women, but on some women, it works. Women with any confidence will pass up a Fake Alpha in a heartbeat. She sees right through his macho veneer. But low self-esteem women, particularly women with dump-truck loads of emotional baggage — particularly the type of women getting drunk in night clubs regularly — will gladly subject themselves to the abuse.

So yeah, being a Fake Alpha works. But it leads to unpleasant, shallow and superficial interactions, constant headaches dealing with women not calling you back regularly, women regretting having sex with you, and emotionally unstable girls who bother you constantly. It’s like swimming in the shallow end of the pool — yeah, you’re swimming, but it’s not nearly as rewarding as the deep end… and there’s piss everywhere.

The Fake Alpha advice comes in all varieties, but usually boils down to this: focus on your own wants and desires to the point of imposing them onto others. Exaggerate your dominance and boast of your strength. Accept no wrongdoing. Admit no faults. Blame others for your problems. Go out of your way to make others feel smaller so that you appear bigger.

The advice isn’t always this clear-cut, but this is basically what they’re getting at.

Ultimately, despite a lot of chest-thumping bravado, these guys are over-compensating. They’re emotionally stunted, disconnected, and now trying to make up for it in quantity of poor interactions rather than a wealth of quality interactions with women.
Fake Alphas are often serial players. Guys who obsessively seek out casual sex and not only regard the women they sleep with poorly, but treat them poorly as well.

This behavior is a mirage. At first a Fake Alpha appears like a man who is non-needy and less invested. But if you look a little deeper, it’s the same old story once again: neediness and an obsession with being validated by others.

The Fake Alphas portray a “don’t give a fuck” attitude which on the surface appears uninvested to those around them. But the catch here is that the Fake Alpha doesn’t actually not give a fuck, instead he walks around telling everyone he doesn’t give a fuck.

This is like the guy who says, “I don’t care if she calls me back.” And then the next day when she doesn’t call him he calls her a stupid whore and how she was stupid anyway and it’s her loss. But hey man, he doesn’t care, right?

The Fake Alpha persona’s motive is exactly the same as the ultra nice guy’s persona: to gain attention and affection from those around them. One guy does it by being nice, one guy does it by being imposing and rude. One tries to induce love. The other tries to induce fear. Both are needy and unattractive.

The only difference is that the Fake Alpha will get laid. He’ll get laid because he won’t be afraid to pursue women physically, thus arousing a few (low self-esteem) women willing to put up with him.

Both personas are equally dependent on validation from women and people around them — the nice guy from his girlfriend/wife, the Fake Alpha from the amount of women he’s able to sleep with or hook up with. Both derive from a fundamental insecurity.

That’s why it’s not uncommon to see men swing from one extreme to the other, from supplicating nice guy, to over-compensating asshole. Because despite surface appearances, they aren’t so different.

Let’s do another example:

Roy was a nice guy all through college. He was a geeky science guy, but adored by all of the girls he hung out with. Roy adored them as well, but in a sexual way. Unfortunately, whenever Roy worked up the
nerve to say something, they always told him they just wanted to be his friend. All the while Roy would sit there listening to his female friends complain about their horrible and insensitive boyfriends. All Roy could think was, “But I care about you, I’m sensitive, and I’m right in front of you. Why can’t you see that?”

Needless to say, Roy’s female friends never came around on him. Despite all of the waiting and hoping and placating, they always moved on to the next guy — usually a guy they had just met.

Eventually, when Roy was 25 years old, he landed his first girlfriend: a depressive and slightly overweight grad student who worked in his lab. Despite her obvious shortcomings, he was smitten with her. But his girlfriend’s emotional instability eventually got the best of both of them. After a turbulent year together, she left him for another man.

Roy’s anger boiled over. He was sick of being walked over and kicked around. He was sick of being ignored and hurt. His entire life women had never paid attention to him sexually, and the one who finally did wasn’t satisfied. Roy decided he had had enough, it was time to put himself first. It was time to put his own needs first. He read some books about being a player and how to seduce women. These books encouraged Roy to tease girls, put them in their place and act cocky and arrogant around them. He decided to try it out the next few times he went out with his friends.

