

WOMEN

Attraction's missing link

By Jeff Brown

PAIGE

It was the summer of 1997 in Waco, Texas. At a popular local restaurant, a twenty-two year old acne-faced, string-beaned, kissless, community college dropout had finally decided to “shoot his shot.”

Paige knew how to light up a room with her beauty. Imagine a young Anne Margaret, and then add stunning blue-gray eyes with the strawberry blonde hair. The quintessential Girl Next Door™, she came from the nicer side of town with the posh houses.

So what was our unlikely hero’s method to sweep her off her feet? A vague, corny note on her car windshield after she had a particularly bad night at work. Signed, “Jet Ski Boy.” Oh... Jet Ski Boy. So naive. Decided to lead with the inside joke, but one that she didn’t even remember. The next day, as they stood alone together entering in orders, he spoke quietly and unevenly about his intentions, throwing himself at her mercy.

Paige was hesitant, and told him that she usually didn’t date guys from work. Time seemed to stand still. Emotions ebbed between hope and dread. But to his astonishment, she said, “I can’t believe I’m doing this,” and proceeded to jot her phone number down on paper and handed it to him! Things were about to change!

No need to delay destiny, so he called her that same night and picked her up for their date... to Applebee’s (sigh). They talked about people at work. He paid. Then they decided to just drive around. He’d seen romantic movies so he knew the drill. He poured his hopes and dreams on heavy and how he just wanted to drive out west and explore new places. Maybe move to California. After about twenty miles on the highway, she got a bit uncomfortable and suggested they turn around. They ended up at a park near her home, sitting on top of the playground equipment in the dark, where they talked for several hours. He was smack in the middle of La-La land, just gazing at her beautiful face and breathtaking eyes in the moonlight. He’d been waiting for this moment for what seemed like an eternity, of sweeping his type of girl off her feet, showing her what he was all about.

But as the night progressed, in between the getting to know you small talk, and him expressing his feelings for her her, Paige would occasionally interject with some ever so peculiar lines:

“I just don’t know if I can ever feel the same way about you, that you do about me.”

“I don’t want to string you along.”

“Only time will tell.”

Things were about to get *weird*.

He dropped Paige off at her house, and after giving him a quick peck on the cheek, she rushed inside and the night was over. His drive home that night felt pretty magical... but that was quickly overshadowed by the way she started acting around him at work. A week or so went by, and they didn’t see each other much. She never called him, and when they did see each other, she was cold and distant. But not to worry, as what did men in the movies do when a woman wasn’t experiencing that “loving feeling?” He’d just ramp the romance up a bit. So he drove up during a time she was working and left yet another note on her car. This time telling her if she needed to talk about anything to call him. She didn’t call.

The next day at work, his boss, who as luck would have it he’d hung out with outside of work several times, and who also as luck would have it, had admittedly already hooked up with a half dozen or so waitresses in a span of a few months, pulled him in his office. He went on by saying, “I’m telling you this as a friend, so I don’t have to tell you as a boss.” “Paige has expressed anxiety over your situation. You need to move on.”

Something was off. Our kissless virgin didn’t remember ever seeing a workplace harassment intervention in the Rom-Coms. After a week or so, Paige’s mood had improved around him and they ended up talking about the situation in the parking lot after work one night. She was very patient as they discussed why things turned out like they did. She told him:

“It just wasn’t there.”

And,

“I’m not looking for a relationship right now.”

When he told her that he wanted to sweep a girl like her off her feet, she said, “Next time, wait until you know a girl likes you before you sweep her off her feet.”

But wasn’t getting them to like you a part of sweeping them off their feet?

I ended up extremely confused and with a broken heart. Yes, shocker. It was me. I was deeply depressed for the majority of the summer and started to become bitter towards dating and women in general. She never actually said “No.” Right? I was pissed at myself for being so naive and foolish. Then several weeks later I overheard my coworkers talk about how Paige was hanging all over one of the local university’s star athletes at the dance club. *And* she ended up in a relationship with him shortly after.

“Going against reality causes pain.” – Doc Love, *The System*.

Throughout this book we’re both going to need to take a very objective look at our experiences with women, or lack thereof, as well as our overall belief systems. Our ego’s allow us to reach potentially unimaginable heights, but they also can betray us in the worst way. It likely won’t be easy for you, as it wasn’t for me. However the simple reality is that you, like me as a kissless virgin, are not attracting women at full capacity.

And here’s the absolute best news of this book. Right now, page 3. Guess what? You’re not the *only* one having romantic issues with women. Look around! Ninety plus percent of men are having romantic issues with women! It’s actually more like ninety-seven percent. Even the men that can get dates and have all the physical fun are still screwing up left and right. It’s an epidemic. It’s tragic in every sense of the word. And with what I will show you with this book, it’s *avoidable*.

Women are the most amazing creatures on the face of the planet, and so, so many of them are missing out on genuine maintainable romantic love. So many in loveless marriages. So many dead bedrooms. So many are just going through the motions of dating and just as frustrated as you. The opportunities to you that you're currently unaware of are literally endless once you understand how *it* really works.

Do any of these situations sound familiar?

- You started dating a woman, she was very receptive and responsive in the beginning, but then as you texted and communicated more often, she became distant and either ghosted or flat out rejected you?
- After getting to know a woman over a period of weeks, months, or even years, you finally gather up the courage to make a move, only to figure out you are squarely in the Friend Zone™ ?
- You just can't understand why that random guy (Pete Davidson!) is able to keep landing the most desirable women.

Don't you worry mister, as you've come to the right place! I'll even solve the growing mystery of Pete Davidson's appeal!

And how exactly will reading this book help you get better with women?

- You'll finally understand why women can seemingly adore you one day, and leave you the next, exactly why they fall in and out of love.
- As the veil of womanly mystique is lifted, you'll realize specifically where you've made mistakes in the past, or why you've yet to have any romantic experiences at all.
- Most importantly, you'll learn how to keep the women that are attracted to you in love with you, for-ev-er.

Sure, I understand what I just said must sound impossible, and it is, if you refuse to learn what really works, and better yet why. That's the only way to continue down your current path. To turn your back on reality.

The Pareto principle (also known as the 80/20 rule, the law of the vital few, or the principle of factor sparsity) states that, for many events, roughly 80% of the effects come from 20% of the causes. In all fairness to popularly held beliefs of friends, loved ones, and even dating coaches, 80% of dating advice is applicable and true. Be confident? Yes! Be presentable? Yes! Be honest? Yes! It's the unknown 20% however, that causes the vast majority of problems. The problem with your current understanding is that it is not the whole truth. It's stuff that only gets you going in the right direction. We zany humans over time have created an idea of romance and courtship that has deviated from reality, in this case meaning specifically what makes a woman stay with one man over another. Let me further rephrase that. What a woman says she wants from a man, and what she emotionally responds to with the warm and fuzzy (attraction) feelings, aren't *quite* the same. We know women generally like confident men. We know women generally like attractive men. Generalizations will be a large part of this book, because they are a large part of reality.

So, what was the reality with the Paige situation?

OPTION 1: It was just really poor timing for me as literally one week she wasn't looking for a relationship, and then the next she was coincidentally dating a very desirable guy?

OPTION 2: There was no *spark* or chemistry for her and she simply wasn't attracted to me?

I think you know the answer, right? I finally took a long, hard look in the mirror, and... well, see for yourself.



YOWZER!!!

I'd like to take a moment to be very clear before moving on. Just like men can be assholes, women can have nasty attitudes and beliefs as well. The women I reference in this book were/are all clinically sane, generally good natured people, and I harbor zero animosity towards them. Looking back, I don't blame Paige one bit for her rejecting me. She gave me a fair chance and I blew it. She tried to see if she had feelings for me and she didn't. She ended up catching feelings for a more desirable mate.

The Paige incident ended up setting off a do-or-die mission for me to gain weight and improve my looks. I discovered "hard gainer" workout methods, going from a 6'2" 140 pound beanpole to 185 and sorta ripped in six months by lifting weights five days a week. I never took steroids, but I did experiment with Creatine and Glutamine. I also experimented with different hairstyles and colors, different clothes, and took Accutane to clear up my acne. I truly had the mentality that I was going to be desirable to the women I wanted, or die trying.



(Less dorky stage)

Then, on Christmas Eve night, 1997, I experienced for the first time an attractive blond girl smiling at me from across the church pews with that unmistakable look in her eyes. The type of girl that I had always desired, was desiring *me*. And that was just the tip of the iceberg...

THE PHYSICAL RESPONSE QUALITIES (PRQ)

Before we get knee deep in the reality of a woman's attraction, I want to address the little progressive, societally influenced, skeptical voice in the back of many men's heads that works tirelessly in the fight for morals and justice. To keep it simple, from here on I'm going to refer to that voice as "Todd" because, Todd. I'm guessing that many of you that are reading this have progressive viewpoints, and that's fine by me. Just realize that on any end of the political spectrum there are traps, and falsehoods, which I believe limit our understanding of the world around us. I consider myself progressive, and I've been Todd many times before as well. I've also experienced quite a bit of interaction with Todd online and will be sharing both examples of those beliefs and my counterargument. So without further ado...

The "A" Word

Let's go ahead and get the first potential eye rolling back into your heads out of the way, and hopefully throughout this book you'll gain a new perspective on a well established, highly debated term.

Alpha. As in Alpha Male. "Chad."

Yes, yes. Disregarded by many. Sought after by many. The term brings with it a lot of controversy.