Roy quickly felt comfortable dishing out insults and teases toward the drunk women he talked to. It felt like vindication for a lifetime of emotional negligence. Some women were offended, but strangely this made Roy feel even more powerful and motivated him to go out even more.

Soon, to Roy’s surprise, some of these girls actually became attracted to him. He took them home and slept with them. At first the girls were drunk and ugly, but slowly and surely, as Roy became more comfortable in his new player persona, the girls became more attractive.

Some of the girls Roy slept with were genuinely intrigued by Roy and wanted to get to know him better. Roy would toy with these women, play phone tag with them, use them for sex a few more times and then invent some sort of conflict or blame her for something she didn’t do as an excuse to not see her anymore. These women quickly got the picture
that Roy was not stable nor an enjoyable person to spend time with, so they moved on.

Other girls Roy slept with weren’t as intrigued with him as they were emotionally desperate for some sort of male validation.

Some of these women simply wanted to be validated by having sex. In which case Roy fucked them and never heard from them again.

But for many others, their neediness was deeper than that. These women desperately craved emotional validation as well as sexual validation. They would launch into crying fits, call Roy dozens of times over the course of a night or show up at his apartment unannounced. The sex was often incredible, but it was almost impossible for Roy’s own anger and insecurities to not get sucked into the drama of these other women. Dramatic episodes would go on for weeks or sometimes months in a cycle of angry break up back to loving reunion back to angry break up, over and over again, each time getting more intense. Many of these women had experienced sexual abuse in their past. Eventually Roy would tire of their games and break things off permanently, swearing to never let himself succumb to them like that again. But often the next “crazy” girl would be right around the corner.

Once again, what’s happening here is that the Fake Alpha persona — the “Don’t Give a Fuck” attitude that imposes itself onto others — creates the impression of non-neediness. The catch is that only other needy people actually perceive the Fake Alpha to not be needy. Anyone who is confident and less invested in others will see right through the Fake Alpha.

A rich man doesn’t need to tell people he’s rich. A confident man doesn’t need to tell people he’s confident. And a guy who “doesn’t give a fuck” doesn’t need to go around telling people he “doesn’t give a fuck.”

A true “alpha male” doesn’t need to assert his “alphaness” at every turn.

The persona is actually a front, an act, a compensation, an emotional acting out against the women who hurt him the past. In the end, anger is just as needy as desperation, and the Fake Alpha is quickly exposed as actually having been highly-invested in sleeping with the woman all along. After all, going out and picking up dozens of women requires a
lot of time and effort, and one doesn’t put that much time and effort into sex with women if one isn’t seeking an absurd level of validation.

Once this becomes apparent to women, they become naturally repelled by it, like they are with the nice guys, like they are with the gimmicky guys. Neediness is neediness no matter which form it comes in. And all forms of neediness are instant turn-offs.

But there’s an important exception here. There are still a certain amount of women who are more needy than the Fake Alphas — the so-called “crazy women.” These are women whose need for male attention and validation from men outstrips even the Fake Alphas’ need for attention and validation from women.

I always tell guys, if every girl you date is unstable and crazy, that’s a reflection of your emotional maturity. Confident people don’t date unconfident people and vice-versa. Women who aren’t needy don’t date men who are needy. They simply don’t have the patience nor the respect for them.

If all of the women you attract are needy and emotionally helpless, what does that say about you?

Only a man who derives his self-worth from how many women he sleeps with will be willing to put up with toxic, desperate and needy women. For other men, it wouldn’t be worth the trouble.

Conversely, a confident woman who doesn’t define herself by the man she dates, is not going to have time for a guy who spends his time trying to impress her. The little bit of validation she receives from it is not going to be worth putting up with the fact that she’s dealing with a guy who is far needier than she is, and therefore she’s not going to have any attraction for him.

But if you take a guy who is obsessed with the sexual validation he receives from women (highly needy), then the only women he’s going to be less needy than (definition of status and attraction) are women who are very needy for the attention they receive from men.

This is why the classic pick up advice is all geared towards (and only works on) drunk party girls. The type of women you will find drunk in a night club are most likely to be the highest invested in sexual
validation of any women you would normally meet. Therefore these tactics or the Fake Alpha persona is most likely to work on them.

It’s also why there’s an alarming number of men in the pick up industry who are unable to maintain even the slightest intimate relationship. Most of them are incapable of maintaining a lower level of investment than the woman in the long-run. This is because all of the tactics that they’ve learned and taught are short-term remedies, not deep, life-long change.

They’ve never actually lowered their identity-investment and become permanently attractive men, they’ve merely thought up more and more ways to conjure higher investment from whichever women they’re speaking to.

But as we’ve seen in these (very common) examples, all people eventually return to their baseline levels of investment. And until one is able to permanently alter one’s baseline level of identity-investment in oneself, one will continue to attract the same types of women, and end up in the same failed relationships.

Permanent change to one’s investment and neediness in one’s relationships with women is hard and is a process that encompasses all facets of one’s life. But it’s a worthwhile journey. As a man, it may be the most worthwhile journey.

And the key to it is probably something you wouldn’t expect. In fact, it’s something that most men turn their nose up at when they hear it. It’s vulnerability.
Chapter 3:
Power in Vulnerability

“"I do not conquer; I submit."”
- Giacomo Casanova

When most men hear the word “vulnerability,” their immediate reaction is to associate it with weakness. In general, men are raised to withhold their emotions, to not show weakness, and to ignore any hint of introspection. On top of that, most of the popular pick up advice out there encourages guys to be aloof, stand-offish, judgmental and at times scathing towards women.

Men have a lot of negative assumptions about the idea of being more vulnerable and opening up to their emotions. Chances are it makes you a little skeptical or queasy to even see me writing about this.

Don’t worry, I’m not going to have you hold hands around a campfire with some wimpy support group and recite lines like, “I love myself and am a happy person.”

I want you to think of vulnerability in a more broad way. Not just emotional vulnerability (although we’ll get to that), but physical vulnerability, social vulnerability.

For instance, making yourself vulnerable doesn’t just mean being willing to share your fears or insecurities. It can mean putting yourself in a position where you can be rejected, saying a joke that may not be funny, asserting an opinion that may offend others, joining a table of people you don’t know, telling a woman that you like her and want to date her. All of these things require you to stick your neck out on the line emotionally in some way. You’re making yourself vulnerable when you do them.
In this way, vulnerability represents a form of power, a deep and subtle form of power. A man who’s able to make himself vulnerable is saying to the world, “I don’t care what you think of me; this is who I am, and I refuse to be anyone else.” He’s saying he’s not needy and that he’s high status.

Most people think of a man who’s vulnerable as a man who cowers in the corner and begs others to accept him or not hurt him. This is not vulnerability, this is weakness and neediness.

Think of it this way, there are two men. One stands tall, looks straight ahead. Looks people in the eye when he speaks to them. Says what he thinks and is unconcerned with what others think of him. When he makes a mistake, he shrugs it off and maybe apologizes. When he sucks at something, he admits it. He’s unafraid to express his emotions, even if that means he gets rejected. He has no problem moving on to people who don’t reject him, but like him for who he is.

Now, the second man hunches over, his eyes dart around and he is unable to look someone in the eye without getting uncomfortable. He puts on a cool persona that is always aloof. He avoids saying things that may upset others, and sometimes even lies to avoid conflict. He’s always trying to impress people. When he makes a mistake, he tries to blame others or pretend like it didn’t happen. He hides his emotions and will smile and tell everyone he’s fine even when he’s not. He’s scared to death of rejection. And when he is rejected, it sends him reeling, angry, and desperate to find a way to win back the affection of the person who doesn’t like him.