TODD: "People nowadays don't believe in that Alpha bull\$h!t. It's been proven, by that one guy, with the wolves... It isn't true! ARRGGGGHHH!!!"
(Thought I'd add some extra emotion to Todd for effect)

The problem, as I see it, is that Muscle Man On The Beach Kicking Sand In Some Nerd's Face™ has warped our perception of a much, much more nuanced phenomenon. You can believe what you want, about wolves, monkeys, Jordan Peterson's lobsters, or any other creatures on this earth, but the evidence is overwhelming that women (or the female animals) gravitate towards men (or the male animals) that exhibit certain physical and more

importantly non-physical strengths. If you just can't get past the term "Alpha," feel free to call them "preferred" males, as it carries the same significance.

You know what, let's go ahead and change it to preferred, as who the hell would actually know who was the most Alpha of Alpha Jason Momoa manly men anyways. We just want to be preferred by women, right? I wanted Paige to prefer, and *choose* me over "university star athlete guy", but reality decided otherwise. We want to be *preferred* over other men, by sexy beautiful women. Right? So let's start with the start. First sight.

Just as with the animal kingdom, human females look for men that stand out. Different women have different preferences, and therefore gravitate toward men with distinguishing features that suit their preferences.

TODD: "Knew it! All you have to do to get women is be good looking and also be good looking.... Sucks to be me! I'll go ahead and put the book down now."

No Todd, there are much more important aspects to attract women than just looks. *And*, looks are actually one of the easiest and quickest aspects to change.

Haven't you noticed at times where girls that you thought were too hot for you, actually liked you, and girls that you felt were less attractive, didn't like you? I know I have. I remember one instance as a teenager, where I was swimming in a hotel pool with friends, when I noticed a beautiful older blond haired girl swimming nearby. She was just my type, tall, preppy and athletic. Of course I was scared to death to speak to her, and basically ignored her and stayed on my side of the pool. As we were headed home, one of the girls in our group started talking about how that same girl had asked about me, and thought I was cute! NOOOOOOOO! Oh, the instant regret and longing for such a missed opportunity...

I also remember the odd occasions when girls that I found to be less attractive, yet I would approach because of my low self-esteem, would be rude or even openly reject me. I would think, “why are they rejecting me, I’m better looking than them?” If dating were all about looks, why do you think a lesser looking straight woman that is available would reject you?

Let’s deal out a few realities here before continuing:

PRQ Reality #1: No matter how attractive you are, you’ll never be able to get *any* girl. Brad Pitt is not going to land every woman on earth, although it may certainly seem like it.

PRQ Reality #2: While the attractiveness level of a couple is usually similar, that doesn’t mean that you’re going to woo all the less attractive women. To be restated: Some ugly women just aren’t going to like you. It also means you could *maybe* land a more attractive woman. And yes, of course there are “leagues” in dating. The good news is, just as in sports, with the right training and dedication, you can move up to a better league.

PRQ Reality #3: Most intriguing is that while her physical attraction to you is a form of baseline, or initial barrier, there is definitely some wiggle room when your inner strengths are strong.

How you'll be assessed depends on:

- Your desirable features, some societal based, some individual preference.
- Who’s observing, and how you are presenting yourself from day to day.
- The less time you have to make an impression on a woman, the more likely she will be to dismiss you. Conversely, the more time you have to make an impression on a woman, the more she will incorporate your inner strengths.

There are five areas in which to make yourself more physically appealing to women:

- Physique (Height, weight, shape, posture)
- Vigor (Energy, exercise, health)
- Hygiene (teeth, scent, hair)
- Style (clothing, jewelry, piercings, etc.)
- Face (features and complexion)

As you read through this section I want you to put the ego aside and grade yourself in each category. A-F. 1-10. It's up to you. Remember, things are rarely ever as bad as people think they are, or as good as they think they are.

PHYSIQUE

TODD: "BUT I'M TOO SHORT!!! AH THE HUMANITY!!!"

(A Cautionary tale on believing height is everything.)

Yes, in general, women prefer tall men over short men. *But*, let me tell you the story of Willie, the "bad ass little pimp" as he liked to refer to himself. Willie was in fact not a pimp, but he made up for his height disadvantage, 5'4", and his average looks, with his style, and the way he carried himself. There was one girl at *the* restaurant, who was what's known as a "bible beater." Super religious and innocent. She was also pretty and had a positive personality. I went out with her once but she didn't like me, she liked Willie, which was weird because he was a scruffy heathen goat of a man.

Had she gone completely mental? Had the devil possessed her? Nuh uh. She liked Willie because of the way he made her *feel*. He put on the stereotypical bad boy image, even though his deeper down personality was more in line with Bud Bundy from *Married with Children*. He carried himself in a similar

way as Mark Wahlberg carries himself. Goody goody liked him because he was exhibiting non-physical strength qualities. You could see it in her eyes when she looked at him, the way she talked to him, the way she put herself around him. She. Wanted. Willie. Being shorter put him at a disadvantage, but he just powered right through it.

If you're shorter than average height, yes, you'll have to boost up some other qualities. Life isn't always Fa... well you know the drill. So you have a choice to let it ruin your outlook, or do what it takes to improve your chances. Height is about the only thing you can't physically change, but you can cheat a little bit by wearing shoes with taller heels.

GRADE _____

WEIGHT, SHAPE, AND POSTURE

After my reality check with Paige, I discovered that there are three body somatotypes, which are mesomorph, endomorph, and ectomorph. We'll start with the most common of the three.

ENDOMORPHS

Nearly half of all men fit into this category. Advantages include looking more mature at an earlier age, as well as appearing stronger, regardless of how much of that weight is fat or muscle. The endomorph's disadvantage is that they lack endurance due to the excessive weight and fat, which can also be detrimental to their long term health and life expectancy. They are heavier in nature and have a hard time keeping extra weight off. Famous classic endomorphs include Kevin James, Jonah Hill, and John Candy.

ECTOMORPHS

From my previous photos, you can see I was the poster boy for Ectomorphs, which meant scrawny looking and couldn't seem to gain weight regardless of how much I ate. The first breakthrough for me was discovering the proper nutrition for my body, which meant focusing on grams of proteins, carbs, and fat, vs. just calories. The second breakthrough was discovering a more appropriate weight training regimen.

I've actually discovered three advantages to being an ectomorph. First, I look younger than my actual age. People consistently think that I am 5-7 years younger than I actually am, which is good for the concept of "energy" that I'll be discussing shortly. The second advantage to being an ectomorph is that we can more easily live a healthy lifestyle, as our metabolism is very high and efficient at burning off undesirable nutrients. It is easy for us to run and participate in endurance activities, as we don't have as much weight to carry around. Finally, when ectomorphs do solve the muscle building puzzle, the "ripped" look is exaggerated due to our smaller frame. To visualize the dramatic transformations that ectomorphs are capable of, google before and after photos for Edward Norton, Ryan Reynolds, and Christian Bale.

MESOMORPHS

Mesomorphs are the smallest percentage, and possess the ability to add and subtract muscle and fat rapidly. Odds are those of you reading this are not mesomorphs, and if you are, I hate you! Not really. Mesomorphs are generally the most athletic and examples include Arnold Swarzenegger, most middle linebackers, any American Gladiator from the 90's, and maybe Chris Pratt.

The reality is that most of us are some mixture of two out of the three types. And understanding what type we most resemble helps us to maximize our potential and of living a healthy lifestyle.

TODD: “I just have bad genetics! There’s nothing I can do about it.”

If you have a terminal illness, then yes, by all means, f*ck your back genes. Otherwise, quit whining and start working on improving your body.

GRADE _____

VIGOR

It is natural for women to be attracted to masculinity. That doesn’t mean you have to look like a lumberjack or Wolverine to get women, but you would be wise to tap into your masculine energy. Exercising regularly has a multitude of benefits. It releases endorphins which guard against depression, allows you to have more stamina throughout the day, and provides a more healthy lifestyle overall. All other things being equal, a woman is going to choose a man that is more energetic and vibrant, versus one that is haggard and worn down by life. Again, that doesn’t mean you have to go to the extreme and look like Mr. Universe to get women. Even in moderation, weight training can have substantial benefits for a man’s overall energy and self-esteem.

You also need to give your body the proper nutrients and rest to live a healthy lifestyle. You are what you eat. If you eat a bunch of deep fried, greasy, sugary “junk,” then that’s what your body will be. And I know, it’s hard to not fall into unhealthy patterns, especially if you have a very busy and hectic lifestyle. People need quality sleep at night. For some that means eight hours, for others seven, and for others, nine. Just realize that if you try to cut it too short, your body will find ways to make up for the lack of sleep throughout the day, by either being lethargic and drowsy, or by even nodding off or napping.

GRADE _____

HYGIENE

Unless you're a rockstar, you're going to need to stay on top of your daily hygiene. Take a shower and wash your hair at least once a day. When I was younger I used to take a shower in the morning, as it helped me wake up. For the past several decades, I've taken showers at night, because it helps me go to sleep, and the idea of sleeping in my own filth doesn't sound appealing.

Wear deodorant! Just spraying yourself down with the bottle of *Axe* doesn't count! Get the kind that you wipe under your arms. I've read where the "stank" from bad body odor actually comes from the dirtiness of the skin, and not the smell of the sweat itself. I can confirm from multiple long-term relationships that women love the smell of underarm deodorant, as they sometimes bury their face there taking big whiffs of the clean aroma while snuggling.

Brush your teeth at least once each morning and at night. Don't forget to floss! Be mindful of your breath and take the necessary steps to ensure that it is fresh. You can utilize chewing gum or breath mints as needed. Take care of your lips in the cold dry season and keep them from getting cracked by using lip balm. Keep your fingernails and toenails trimmed and clean. Don't wear dirty clothes and underwear. Speaking of clothes...

GRADE _____

STYLE

CLOTHING

“A Makeover and a wardrobe change can make meeting and dating women easier literally overnight. Not to mention the psychological side benefits of making you feel more confident, more interesting, more excited, etc.” – Mark Manson, *Models*.

Dress according to the type of woman that you want to attract. Want a preppy woman? Wear Kenneth Cole, Armani, and Ralph Lauren. Want a Goth girl? Dress in black, dye your hair black, and stay out of the sun. Want biker chicks? Dress like you're a member of a biker gang. If a picture is worth a thousand words, then what we wear and how we carry ourselves is worth ten thousand. The vast majority of all communication is non-verbal.

One of my favorite parts of *The Game* by Neil Strauss was when he described the strategy of “peacocking,” or dressing up in very colorful outfits, with crazy hats, sunglasses and accessories. Compare that to how female animals in the wild choose a mate... (It's the same)

GRADE _____

FACE

Notice how I saved this one for last? It's because it's really not nearly as important as most men think. Men can get away with being more rugged/scarred looking than women. However, you will still need to take care of your skin, especially if you have acne. Speaking of which, from the age of 15-22 I had severe acne. I tried everything... Oxy cream, Stridex pads, raw eggs on my face, sun tanning, dry soap, moist soap... felt like ripping my face off many times. I wouldn't even look at myself in the mirror unless under a certain light. At sixteen, it was recommended that I take Accutane. The potential side effects scared the bejesus out of me so I declined. At

twenty-two, fed up and freshly rejected by Paige, I took it and it worked well. It took nearly nine months to completely clear up. In hindsight, I wish I had taken it much sooner.

Maybe you have a big nose, or a big forehead, or beady eyes. So what? That which you think makes you ugly might just be endearing to that sexy girl you have a crush on. Men are also lucky in the fact that women put less weight into a man's facial attractiveness, than vice versa. It's more about your body and physique than your face to the vast majority of women anyway.

Even the musician Seal, who has very pronounced facial scars from a skin condition when he was younger, was married to one of the most beautiful women in the world, Heidi Klum, for ten years and had four children together.

GRADE _____

TODD: “Yeah, well that was a famous musician...”

Hell yeah it was! For musicians, especially rock stars, the uglier the better it seems. Take it as an extreme example of just how much other qualities can make up for lacking physical attractiveness. But for any guy that tells me he's too ugly to get a girl, I tell them to google Neil Strauss and look up his before and after pictures. Neil went from being an unnoticed extremely average looking dude, to a stylish lady's man by shaving his balding head, getting a tan, and utilizing trendy facial hair along with fashionable jewelry.

TODD: “That's (enter expletive here), I shouldn't have to change my looks and be some Don Juan weirdo! This is who I am dammit!”

In that case, why should she choose and *prefer* you over all the other guys that don't stick out? Because you're a good guy, right? Nope. Doesn't work

that way. Because you donate a lot to charity? Yeah... no. Do you see where I'm going with this? Having solid morals, while a great quality for nurturing and maintaining a long-term relationship, is not exactly what gets her motor running, especially in the beginning. You have to set yourself apart from the herd, by maximizing the aforementioned five categories. That doesn't mean you have to look like you're headed to a Rave, just create your own more subtle style according to the type of girl you want to attract.

What areas are you strongest?

What areas need work?

MANDY

Fast forward to the summer of 1998, and armed with my new and improved looks, I discovered Mandy one night at the local Jason's Deli. Oh blonde, athletic, tan, pretty, sweet, mostly innocent Mandy... Myself and a friend summoned Mandy over to our table to talk after several flirty glances and sly smiles.

It's funny how our mistakes occasionally turn into dumb luck. See, Mandy gave both of us her phone number that night. My friend called her the next day, but I, on the other hand, was still a bit terrified of rejection, and therefore had managed to avoid it for nearly a week. As fate would have it, a friend from my restaurant knew Mandy and agreed to check to see if she was interested. In hindsight, it's still quite lame. Not quite Paige cringe-worthiness, but turns out Mandy was... INTERESTED!!!

I believe our first date was to go to the movies to see *Hope Floats*, a sappy Rom-Com starring Sandra Bullock and Harry Connic Jr. Again, a step up from just driving around like a serial killer with Paige, but there are still much better options for first dates. Also in comparison to Paige, it was much more apparent that Mandy was into me with her words and body language. It was "palpable" as they say.

The first several weeks, Mandy and I were high on the drug that is a new shared attraction. We hung out *a lot*. I became a kiss-ful virgin. Yay to that... but as the weeks went on, I could almost sense Mandy's interest was waning. Admittedly, and ashamedly, I was pressing her pretty regularly for sex, but she was quite a bit younger than me and "not ready for that responsibility." In hindsight, a super understandable position on her part. "I love you's" were eventually exchanged, but we still ended up having issues about seven weeks in, with spending too much time together in her words. Then soon after I arrived at her house to pick her up, only to be presented with the head bowed, anxious handed, gut wrenching "sayonara" dump session.

You may have already realized, but throughout this book I'm going to share as many of my most delusional epic failures with dating as I can remember. I can't say I'm proud of them, but they will always be a part of what got me to the point that I am now. Therefore... several mornings after getting dumped by Mandy, I got up at the break of dawn, bought flowers, and camped out in my car along a street in her neighborhood. From being together, I knew she regularly jogged, and her route, so I proceeded to waive her down and present my apology, for what I still don't know, but "Hey it works in the movies!" gift. Stalkerish? Yes. Super Cringey? Yes. Predictably, she was super uncomfortable but said she'd call me later. The call later was the shortest call in dating history, *and* I never heard from her again. Super confused kiss-ful virgin? Yes.

I actually made a sort of postmortem daily calendar of our two-month relationship to analyze and reflect on what could have gone wrong and why. With Paige, I had been sweet and my feelings weren't reciprocated. But with Mandy, She definitely had genuinely high feelings for me in the beginning, with her openness, gift giving, and wanting to be around me all the time. But barely two months later, she was repulsed by me. It's not as if my physical looks had just dropped. I hadn't turned into a fat slob. I looked the same as when we met. So what the hell was going on with her?

A mutual girl-friend that I worked with shared with me what Mandy had told her,

"He's such a sweet guy."

"He's smothering me!"

"I'm going to date whoever I want!"

"I don't want to be tied down."

As the summer faded into fall, I still remember being astounded that a girl that had so recently felt such intense feelings for me, could now somehow completely avoid reaching out to me. It just didn't seem possible according to how romance was *supposed* to work.

“As her interest level rises, she plays fewer games.” – Doc Love, *The System*.

With women, there are indeed certain things that a guy can do to raise their interest and feelings, and there are also certain things that lower their interest and feelings. Most women may deny it, because they don't like the idea of not being in control of who they date, and because they can't make the connection. They just *feel* chemistry or they don't. Furthermore, the vast majority of the time, a new courtship begins with a woman having and even expressing high interest for a man, but then either rapidly or gradually her interest gets depleted due to something he lacks. Not physical attributes, but something else...

A WOMAN'S INTEREST LEVEL

Imagine if each woman you encountered had a readable interest gauge over her head- you know, like the classic "life bar" in video games... This gauge would instantly let you see her level of attraction to you. No more guessing and confusion. No more fear of rejection. Lots more opportunities for sex! Ahhhh- life would be much easier.

I've got good news and bad news. The bad news is mankind is still a long way away from the above scenario. The good news is I can teach you today how to consistently and reliably gauge a woman's interest in you by simply observing her actions around you. Buckle up, as we're going to start from the very tip top at the highest stage of a woman's interest "meter" and go *all* the way down to the emotional abyss that is rejection. As you read, think back to your romantic experiences with women, if you've had them, and how far you've made it up the interest ladder, or likewise, for each. For those that haven't had any real experiences yet, it's coming, and the higher interest parts are *way* more fun than the lower.

INDICATORS OF INTEREST

PHYSICALLY ESCALATES



PROVIDES GRAND GESTURES



ROMANTICALLY ESCALATES



MAKES FUTURE PLANS TOGETHER



PLAYFULLY TOUCHES YOU



PUTS HERSELF AROUND YOU MORE



RECEPTIVE BODY LANGUAGE



ASKS YOU QUESTIONS



COMPLIMENTS YOU



LAUGHS AT YOUR JOKES



AGREEABLE

JEFF BROWN

The human nature guy.
www.coachtoughlove.com

SHE PHYSICALLY ESCALATES

This is where you want to be right? Her going in for the kiss or rubbing her hand towards your crotch... WHOOAAA! Wait just a minute. Women rarely escalate physically in the very beginning of a new courtship for the following reasons:

- There's a societal stigma of being considered slutty that they want to avoid.
- Their interest level would need to be really high for them to feel compelled to do so. Most of the time their interest is low to moderate at the beginning of a courtship due to most men's lack of inner strength qualities.
- Some women are more conservative and reserved in nature than others, and while they might want to make a move, they feel that the man should be the one to initiate.

Once physical intimacy has been established however, and a woman has high interest and feels comfortable around you, then yes, absolutely women will initiate sex! Sometimes it will be verbally, and other times with their actions. High interest plus comfort in her own sexuality equals her initiating.