Which one of these two men is more powerful? Which one is more vulnerable? Which one is more comfortable with himself? Which one do you think women would be more attracted to?

From an evolutionary perspective, vulnerability makes perfect sense as an indicator to women of a male’s status and fitness. Let’s say there’s a tribe of 20 men, all hunter-gatherers, all men with more or less equal possessions (or lack thereof).

Some of the men in the tribe are constantly reactive to what the other men tell them. They don’t admit faults. They change their behavior and what they say to win the approval of the other men. When something doesn’t go their way, they look to blame someone else. What would this say about their status in their tribe? If they’re basing all of their
behavior on the approval of the other men and are constantly covering up their weaknesses, it says that they’re low status, not trustworthy, needy, and probably not going to be a dependable father.

Now imagine other men in the same tribe who are unfazed by the neediness or temper tantrums of the other men around them. They focus purely on their task at hand and don’t change their behavior based on what others think of them. When challenged, they stand up for themselves, but when wrong they also admit their fault, as they see no reason to hide their weakness. They have a sense of honor. They don’t react to any of the other men around them, rather, the other men react to them.

This behavior implies high status, a man who is dependable, comfortable in his strengths and weaknesses, a man who can be counted on and who is likely to rise through the ranks and provide for his family.

He’s likely to succeed and likely to be a dependable father.

My belief is that women have been naturally selected to choose high status men based on their behavior first, and then their looks and accomplishments second — as looks and accomplishments tend to be reflections of high status behavior, not the other way around. This high status behavior indicates a man who is comfortable with his vulnerability, who isn’t afraid to express who he is, warts and all, to the world. This plays out in multiple arenas — in the life decisions he makes (Part III), the extent of his courage (Part IV) and the way he communicates to others (Part V).

Chances are, if you’re reading this and are bad with women, then you’re bad with women because you don’t express your true feelings and intentions very well at all. Perhaps you’re afraid to approach women you find attractive, or ask them out on a date. Perhaps you consistently fall into boring conversation topics because they’re “safe” and shallow and you don’t have to risk offending or inciting anyone with them. Perhaps you’re stuck in a job or lifestyle you don’t truly enjoy, because other people always told you that it was a good idea and you didn’t want to upset or disappoint others. Perhaps you haven’t exercised or groomed yourself to the extent that you could because you didn’t want to stand out too much. Dressing extremely well makes you feel uncomfortable, smiling at strangers makes you feel creepy, and the
idea of hitting on a woman openly scares you because of the possibility of rejection.

All of these are symptoms of a root problem: an inability to make yourself vulnerable.

Many men, like you, and like me, were raised in such a way as to not express our emotions freely. For whatever reason — maybe our home situation, maybe childhood trauma, maybe our parents didn’t ever express their emotions either — we’ve grown up with habits embedded deeply into us to keep us stifled and bottled up. Don’t be controversial. Don’t be unique. Don’t do anything “crazy” or “stupid” or “selfish.”

I was the same way. My entire young life I was terrified of anyone not liking me. The mere thought of someone hating me, girl or guy, would literally keep me up at night. As a result, every aspect of my life revolved around people-pleasing, hiding my faults, covering my tracks, blaming others. And needless to say, I barely had any success with women. And when I did finally get a girlfriend, she left my ass for a man who could actually express himself.

This all may sound hokey and new-agey. Trust me, it’s not. Connecting with women in this way, by being vulnerable — as opposed to compensating or becoming a Fake Alpha — will result in some of the best interactions and relationships of your life. In the past three years I’ve had women thank me for having a one-night stand with them; women tell me that our week together meant more to them than their entire four-year relationship with their ex-boyfriend; women ask me to take their virginity because I was the first guy who they trusted enough to do it. I have beautiful women from all over the world that I keep in touch with years later and share wonderful memories with — some of whom I spent less than 48 hours with when I met them.