SHE PROVIDES GRAND GESTURES

When women go out of their way to give of themselves and do thoughtful things for you, it's a strong sign that they have high interest. Examples include:

- Passionate love notes.
- Thoughtful arts and crafts gifts.
- Buying you clothing and jewelry.
- Cooking an elaborate meal.

My first long-term girlfriend once drove over an hour from the camp she was working to come see me at work, and I wasn't even there! She also would buy me flowers, clothes, bring me care packages, etc. in trying to win me over. The truth was I was still hung up on someone else. A different concept for a different time... Either way, some women are more romantic in nature than others, but the higher her interest, the more giving she'll be of herself and her time.

SHE OPENLY SHARES HER FEELINGS FOR YOU

Have you ever heard a woman say, "You're going to call me back, right?" Or, "So I guess you've realized that I've liked you for a while?" Or when you've been together for some time, "Where do you see this relationship going?" And another popular version, "So what exactly *am* I to you?" Other examples include:

- Asking where she stands in the relationship
- Telling you she loves you
- Asking about marriage

All of these statements translate into, "You've got me. Now what are you going to do with me?" More importantly, they all translate into high interest!

SHE PUTS HERSELF AROUND YOU MORE

When women have high interest, they gravitate towards you. It's a chemical feeling that makes them feel safe, secure, and aroused deep down. The term "clingy" is thrown around quite a bit by guys, but they don't realize that most of the time it's just a woman's response to her high interest and feelings, and with time it subsides as her interest level stabilizes. (This means you should take her wanting to spend more time with you as a good sign.)

Is she hanging around you and getting closer to you more often? If so, there's a good chance she's interested in you. Enjoy!

SHE PLAYFULLY TOUCHES YOU

Touching you non-sexually is a solid indicator that she's comfortable around you. Examples include:

- Reaching over to touch your shoulder, arm, or leg while engaged in conversation or laughing at your jokes
- Helping you adjust your collar, playing with your hat, or wiping a booger from your nose (Gross! Hopefully not)
- Tickling, poking and playful contact during sports activities

So how are you going to know if her touching you is more than platonic? You physically escalate! Meaning go for the kiss, or at least attempt to hold her hand.

SHE TALKS ABOUT FUTURE PLANS TOGETHER

It's usually a good sign when a woman suggests hanging out with you in the future. It can be misinterpreted at times when she really just sees you as a friend, but for now, it at least shows that you don't repulse her. She might say, "We should go check out the local farmers market." or, "You should take me to play racquetball sometime." Be careful with the following examples though, as the more selfish in nature her future talk is, the less chance she's genuinely interested:

- Asking you to buy her a drink

- Telling you to take her out to eat at that new fancy restaurant
- Asking you to watch her annoying cat for her while she's out of town

Even if she was interested in these scenarios, high maintenance selfish women are no good for morale and simply aren't worth your time. The more she offers to contribute to the interactions, the better. The more she has you doing chores for her and wining and dining her, the worse.

HER BODY LANGUAGE IS RECEPTIVE

Never, ever, underestimate non-verbal communication. When women like you, they tend to:

- Face you directly
- Get closer to you
- Open their posture up in your interactions
- Mirror your movements
- Play with their hair, lips, clothes
- Gaze deeply into your eyes

Does she seem more alive and animated and happy when you're near her? If so, there's a solid possibility she's interested.

SHE ASKS QUESTIONS

The more the better. The deeper they are the better. She's trying to figure out how much she likes you. From the simple "What do you do?" or, "Where did you go to school?" to, "Have you been in a long relationship?" or "Where do you see yourself in 5 years?" Sure, some women are just nosy by nature, but

when women don't like you, they have no desire to ask you questions about yourself.

SHE COMPLIMENTS YOU

Openly acknowledging the things she likes about you, from the simple “you look great tonight,” to more specific feedback on the various aspects of your looks or personality that she finds endearing is another good sign of interest. Be careful here though as this aspect can occasionally be a false positive, as classy women compliment a guy they're not interested in to simply show their appreciation for his efforts. The more endearing the comment, the better.

SHE LAUGHS AT YOUR JOKES

Women that have interest in you laugh at your jokes, regardless of how corny they are, because they appreciate your efforts to be funny and confident. It's her way of building you up and making you feel good about yourself.

SHE'S AGREEABLE

Women that are interested are usually more agreeable. They agree to hang out with you. They look for areas to agree on life, values, interests. They're appreciative of your date choices and happy to hang out with you and have fun together. It's a scientific fact that we are more agreeable with the people we like.

These elements are at the bottom of initial interest for the simple fact that they're the easiest to be misinterpreted at times when she's again potentially just trying to be polite, or enjoying your company more as a friend.

Remember, more conservative or shy women can have initial interest without showing it as much. How do you know for sure? You physically escalate!

Women that are interested in you make it easy for you to see them and be physical with them. Women that aren't interested make it hard. Speaking of which, now it's time for the dreaded "losing interest" section. That self-esteem crushing demerol that so many of us have spent way too much time with...

In relationships, you have a bit more interest "runway" when recognizing the following signs of doom. But in the early stages of a courtship, it's usually too late when *any* of these indicators of disinterest show up. Furthermore, don't confuse this for the periodic occasions that she's upset about something, which usually only lasts for a day or so at most. When it goes on for days and weeks, that's when you know your heart's about to get sucked out and dark times lie ahead.

INDICATORS OF DISINTEREST

DISAGREEABLE



PUTS YOU DOWN



NAGS



TALKS LESS



UNRECEPTIVE BODY LANGUAGE



PUTS HERSELF AROUND YOU LESS



LESS PHYSICAL INTIMACY



FLAKING AND INCONSISTANT



OPENLY NOTICES OTHER MEN



CHEAT PHYSICALLY OR EMOTIONALLY



REJECT, BREAK UP, DIVORCE

JEFF BROWN

The human nature guy.
www.coachtoughlove.com

SHE'S DISAGREEABLE

Again, this is referring to a chronic trend, not directly after you've pissed her off! Disagreements are a part of life and so are emotions. If you never argue, then you're either holding in resentment and/or one partner is completely dominating the other. It's okay to argue from time to time, and there are more desirable and less desirable methods. But if the frequency increases, that's where you have a real problem. Part of her disagreements is that she's testing you, and she'll test you more and more as her interest goes down. The other part is that she just doesn't find you as attractive inside and out, and is starting to have less tolerance for your faults and deficiencies. The more you argue, the lower her interest is. When her interest was high, she was able to overlook your occasional differences in opinion. But not anymore buddy. The gloves are coming off!

SHE PUTS YOU DOWN

Women are absolute masters of the back-handed insult. They've learned over thousands of years to mentally outmaneuver men when confronting them to avoid physical confrontations. Their favorite weapon - well timed sarcasm.

"Yeah, think of if you would have just fixed it when I told you the first time..."

"Aww, did I hurt your feelings?"

"Well, I guess we won't be able to go (insert fun activity here)"

Passive aggressiveness is the name of the game here, and the lower her interest, the more she's going to let you know how you're not living up to her expectations.

SHE NAGS

“Put the toilet seat down!”

“Stand up straight!”

“Turn the lights off when you leave the room!”

"Why didn't you do x, y, or z.?"

She nags because she has less tolerance due to her low interest. While you should work on not being such a pig in the first place, some women have more of a tendency to "mother hen" than others. Just remember the higher her interest, the less she'll nag.

SHE TALKS TO YOU LESS

This is by far the most common indicator of a woman (or man) losing interest. When we don't feel comfortable being around someone, it's only natural to not want to talk to them as much anymore. Examples include:

- Your conversations die out more frequently.
- You continually can't get a hold of her.
- She seems cold and distant when you do talk.

The biggest mistake men make here is pushing harder to communicate verbally, when all that does is make things worse by her getting further annoyed. This scenario is by far the most common way men screw up a woman's interest in the first several weeks and months of a new courtship.

HER BODY LANGUAGE IS UNRECEPTIVE

Does she avoid getting close to you? Does she seem cold and distant? Does she smile less and seem less happy around you? If so, it's most likely not her, it's you!

SHE PUTS HERSELF AROUND YOU LESS

This goes hand in hand with talking to you less. We spend more time with people we like, and less around people we don't. Unless she has a temporary or urgent scenario that takes her away from you, this is another solid indicator of loss of interest. Is she turning down dates and opportunities to spend time with you? She's losing interest.

SHE BECOMES LESS PHYSICALLY INTIMATE

Women that have moderate to high interest, that are sexually active, want to experience sexual things with you. Women that are losing or lost interest, don't. This scenario is a full out epidemic in long-term relationships and marriages. There *is* a reason for the astronomical amount of dead bedrooms out there. It could take the form of a reduction in any romantic physical interactions, whether that be kissing, hand holding, snuggling, sex, and everything in between. If the frequency is dropping off over an extended period of time, her interest is waning.

SHE FLAKES MORE

Inconsistency or being "hot and cold" is a sure sign that she has low to no interest. Again, when people want to be around you, they put themselves around you. When they don't they make excuses and find a way to avoid you. Always, always, always, look at her actions over words. She says one thing, but she feels another.

SHE OPENLY NOTICES OTHER MEN'S ATTRACTIVENESS

When women have high interest in you, they don't give a flying flip about other men. They want to be with just *you*. On the other hand, if they have low interest, they start to notice the physical and emotional attractiveness of other guys. Having class or a lack thereof factors on this one as well, meaning classier women will succumb to cheating less with the same low interest than a woman of low character.