Vulnerability is the path of true human connection and becoming a truly attractive person. As psychologist Robert Glover once said: “Humans are attracted to each other’s rough edges.”

Show your rough edges. Stop trying to be perfect. Expose yourself and share yourself without inhibition. Take the rejections and lumps and move on because you’re a bigger and stronger man. And when you find a woman who loves who you are (and you will), revel in her affection.
But opening yourself up to vulnerability, training yourself to become comfortable with your emotions, with your faults, and with expressing yourself without inhibitions doesn’t happen overnight. This entire book can be viewed as a how-to guide for vulnerability. But it’s a process, and at times a grueling one.

**The Pain Period**

When undertaking any emotional shift or change in behavior, there’s going to be an initial “pain period.” The pain period typically happens in the beginning of the change and forming a new habit. It’s the period of greatest resistance and discomfort and the period in which most people give up.

Whether it’s body-building, learning a new language or starting a new job, there’s going to be an awkward and difficult period where you’re going to struggle, fail at times, and most of all, feel vulnerable.

Most people absolutely hate this feeling and avoid it as much as possible. Being vulnerable hurts. It’s embarrassing. That first time you approach a girl in a bar in your life, chances are you’re going to be freaking out. And if she doesn’t react well, it’s going to be quite painful. And that’s all right. That first time you pick up the phone to call a girl you like. The first time you go in for the kiss. These are all nerve-wracking moments that are not very pleasant to go through.

And chances are, the more you’ve bottled up your emotions throughout your life, the more painful these actions are going to be. As vulnerability researcher Brene Brown says, “The less you talk about your shame, the more of it you have.”

This book presents a myriad of ways in which to change your life: how to dress better, express yourself better in conversation, approach women on the street, make women laugh, become physically intimate, build a network of friends who make you happy and much more. But all of these things have one thing in common, they’re going to require you to open up to being vulnerable. Whether it’s forcing yourself to make some new friends, or forcing yourself to go in for that kiss, you’re going to be making yourself vulnerable.

And the feeling is going to suck. A lot.
You’re going to feel uncomfortable. You’re going to come up with rationalizations about how you’ll do it next time. You’ll plan ahead, procrastinate and then re-plan and then procrastinate again, and then decide you need to read this book a couple more times — all because you’re scared to death of that vulnerability.

Maybe you’ve already been through this. Maybe you’ve already spent months or years avoiding taking action because you’re afraid of the consequences. Maybe you’ve put off that career change, that wardrobe upgrade, joining that dating site. Maybe you’ve missed opportunities with women who liked you because you were too afraid to make a move. Maybe you convinced yourself that you needed to “know how” first. Maybe you convinced yourself that you needed to see someone else do it first.

These are all forms of avoidance. And we’ll get into them and pick them apart ruthlessly in Part IV. But the point is, making yourself vulnerable is really, really hard and can be really, really, really painful. And the less vulnerable you’ve let yourself be throughout your life, the harder it’s going to be to start.

But accepting the inevitable pain period is the first step towards getting over it. Most guys, instead of accepting the awkwardness and the discomfort, try to educate themselves on ways to skip it.

You can’t skip it. The only way out is through it.

I’ll give you two examples from my own life. Two girls. Let’s call them Melina and Kate. Melina may have been the first girl I slept with after my disastrous break up in 2005. I’m not entirely sure. She and I had great natural chemistry and would sit around and talk for hours. But little did I realize how angry I was and how much baggage I was carrying around from my ex.

So one night, talking with Melina, I just went off… for like 15 minutes straight, about my stupid whore of an ex, and went into minute detail about all the fucked up stuff she did, just on and on and on and on. So bitter and hurt. So unnecessary. I finished. I hadn’t even realized how long I had gone on rambling. Then after an awkward silence, Melina looked at me as if scared by something and calmly said, “I probably didn’t need to know all of that.”