SHE CHEATS EMOTIONALLY OR PHYSICALLY

When women have low to no interest, their heart starts to wonder (deep down they become receptive to others) and they begin developing feelings for other men. Depending on how morally and mentally strong they are, and how low their interest is, it's only a matter of time before they cheat if they're still with you. If they're attractive and around men that desire them, then it will be sooner than later... Realize for women, cheating is an emotional fulfillment much more than physical. If you were creating and maintaining her *feels*, you wouldn't have her wanting someone else.

SHE GHOSTS, REJECTS, DUMPS OR DIVORCES YOU

Whether covert or overt, rejection is usually the point that most guys finally realize she's lost interest. Then they look around and shake their heads,

complain to their friends about how women are cruel heartless bitches, and/or go post their frustrations on the dating forums. Why are women so damned confusing!? They're not. They do the same things for the same reasons. But you want to know dammit! We guys want to fix whatever it is that got screwed up, at the very least so it won't happen again. Ok then, here you go.

Imagine a woman's interest as a thermometer. With more interest, the hotter the temperature, and the less interest, the colder the temperature. The freezing point will represent the point of no return.

Interest Reality #1: Sometimes women just won't be receptive to you from the start, and there's nothing you can do to raise the temperature.

Interest Reality #2: When above freezing, your actions can either cause the temperature to go up, down, or stay the same, depending on your non-physical strengths or lack thereof. More perceived inner strength equals more interest. Less perceived inner strength equals less interest.

Interest Reality #3: When women get past a certain threshold, the interest doesn't come back. Ever. Period. Sorry. Worst news of the book right here. Where exactly is that perilous point of no return? No one knows for sure, as there's no tangible interest "meter." Oftentimes, they don't even realize it for days, months, or even years, depending on the length of the relationship. But from the point of no return, it's only a matter of time before their resentment builds up enough that they physically leave.

Furthermore, it is hard to know exactly where on the scale, a woman's interest lies. All a man can do is gauge her interest by her actions and purposely underestimate it in order to stay out of trouble. The sooner you realize the resoluteness of this rule, the better. There are simply no do-overs with romantic love. As an aside, In *Models*, I believe Mark is referring to a similar concept when he describes the three categories of women, "Unreceptive," "Neutral," and "Receptive."

TODD: “Now I know this isn’t true because I have friends that have gotten back together.”

Her body might come back occasionally, but her heart (romantic feelings) will not. Ever. And you don't want her body to come back, because the resentment will always still be there. So if someone wants a Frankenstein-esq loveless relationship, with arguing, nagging, little to no physical intimacy, high probability of her cheating... that's what you would get. No exceptions.

A woman's interest is your barometer for how well you’re doing as a mate. From now on, each time you interact with a romantic interest, you should be checking both her interest in you and your interest in her. This assessment process is ongoing from the first interactions, on through the dating process, and even as a couple that’s been married for forty years. As long as you’re interested in her, and she in you, you should be assessing interest. Don’t worry; the process becomes more and more autonomous as time goes on. Always, always, always go by their actions over their words.

With women and interest, it’s all about feelings. With most relationships, their feelings are at the highest in the beginning, and then usually drop off due to a man’s actions, or lack of inner strength qualities. It is also important to note that most of the time, younger women in their teens and early twenties are quicker to fall in and out of love vs. their older, more mature counterparts. This is a bit of a generalization, and has more to do with maturity and experience level. Therefore, it is possible for some high school girls to make it many years with the same boy; it’s just not the norm. Furthermore, the length of each woman’s interest scale varies a bit, with some women being flakier than others.

FALSE POSITIVES

Below are the most common confusing scenarios where it seems like women have genuine interest, but they actually don't.

THE FRIEND ZONE

The "Friend Zone" is a much misunderstood term, so here's my definition.

FZ Reality #1: Hanging out regularly with a girl without flirting and chemistry, and without making a move. Is it from being too available? I wouldn't be surprised. Is it from lacking assertiveness? Yes, definitely.

FZ Reality #2: To me, the Friend Zone is once you've been dismissed as a potential mate. Therefore there is no getting out.

Hanging out with a girl that is unavailable and in another relationship is not the Friend Zone to me, and you can definitely get out of this one, assuming she breaks up with the other guy at some point. Either way, I don't advise chasing unavailable women, as most of the time it's just a whole lot of waiting for nothing.

For you guys that insist on getting to know a girl before asking her out. In that case you need to:

- Not spend too much time alone together in the beginning without making a move.
- Try to learn as much as you can about her through your normal casual interactions. During that time, you should be utilizing inner qualities to

build her interest. Realize that a lot of the "getting to know" should happen during the dating process.

Understand that lacking confidence and fearing rejection actually causes more rejection. Men go to great lengths to avoid fears, when often, in reality, we just need to face it head on. Sooner the better.

Guys lack assertiveness for various reasons, mainly stemming from the fear of rejection. Waiting for the women to make the first move is normally not a good option. It does happen on occasion, but their interest level would have to be really high, and some women don't regardless. You only have a limited window to escalate before she either thinks you're not interested or too timid to make a move, usually no more than several weeks. The longer you spend time with her without assessing her interest and making a move, the more chance you have of being dismissed as a romantic partner and ending up in the friend zone.

TODD: "But I'm afraid she will think I'm creepy! Putting the moves on her like some kind of Don Juan!"

This is faulty logic. Why would she think someone who is direct, but yet not overbearing is "creepy?" On the contrary, when you build it up so much, it makes you creepy by doing stuff that's not direct, including social media weirdness, grand romantic gestures, like notes on cars, sharing your feelings, etc. When I started working as a waiter at the age of twenty, I tried to "date" attractive and often older college girls. The result was laughable. I guess in my mind, as a kissless virgin, was to just get as much time in as possible and somehow, it would just *happen*. Nope. I just had lots and lots of Friend Zones.

The pattern was:

1. Ask them to go do something – movies, tennis, whatever.

2. We would go, have a good time, and yet no sexual tension, rapport breaks, or attempts by me to initiate physically.
3. Nothing romantic would happen and they'd end up dating someone else.

My most memorable Friend Zoning took place during the summer of 1996, pre-Paige. Chrissy was an attractive and athletic waitress that I asked to go play golf one day, so we did. Then several days later we went to the movies, then a few days later we went out to eat, and then hung out regularly over a period of weeks watching the Summer Olympics in Atlanta at her place. Go Dominique Moceanu! But this time I decided to make a move. So after we stopped hanging out as much, and I could sense her growing more distant, my ingenious plan was to buy a rose and leave it under her car window. Yeesh. Looking back, I really may have set the record for creepy notes and flowers on car windows!

Her response several days later, "Thanks for the flower."

(John Oliver voice) No, Kristen! It was a ROSE! A ROSE!

I'd ruined my chances. Quite sad. Quite unnecessary.

TODD: "But can't I just talk to her about it?!?"

NOOOOOOOOO! It will only make it worse. She doesn't want to talk about it. She doesn't want to think about it. Girls get stressed out in this scenario, and they don't like feeling awkward and like a bad person for rejecting someone they're not attracted to. So if you want to stay friends, leave it alone. If you don't want to stay friends, leave it alone. Just back the heck off and try to act as normal as possible. Talking about it only makes it worse and more awkward. So, so much of human communication is non-verbal. If it were me, I would move on. But I don't enjoy wasted energy and unnecessary pain. And just so you know, they don't have to say "I just see you as a friend" or any

variation, for you to be in the Friend Zone. If you're okay with that and the fact that it won't ever be anything more, stay there. If not, move on.

TODD: "But I'll miss our friendship!"

I always put it to guys like this: If you're ok hearing about the other guys she's hooking up with, their romantic experiences, or their screw ups, and thinking, "I'd be better for her!" but knowing that it's never going to happen, then by all means, stay friends. Just remember the womanly interest reality #3. Once it's gone, it never comes back. Emotions usually don't play well with this situation in reality, and it causes longing and pain. You can keep having feelings for her, get rejected "X" more times, get depressed, wonder why girls are so "confusing," even though she already told you she just wanted to be friends. Or, you can move on to other adventures with women.

So how do you know if you're in the Friend Zone? You attempt to physically escalate. Either go for the kiss or as simple as reaching out to hold her hand.

ATTENTION

Believe it or not girls enjoy attention from time to time, especially when they have low self-esteem. Don't confuse this for interest in you. Girls with high self-esteem will say, "no" or tell you flat out that they're not interested. Girls with average self-esteem will make a variety of excuses, known as "double speak" to avoid hurting your ego. Girls with low self-esteem however, will hang out with you whenever nothing better is going on. You are her back up. She's using you for attention when she gets lonely, and doesn't change the fact that she's not truly interested and won't ever be. There is a term, "Professional Dater." They would rather be wine and dined than sit at home alone. These women give other women a bad reputation just as guys who are jerks give men a bad reputation. If you encounter a Professional Dater, move on quickly, and find someone who's worth your time. This is the most confusing for guys because the girl is technically there with you.

So how can you tell if it's genuine interest?

- Look for inconsistency in her words vs. actions. Inconsistency = low interest.
- Girls that are truly interested show it by how unselfish they are around you. How much effort is she putting into the relationship? Or is it one sided with you doing things for her all the time?
- You attempt to physically escalate. Either go for the kiss or as simple as reaching out to hold her hand.

TODD: "But we've been intimate! How could she be intimate with no interest?!?"

This is one of the trickiest and most confusing dating situations, and to be fair it is somewhat rare.