Ouch.
She and I quickly fell apart and stopped seeing each other. I was mortified. I ran into her a number of times after that for months and I would always feel nauseous with embarrassment.

Kate on the other hand was the third or fourth girl I dated when I got into this stuff. We will talk about sexual anxiety later on, but I really had it bad back then. Like really bad. To the point where I wasn’t even able to have sex half the time with the first handful of girls I slept with.

Kate was slightly older than me and extremely sexual. Our “first date” was her calling me on the phone and flat out saying, “I want you to come to my apartment and fuck me on my kitchen floor.”

Uhh… OK, sounds good. I played it cool. I was terrified in my head though. Girls really do this stuff? What does this mean? She barely even knows me.

So I get over there. I’m freaking out, all up in my head, and I can’t even keep it up long enough to get it in her. Once again, completely mortified. This had happened with other girls before, but I had always been drunk so I had an excuse. No excuse this time. So I owned up to it. I told her that I was inexperienced and was just coming out of a major dry spell and that I was really nervous. I could see her attraction for me spiral away.

But she was cool about it. She said she understood, to relax, take my time, let her know or whatever. And then I did the super, lame beta thing that every pick up book told me to never, ever, ever do: I asked her if we could get to know each other better first.

And… we did. And then we had sex later, when I had calmed down and was comfortable. She was supportive, although obviously frustrated. But she never held it against me. We still did it on her kitchen floor. And it was great. I dated her on and off for almost a year. And she was a great friend.

Obviously your issues and neediness are going to be different. My point in all of this though, is that early on, when the neediness and vulnerability come out, it's awful. It’s not sexy. In fact, it’s usually incredibly unattractive.
But that’s part of the process. The Pain Period. Slowly you become comfortable with it. You become unattached to it. And then you become OK with it. The things I just wrote above embarrassed me to the point that I wanted to die when they happened. Now I can talk about them without shame or regret. And these are the types of stories that I’ll often share with girls when I date them, told in a similar fashion.

“I was embarrassed. Yes, it sucked. Yes, I have issues. No, I’m not perfect.” The implication being the whole time that I’m fine with it. I’m not looking for sympathy or validation. I don’t need anything from her. It’s just who I am, rough edges and all.

We all have weaknesses, embarrassments and vulnerabilities. A needy man is terrified to show them because they care more about what others feel about him than what they feel about themselves. A non-needy man is comfortable showing his flaws because he’s more comfortable with how he feels about himself than how others feel about him.

Sharing yourself openly with others forces that transition between the two: from needy and afraid of what others think to non-needy and comfortable in how you feel about yourself. The reason is because sharing these truths about yourself forces you to own them and accept them, and also demonstrates that feeling embarrassed or ashamed is just that, just another feeling, another part of your humanity, not the end of the world.

The real question is, do you have to work through this emotional baggage and neediness with the women you’re dating? Not always. You can work through them by sharing them with friends, family members, or a therapist. But there are some issues that can only be dealt with by women you’re seeing: particularly intimacy and sexual issues.

But slowly, you will chisel away at yourself. You’ll humble yourself, expose yourself, and then learn that it’s OK. It’s OK to be rejected. It’s OK to make mistakes. It’s OK to say something stupid. Don’t give up. Women will not dislike you for your rejections and mistakes or saying something stupid.

They’ll like you for your ability to be OK with being rejected, to make mistakes, and to say something stupid. The man who always has the
perfect line to say to her is a man she will not trust. Because he shows no vulnerability and his words are inauthentic and therefore needy.

The man who has some good lines and some bad lines and is able to admit the latter and laugh at the former, this is a man she will trust and a man she will open herself up to, both emotionally and physically. Become comfortable with being imperfect. It’s your rough edges she’ll be attracted to.

That’s because a man who becomes comfortable with his vulnerability becomes the opposite of needy. If neediness is prioritizing others’ perceptions about you over your own, then vulnerability is the exact opposite. Being vulnerable forces you to accept and prioritize your own perception of yourself over those of others.