- She's confused and trying to make it work, but then realizes that the deep down feelings "just aren't there." This can only last so long, shorter in the beginning, longer in a long-term relationship. It's more common with younger women who haven't realized that it doesn't work.
- She has really low self-esteem. She takes attention when and where she can get it, even if it sometimes includes intimacy. She will still naturally gravitate towards more preferred males when possible. Either way, same result. It can only last for so long. Does this sound like a woman you want to be spending your time and energy on? Cut her loose and find someone worthy of your time and cultivate their genuine feelings for you.

The "tease" is a woman that not only craves attention, but she feels even more fulfilled when she gets a man worked up sexually. She flirts, she

touches, and she uses innuendo. But bottom line, she just does it for attention, and she's not truly interested in sex with you or at all. The most notable "tease" from the social circles of my high school days was a girl named Candy. Candy was around seventeen years old if I remember correctly. She was touchy-feely flirty, and overtly sexual with her language when around others, even though she was a virgin. Her covert nickname among the guys in the group was "pinky." I'll let you figure out what that refers to. I had a chance to hang out with Candy on one occasion alone, as I gave her a ride across town, and I found her to be both a sweet and down to earth girl. Of course nothing ever happened between us. Years ago when date rape culture wasn't so prominent, there were more women such as Candy roaming around. It's much less common now, most likely due to the fact that women are so much more cautious of being sexually assaulted by weak minded men.

UNAVAILABLE WOMEN

It was the fall of 1998, and Mandy's friend suggested that maybe I needed to try being more of a jerk for a while and see if it made a difference, so that's exactly what I did! I remember very vividly the absolute absurdity of my first jerk performance. There was a random group of four college girls sitting in my section one night. I don't know for sure why... Maybe they seemed overly nice, or I was in a weird mood, but I decided to act like an asshole to them, similar to restaurants like *Dick's Last Resort*, and *The Magic Time Machine*, where waiters were expected to be rude to the customers, all in good fun.

THEM: "We'd like to hear about the specials."

ME: "Sorry, we're all out of specials."

Later,

THEM: "Can we get more salad?"

ME: "No."

(Several gaping mouths at the table)

I basically just kept dismissing their requests... and HOLY SHART, they LOVED IT! They didn't get upset at all! They didn't go full Karen and ask for the manager! They fed off of it and went along with it! Then they started coming in regularly to see me!

Weird. Wild. Stuff. I had no idea why it worked, or how it worked. I just cared that it worked and wanted to hook up with every hot piece of womanly flesh that I could. The days of being a kissless virgin would soon come to an end! Not with those girls though. They weren't *quite* up to my champagne taste on a beer budget standards. So instead... I employed my jerkiness on AOL.

Yes, I became a pick up artist... on America Online.

It was the spring of 1999, and I was honing my craft online before online dating was cool, and it was also much easier than approaching women in person. There were no photos to go along with the usernames, so I would do a keyword search for things like "cheerleader," or "dance" and then direct message them with the following:

"Hi."

Many times, no answer. No problem. It was a numbers game. If they replied back then:

"Are you pretty?"

Again, this would knock out about 80-90% or more, with either no reply, or responses like "Yes, but I have a boyfriend." or the like. Rarely were they hostile. *Occasionally*, we would strike up a conversation. Soon I integrated

calling cards (how broke young people saved money versus long distance rates) and was talking online and on the phone to about a dozen girls at one time. Let it be known, these weren't fugly weirdos, there were some high quality girls next door types that I'd been wanting for a long time. Cheerleaders, college versions, driving nine hours to hook up with me from several states away. It was surreal.

There was one girl in particular, Katie, who was everything that I had always imagined myself being with. She was the preppy beautiful girl that came from a good family. I gave her my standard approach message, "Are you pretty?" She said yes, she was pretty, but had a boyfriend. My response, "Break up with him." We continued talking throughout the night and I was in a super weird state as I had just passed out on stage as the best man in my best friend's wedding early that day. Yeah, it really happened. Agoraphobia... not fun. I told her what had transpired, and it was so therapeutic to just have someone to talk about it. That exchange went on for hours. Then, after three or four nights of us messaging back and forth, *she* expressed her feelings for *me*. Only one problem, she still had a boyfriend.

We agreed to remain friends and I saw her more than several times over the course of that summer, each time with her showing me some cool hangouts in the Dallas-Fort Worth Metroplex. Naturally, I started to develop strong feelings for her. But since she wasn't available, I kept pursuing other girls and soon began dating someone from work which you'll hear about shortly. The summer passed by, our conversations waned, and finally in August, I pressed the issue by sharing my feelings for her. She told me that she really enjoyed having me as a friend, but couldn't leave her boyfriend. It was utterly deflating.

What I believe happens in situations like this, is the woman's interest is waning in her current mate. So while her body is with him, her heart is not. She begins to "notice" other men, and to even have feelings for some of them. The problem for you and I, is that her body is still with the other guy, and women are nesters by nature. They don't leave until enough resentment has been built up, which is an indeterminable amount of time after they pass that interest point of no return.

Could she cheat on him with you? Sure, it happens occasionally. Will you end up together? *Maybe*. Could you waste a lot of time and energy longing for a girl that's not truly available, when you could be with someone who is truly available and interested in you? Most likely.

The last "horseman" of an interest situation is a woman on the rebound. For continuity purposes I'm going to put it further back in the book as it is the continuation of a six-year saga with Katie.

SAM

As chance would have it, Sam had just started working at the restaurant as my Jerk powers were reaching their highest levels. Sam was/is what's known as Amerasian. To me she was the perfect combination of exotic beauty and vibrant, passionate personality. We were barely acquainted at the time I asked her out. This time I think it was by the drink refill station... She was talking about a party, and I told her she should "Go buy me some beer."

A bit to my surprise she said, "Ok!" Although with the Jerk Force powers, I guess I shouldn't have been too shocked at that point. We ended up at her place watching a movie, *Ants* I think. Still watching a movie, as with Mandy, but at least this time Netflix and chilling on her couch before it was a thing. Blockbuster and chill!

As the coming days and weeks unfolded, I was torn by the new romance with Sam, and my lingering feelings for Katie. Sam was amazing. She was popular and successful in school. At twenty-four, I was still a community college dropout. She would definitely have been out of my league two years before. And according to more than a few perplexed co-workers, she was still out of my league... Katie on the other hand was the first girl in twenty-four years of confusion and longing that was exactly what I wanted, that wanted me as well.

One of my early and memorable head scratching moments with Sam was about three weeks in. She had gone to hang out with friends and an ex-fling propositioned her. She told me about it, saying, "I wasn't going to do anything to screw up what we have." "What we have?" We'd been dating for three weeks, not three years!

Thinking back, it was such a strange time for me as I'd come from one side of the spectrum of Nice Guy™ epic failures, to now having girls that were in all regards too good for me freely giving their hearts and beautiful bodies to me. So after twenty-four years of painful longing, the virgin life was no more. And hey, it worked so why change, right?

Well... we'll get to that paradigm shift in a bit, but for now I was living it up all summer long with Sam spoiling me and me still pining over the physically unavailable Katie. As time went on I realized that Katie wasn't going to leave her boyfriend anytime soon, and my feelings for Sam were becoming deeper. She and I ended up being compatible on a very deep level, and she soon became my *best* friend. But after about six months, I could sense it again, that ever so slight drop off in interest. I'd say that *that* feeling is about the worst feeling a man can experience.

Fast forward nearly three years, with an engagement, two "taking a break" incidents, and a whole lot of her having to deal with my deep down insecurity, jealousy, etc. and I'm sitting across from the then love of my life telling me she's leaving me for good.

So how did we get there?

THE EMOTIONAL RESPONSE QUALITIES (ERQ)

It's time to present the secret ingredients for creating and maintaining a woman's attraction. These seven categories below define a man's true measure as a mate. Many of them shouldn't be a surprise, and therefore I'll spend the least time there, but remember it's the 20% that causes the vast majority of confusion, and you'll soon learn exactly what that is. I can not emphasize enough how much more important these qualities are to a woman's interest than the physical. The more "strength" you have in each, the more success you'll have with women and with keeping them interested. For each category I'll also share the opposing qualities that will make her interest go down, down, down. The categories are:

- Ambition
- Status
- Courage
- Confidence
- Composure
- Charisma
- Self Esteem

AMBITION

Ambition is the core value to increasing your overall value as a mate. Why? Because without ambition, you're stuck with the same set of circumstances, and let's face it, most of us are not someone that's going to have girls lined up outside beating down our doors wanting to go on dates with us. Whether you're simply average looking, shorter than most, from a poor family, a bit mental... *All* of us have something to work on to be more appealing, and the good news is you're here reading this article, so you've already displayed some degree of ambition to want to get better! Pat yourself on the back.

Ambition is where you want to be, whether that be professionally, physically, spiritually, mentally, or with women. You don't have to have Elon Musk ambition. Just have your own style, take care of yourself, and have a purpose. Be “growth minded”, and always work to improve any aspect of your life that you can. I promise that if you have a growth mindset, and are willing to put in the work for what you want, all of the success you desire and more are there for the taking.

So what's the opposite of ambition?

AVOLITION AND/OR A FIXED MINDSET

This is a hard one for me, because I don't understand why anyone would ever want to be the same and never get better at anything. It's like the famous character “Red” quote in Shawshank Redemption, “I guess it comes down to a simple choice, really. Get busy living, or get busy dying.” To me, if I'm not growing as a person in some way, shape, or form - I'm dying. Food for thought...