Why? Because you have no choice. As you make yourself vulnerable, you will experience both success and rejection. And as you experience success or rejection, you will be forced to upgrade your own sense of self-worth. There’s no other option. Slowly, but surely, you’ll chisel a “Don’t Give a Fuck” attitude out of yourself that is genuine yet giving at the same time. A benevolent selfishness.

But this can only be done by consistently exposing yourself and opening up your emotions and true thoughts first to yourself and then to those around you.

This isn’t pretty at first. The worst part of the pain period is the fact that most people who have been stifling their emotions their entire lives have pent up a lot of anger, frustration and shame over the years. Typically, the older you are, the more you have pent up. And when you start to express this anger and shame, it’s not pretty.

You may find yourself behaving irrationally, developing strange beliefs, or becoming angry at many people. In many cases, this is why I encourage men who struggle deeply with vulnerability to see a therapist to perhaps guide them through this process.

Often, part of the pain period requires men to become an overcompensating Fake Alpha. For many men, this is part of the process. They’ve been walked over by women their entire lives and so as they open up and become more vulnerable, they unleash a lifetime of frustration onto the women they meet and sleep with. The danger of this is becoming convinced of this worldview. They get attached to the
misogynistic beliefs of the Fake Alpha and adopt them permanently. They overcompensate and never come back.

But most do come back. Some need to overcompensate to survive the pain period. Others don’t need to compensate at all, for them it’s just a long hard struggle toward self-actualization.

Whichever path you end up taking, maintaining some form of self-awareness is going to be key.

Some of you may be reading this and thinking, “Well, that’s all fine, but I already express myself really well, and am pretty aware of my emotions.”

Really?

See, I don’t buy it. In all of my years doing this, the single common thread between every man I’ve worked with who has problems with women is either a lack of awareness of his own emotional motivators, or an inability to express his emotions freely with those around him. And the sad part is, almost all of these men think they’re fine. We always think that we’re the ones who are fine.

But I’ll say this: if you consistently find it difficult to keep a girl interested in conversation; if you suffer from large amounts of anxiety around women; if you constantly feel a need to prove something to others or yourself; then there’s something there. Trust me, there’s something there. And there’s something you’re not expressing or some emotion you’re not in touch with. And that’s fine. We all go through it.

**Vulnerability and Showing Desire**

The true power of vulnerability is that it resolves the investment paradox. The investment paradox, as mentioned in the previous chapters, is the apparent conflict between the two aspects of female attraction. Women are attracted to men who are of higher status than themselves (or in our terms, less needy). They are also aroused by men who desire them. The paradox is that typically, if a man shows desire towards a woman, then he’s also showing some degree of neediness or that he’s lower status than she is, thus making himself unattractive.

The common term for this is “putting her on a pedestal.”
The Pick Up Artist community side-stepped the paradox by coming up with tricks and tactics which are able to display status while simultaneously giving the impression of not showing desire or being needy. This works, but only in the short-term.

Vulnerability short-circuits the paradox. A man comfortable being vulnerable will not behave in a needy way. And when desire is shown without neediness, it is attractive. When desire is shown with neediness, it is unattractive.

What I’m saying is that showing your desire in a woman doesn’t necessarily have to be needy. You can show desire without neediness.

Think about it this way. Tom approaches Sally. Prior to talking to her, Tom hovers over her shoulder for a good 30 seconds. He’s a little drunk. Once he works up the nerve, he leans in, and has a big grin showing both excitement and nervousness. He asks for her name and sticks out his hand. His voice wavers a bit as he tells her how pretty she is. She’s flattered but a little uncomfortable. She says, “Thanks.” He holds her hand a little too long and stares at her and says, “No, really, just so, so pretty...” It’s getting a little awkward now. Sally kind of wants her hand back. Tom is looking around and seems to be scrambling mentally to think of something else to say. He finally comes out with a weak, “Where are you from?” Sally’s now completely uncomfortable and finds an excuse to leave.