General laziness and apathy would be another flip side to ambition. Neither of these qualities do well to get her feelings motor running. And why would they? But good news! Remember you've already proven you have the minimum required motivation just by acquiring this book and reading to this point. It's all gravy from here. Well... not quite. But you can absolutely do it work for it, just like with anything else.

What are your current goals for life and love?

STATUS

“Whether it’s biological or cultural or some mixture of both, the fact is that female attraction is based largely on feeling comfortable and secure with a man she meets. Women have evolved a sexuality that is more psychological than physical...” – Mark Manson, *Models*.

Women put themselves around men of status. Status is often the result of ambition. The more ambition a man has, usually correlates to how much status he has. Who's going to have more status, the freshman or the senior? The star football player or the awkward geek? The supervisor or the employee? The bartender or the waiter? I think, much like confidence, the significance of this trait isn't too hard to grasp for most individuals, unless you've been living under a rock!

TODD: “What about the loser stoner guy with the super hot girlfriend?” “Or Pete Davidson!”

There are six other strength qualities- It's the sum total. Not just one.

Status traits include age/experience, power, and wealth.

AGE

The female perception of an older a man is:

- More experienced.
- More stable.
- More secure.

Do all females consciously go for older men? No. Do all females subconsciously respond to status? Yes. It is much more common for a young woman to be with an older man, than for a young man to be with an older woman.

Examples:

- The underclassman dating the Junior or Senior.
- The twenty something year old dating a man ten or even twenty or more years her senior.

Look around, at both your dating and relationship history and of those you know. Odds are the man will be older than the woman. It has been no different for me with an average age gap of about 6-8 years between me and my romantic partners. For the few girls that were older than me that I attempted to date, I was friend zoned by all of them. To my “robbing the cradle” defense, I didn’t start dating until I was twenty-three, so that had a bit of a factor on the age discrepancy, versus if I would have started dating in high school. I also look younger than I am. Either way, I will whole-heartedly admit that I have always been attracted to women that look young and vibrant.

POWER

This is the classic example of a woman who’s attracted to a man due to him holding a position of power.

Examples:

- The star athlete on the sports team. (Paige)
- The supervisor at work. (Like my boss hooking up with heaps of waitresses)
- The college professor.
- The producer and the actress.

I was a bartender for five years, and I can tell you from experience that I dated many more waitresses and hostesses than when I was a waiter. The way girls interacted with me when I was a bartender was more romantic and flirty in nature than when I was a waiter.

WEALTH (or perceived wealth):

- How much money a man has or makes.
- The type of car he drives.
- The type of clothes he wears.
- The type of family he comes from.

The opposite of status is pretty straight forward. You're young and inexperienced and/or you're broke. Damn! But before you get super depressed if this is you, know that *a lot* of men are not in the best position in regards to status, and that's ok. With a growth mindset, it gets way easier as you get older. Furthermore, remember that there are seven inner strength categories. That's why highly desired Sam chose me, who at the time was a college dropout waiter that looked to be going nowhere in life.

What are your next actionable steps to increase your status?

COURAGE

How does one gain confidence, when they don't have it to begin with? And what the hell does "Fake it 'til you make it" look like in practice? Do you sometimes just feel... stuck? You want to get better, but you don't know where to start, or worse have had traumatic experiences when you did try? Imagine for a moment approaching your dream girl with romantic intentions. You're standing face to face with her and she's waiting for you to speak. How does it feel? If you're like ninety percent of men, my previous self included, you don't know whether to run, pass out, vomit, or all of the above!

As time went on, I personally realized that if something was ever to happen with the girls I wanted, it was going to have to be me that initiated, because

they certainly weren't making the first move. The dreaded first move. And as you've already discovered, I had quite a few super duper cringey moves in the learning process of dating. The important thing though is that I *tried*, and I took a chance. Even though my original methods were very weak, they still took some degree of courage. Now with my guidance, you can learn much better strategies much quicker!

TODD:

“What if she says “no?”

“What if I say something stupid?”

“What if she laughs at me?”

“What if it's awkward afterward?”

“What if she tells all her friends? My friends!?!?”

What if, what if, what if...

While these dreadful questions seem perfectly logical, they're actually driven by our primitive fears, by our insecurities, and of the unknown. Outright rejection is scary, because if and when it happens it immediately crushes your self-esteem and makes you feel like you're a worthless P.O.S. So while our conscious mind is saying “This is stupid, just ask her out dummy,” our feelings of dread are compelling us to wait, that it's not safe, and not to act.

So we wait. And wait. And wait. And then we miss our window of opportunity, and end up wasting an inordinate amount of time trying to rationalize why we just didn't take a chance. She ends up dating someone else, or moves, or we move. *Life* happens.

The solution is courage. You know, courage, that thing that's hard to do but often worth the risk when you can muster it. Courage has a key distinction from confidence. While confidence means to trust yourself and abilities, courage specifically refers to overcoming something that frightens you.

There are different levels of courage. Sometimes, it takes just a little courage, like talking to a random girl online. Sometimes, it takes a helluva lot of courage, like asking your crush out in person. The more that's at stake, the more difficult the perceived odds, and the more perceived danger, the more courage that's required. We will from now on refer to this as "Courage Quotient" or CQ.

Low CQ Examples:

- Talking to a girl you're not attracted to
- Leaving a lame note or flowers on a girl's windshield to initiate!
- Physically escalating with a girl that you know likes you
- Asking a girl out on the 3rd date

Moderate CQ Examples:

- Talking to a girl your moderately attracted to
- Texting a girl to ask her out
- Physically escalating with a girl you're unsure of
- Suggesting hanging out together without mentioning date

High CQ Examples:

- Talking to a girl you're highly attracted to
- Calling a girl or asking her out face to face
- Physically escalating with a girl you adore
- Walking into that store at the mall in 1998 and asking out your crush, in front of her co-workers, on Friday the 13th, the day before Valentines Day. (Turns out she had a boyfriend but was friendly and quite understanding)

With courage, comes experience. With positive experience comes confidence. Courage doesn't just apply to dating either. Anything you have to overcome

any small or large obstacle that frightens you is courageous. Change is courageous.

You have a choice: act, or don't. It's a binary decision. You don't act and your situation won't get any better. You do act and there's a chance you'll experience something magnificent. So, guaranteed failure through inaction, or potential for success with action. Which sounds better?

And don't think for a moment you'll breeze through all these courage checkpoints... Nope. The more you've built it up, the worse it will be, for a while. Anxiety attacks, longing, depression, embarrassment, shame, anger, were frequent sensations for me as I pushed myself to be braver. But you know what? Over time I learned that none of that stuff was going to kill me and it indeed made me stronger. You'll learn what works and what doesn't. You'll learn that they aren't going to claw your eyes out. You'll learn that there really wasn't anything to fear, because you're growth minded, and driven. The crippling sensations that had held you back continually diminish over time. You'll learn to get the most value from the smallest amount of courage invested.

- Suggesting hanging out versus asking them out on a date cold turkey
- Texting date proposals versus in person
- Multi-tiered escalation methods and dating loopholes

Let's take a realistic look at the common fears mentioned before.

What if she says "no?"

Then you say "no problem" and change the subject. They hardly ever say "no" by the way. Maybe 1 in 10 times. Most of the time they just use "doublespeak" or make an excuse to avoid the question if they're not interested.

What if you say something stupid?

Will it be the first time? Will it be the last? It's probably better that you do say something stupid as it'll make her laugh and lighten the mood.

What if she laughs at you?

Usually that's a good thing, but if it's in the immature degrading style, congrats, you've just realized she's a horrible human being and not worth your time.

What if it's awkward afterward?

It'll only be as awkward as you make it. If you don't make it a big deal, she won't make it a big deal.

What if she tells all her friends? Your friends!?!?

You should hope that she does. First, they'll know you're available. Second, they'll know you have the guts to take initiative. Third, girls often compete for men (mates), so don't be surprised if one of her friends starts warming up to you and wondering why you didn't ask her out!

Courage is the answer to conquering your lack of success with women. You need just a little bit of courage to both make yourself a more valuable mate, and to work on your interactions with potential mates. That brings us to the *real* secret. The secret is the higher the CQ, the more chance you have of failure, not because of the true odds, but because of your perceived odds. Truth is the low to moderate CQ is where you need to be, because it means you feel like you're worthy of her and deserve to be with her.

Write down the top things you can do in relation to courage

CONFIDENCE

“Show me the hero in her romance novel, and I’ll show you a guy with a ton of confidence.” – Doc Love, *The System*.

Confidence is thankfully one preferred quality that nearly everyone can agree on. Confidence is trust in your abilities:

- How you carry yourself
- The way you smile
- How you talk
- The way you dress

...and so much more. True confidence comes from two things. The first is self-improvement, meaning mind, body, social skills, style, etc. The second is repetition, making mistakes, and learning from those mistakes. If you don’t have much confidence, you either don’t know or fully understand what your strengths are, or you don’t have the experience to be comfortable in a given situation. Success through repetition is the key to gaining confidence.

Confidence traits include:

- Body Language
- Vocal Tone
- Mental Toughness

BODY LANGUAGE

In reference to interactions with women: “It has little to nothing to do with what you’re saying. It has everything to do with body, expression, emotion, and movement... Words are the side effect. Sex is the side effect. The game is emotions, emotions through movement.” - Mark Manson, *Models*.

The vast majority of all communication is non-verbal. With our complex human language being only tens of thousands of years old at most, and with human existence being hundreds of thousands of years old at least, we, along with all other animals, do most of our communicating with body language. Therefore a confident male stands up straight, with head up, smiling at those around him.