An hour later, Bill approaches Sally. Bill is well dressed and seems to be in control of all of his actions. His movement is fluid and simple. When he approaches Sally he walks directly up to her and unapologetically stands in front of her. She looks up at him as he sticks out his hand. He says, “Hi, my name is Bill, I thought you were very beautiful and wanted to say hi.” His handshake is as firm as his voice. His slight smile shows confidence — confidence that even if she told him to fuck off, Bill probably wouldn’t really care. Sally gives a meek “Thank you” and blushes. Bill then sidles up next to her putting his arm halfway around her and begins to tell her a story of something that happened earlier in the night. He doesn’t ask if she wants to hear the story. He doesn’t wait for her to ask him something. He just starts talking, as if what he has to say is the most important thing in the world. And to him, it is. And if Sally didn’t want to hear it, Bill would probably just go find another girl to tell his story to. And that’s fine.
As mentioned in Chapter 2, women are attuned to a man’s overall behavior and demeanor — not what he says, not how much is in his bank account — they look at what his behavior is and what it says about his level of neediness.

The way to combat neediness is by opening up to vulnerability. This can be done without sacrificing your confidence or without over-investing in others. In fact, the opposite is true, the more you open up to your emotions and the less inhibited you become, the “edgier” you’ll become to women, the more controversial you’ll become. A bad boy with a heart.

And ultimately, that’s what women want, a strong, independent, high status male — a “doesn’t take shit from anybody” bad boy — but they want this bad boy to have a depth and a sensitivity that they only open up and show when they’re around her.

Despite what every fiber of your being may be telling you, opening your thoughts, actions and feelings up to being vulnerable actually defines attractive behavior in men. Being an independent and confident person depends on it. Acting on your desires and making moves on women depends on it. And once she gets to know you, displaying an emotional vulnerability to her will make her go weak in the knees (and maybe even you too). Plain and simple.

But there’s a catch. Usually when I give men the vulnerability spiel, their first reaction is to say, “Oh, OK, so I’ll tell her all of these sob stories and she’ll want to have sex. Got it.”

It’s not that simple. We’ll get to this in depth in Chapter 12, but the meaning of your communication is your intention, not the data conveyed. So telling a woman a sob story with the intention to make her feel sorry for you so you can get laid is going to actually come across as needy and self-serving and not vulnerable at all. It doesn’t work that way.

Stop looking at communication as the surface information and instead pay attention to the emotions and motivations behind what's said. That's where all of the meaning is.

When women emotionally connect with you and your desire for them, it’s not what you’re saying or the words you’re choosing, it’s the emotion behind those words. If the emotion behind your words is needy
and self-serving, then she will become turned off no matter what you say, even if you’re telling her the most vulnerable and heartfelt story. If the emotion behind your words is genuine and vulnerable, then it will turn her on, even if you’re talking about your grocery list or how you named your dog. Yes, you can fake this stuff in the short-term if you become a good actor. But obviously, don’t do that. We’re not in this for short-term fixes, remember?

So the catch is that your statements must be authentic. Your statements towards women must be unconditional, otherwise it’s not really being vulnerable. If you tell a woman that she’s beautiful only because you think it’ll give you a better chance of sleeping with her, then amazingly, she will not be very flattered. Try it. It’s true. Give women false compliments and see how they respond. They won’t respond very well.

But communicate with honest appreciation and you’ll be amazed how she lights up in front of you.

So the catch is that everything you say must be as authentic as possible. There’s no shortcut. There are no tricks. You say it because you mean it and mean it because you say it. The more nervous it makes you, the better, because it means you’re being authentic and making yourself vulnerable.

How attractive you are is based on your non-needy behavior. Your non-needy behavior is based on how vulnerable you’re able to make yourself. And how vulnerable you’re able to make yourself is based on how honest you are to yourself and others.

Which brings us to our next chapter: the gift of truth.
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