VOICE TONE AND CONTROL

I remember what it was like... The lump in the throat. The fear of saying something incredibly stupid. Looking back, I also remember how idiotic it was to build it up so much. Sure, it’s a hell of a lot easier to approach women when you’ve done it successfully multiple times. The analogy that always comes to mind when I talk about getting over the fear of approaching women is swim lessons as a kid. There was always that one kid (me), the one standing on the side of the pool thinking about jumping in. And what happens? The longer they stand there, the more fretful they become. And they stand there, and stand there, and stand there... And then everyone notices that they are standing there, and it gets even worse! The same goes for approaching women. The more you build it up, the worse it’s going to be. You’ll be amazed at how much more comfortable you get after several months of talking regularly to all sorts of women, in a wide variety of situations. The main point is to be able to first talk confidently, and then once you get better, try to mix in some playful banter.

MENTAL TOUGHNESS

I can't remember who coined it, but the saying goes, "Fail fast, learn fast, succeed sooner." Coming from someone who wasted quite a bit of time in a delusional state regarding women among other things growing up, please don't wait. Get the reps in sooner than later and you'll begin building your mental toughness for the given situation. By the way, the real reason women want a man with a sense of humor is that it shows his ability to think on his feet, and to be adaptable in a given situation.

What is the opposite of confidence?

INEXPERIENCE

I can give you the blueprint to overcoming your inexperience. But first you need to address *why* you are inexperienced.

TODD: "I don't want to turn xx and still be a virgin."

I see this type of sentiment on Reddit r/datingadvice often, and it bothers me a bit. I was twenty-four when I lost my virginity, and while I wasn't the most thrilled about it taking that long, I was always working to improve myself, and therefore not near as concerned about when I lost my virginity, as I was about the type and quality of girl that I lost it to. I'd take quality over quantity any day. Don't compromise where you want to be with women. I didn't even kiss a girl until I was twenty-three. If I could have kissed my type of girl at fifteen, I would have. I don't have Slump Busters™ in my past. I don't have crazy ex-girlfriend stories. I stuck to my standards and raised myself up to meet them. I've got news for you. It's not going to be perfect. No matter if you start dating at 15, 25, 35, or 45... there is a progression of learning and skill. So you might as well get started now, so you can get to a happier place sooner.

ANXIETY

I have had severe anxiety, agoraphobia, and depression at various times in my life. I do understand it can be brought on by traumatic events (PTSD), but also know for a fact that there can simply be a hereditary component as well. I started experiencing anxiety at an early age, when there were no real legitimate or traumatic reasons for me to be stressed. If you look back through your family history, you will likely be able to trace its path through the relatives who have had to deal with the same or various forms of mental illness. It *is* a mental illness, and it *is* manageable just like any other health condition. I'm lucky in the fact that it only surfaces for me about 4-8 years now. At this point it's like an old acquaintance that I'm not too fond of, but are patient with and tolerate. It helps when you focus on staying positive and appreciating what you have.

The main point is that you will need to start taking responsibility for your issues before you start dating. If you don't, it will wreck your relationships. The insecurities and avoidance don't play well with women and love. My advice is to do what I did.

- Take responsibility for your condition. It's most likely hereditary and out of your control.
- Go to the doctor and get therapy and/or meds. Put your ego aside and get the help you need.
- You have to expose yourself to the situations that you fear and learn to control them and desensitize, otherwise the fear will control you. I've done it multiple times and you can as well.

I can help you with women, but first you're going to have to help yourself with the social anxiety, because no woman can fix it for you, nor should they have to. It helped me a lot to just not take myself so seriously, and realize that it was never going to be perfect. That and there's BILLIONS of girls in the world, with plenty that are compatible with you. You have to get over your ego to have incredible experiences with women.

INSECURITY

Insecurity doesn't play out well in relationships. I'm actually quite familiar with insecurity. From the age of 13-23 I was terribly skinny and had severe acne. I tried everything... Oxy cream, Stridex pads, raw eggs on my face, sun tanning, dry soap, moist soap, felt like ripping my face off multiple times. I wouldn't even look at myself in the mirror unless under a certain light... So yeah, you can say I've been there. At 16, it was recommended that I take Accutane. It scared the poop out of me so I declined. At twenty-two, fed up and freshly rejected by my dream girl Paige, I took it and it worked well. It took nearly nine months to completely clear up. In hindsight, I wish I had taken it sooner.

Furthermore, when I finally had sex at the age of twenty-four, I was very insecure deep down. Mr. Happy was hit or miss for quite some time, and it took me quite a while to work through my issues. You could start dating at thirty, forty, fifty... What matters is that you get out there and start asserting yourself and gaining experience. Get busy living... Work on bettering yourself both mentally and physically each day. Keep learning. If I can do it, you can do it. There's simply no excuse to let low self esteem beat you. I had to overcome ten years of severe acne, multiple bouts of depression, and social anxiety. I can tell you from experience that the only way out is to face the fear head on.

BEGGING

“The only time to beg is when she has a gun to your head.” – Doc Love, *The System*.

Don't ever beg. It comes off as weak no matter to men or women. In *Models*, I was pretty impressed with Mark's overall understanding of women. He gets the overall mentality of how to deal with women and avoiding being too needy. I feel that much of his first chapter on “Non-Neediness” was a solid introduction to the concept of composure, which I will be covering... now!

CHARISMA

Pete Davidson Alert!

Even though our language ability has blossomed over 1000's of years, most communication is still non-verbal. Charisma is knowing how to get a reaction from them, and accessing their reaction to know how to further proceed. Should you continue on and eventually escalate, or discontinue to avoid being creepy? Charisma includes:

- Personality
- Timing
- High Social IQ

Charismatic men draw in those around with an electric magnetism. They ooze confidence and leadership. Notable examples include:

- Ben Stiller
- Conan O'brien
- Jack Nicholson

- Johnny Depp
- Leonardo DiCaprio
- Pete Davidson

“What if she thought *she* was interviewing for the job?” – Doc Love, *The System*.

You have to work on being a positive person if you want others to gravitate towards you. Looking Glass Self concepts are very important and get better with practice.

- Timing, delivery, not overdoing it, and social awareness are important.
- Understanding how others perceive you, and react to you.
- Flipping a socially awkward situation into a display of confidence and comfort. EX: Two people alone in the elevator, passing in the hall, etc.
- Being intelligent, worldly and informed doesn't hurt either.

The way Mark explains it in *Models*, you need to stand out by doing and saying "bold" things, which can most definitely be effective. But don't forget about the sub communication, the non verbal looks and gestures that communicate that *you* know that you are going against the social norm, whatever that may be.

As I write this my wife Robin and I just came back from a much needed getaway to Las Vegas. While there we once again saw The Blue Man Group. You're likely already familiar with their shtick, but they don't say a word the entire performance, and the result is comedic perfection. Literally, for nearly an hour and a half, they have people in stitches laughing so hard with no words needed. Think about that for a moment, then realize you don't have to be a blue man to be funny without speaking.

It makes sense, as most communication is still non-verbal, even though our language ability has "blossomed" over thousands of years. I feel that this concept has been one of my greatest strengths with women, knowing how to

get a reaction from them, and accessing their reaction to know how to further proceed. Should I continue on and eventually escalate, or discontinue to avoid being creepy and overstepping boundaries? Is it a skill? Absolutely. Can it be learned? I think so. I believe that while social IQ is a factor in your overall success with women, it doesn't mean that someone with a social dysfunction such as Asperger's can't date, specifically because of the concept of challenge and inaction over action.

I noticed my now wife Robin as we were walking into the building a few days before the first day of school in the fall of 2006. I was instantly attracted to her. I was the new coach and she was a student teacher. When I first talked to her, it was the first day of school and all of the new hires congregated in the faculty lounge at lunch. She was very nervous due to it being her first day and couldn't eat much, and so I gave her a hard time about it. I remember her being quite difficult to read, because she was mostly quiet and observing those around her. When I would tease her, she would occasionally reply with a witty comeback, so I figured she either liked me or hated me. I wanted to ask her out, but also wanted to avoid an awkward work environment if she rejected me. Slowly but surely, I started picking up on Indicators of Interest. One time she came out of her way upstairs to my room to ask me about a student, versus just emailing me. Another time, as I was talking to her in the hall, she got on the elevator with me for no good reason. I told her that if she were lucky, sometime I would take her up to the pool on the third floor... There was no pool. More and more, she started to put herself around me. She eventually would come back to the coaches' office and eat lunch with me regularly.

Doc Love recommended Cary Grant as someone to emulate. I like Han Solo myself. The key here is that you can be charismatic, without being too much of a jerk. Furthermore, it's a shame that the term "Gentleman" has been misconstrued and misunderstood over time. A gentleman is a man that is respectful to other men and to women, who is calm, patient, and polite. Being a gentleman does not mean being a pushover. Standing up for yourself when needed does not make you an "asshole." Furthermore, in contemporary society, some women don't want the old fashioned "chivalry" and that's okay. Being a gentleman doesn't mean being inflexible and insisting that you do

kind gestures for people. If they don't want it, or don't appreciate it, so be it. At that point it's up to you to decide whether or not you want to spend your time with them. I will say that most women *do* appreciate at least some degree of chivalry, as long as it doesn't turn into controlling and overbearingness.

Common examples of being a gentleman:

- Opening the door for someone
- Pulling out her chair at the restaurant
- Paying for the meal
- Walking closest to the curb while on the sidewalk
- Giving someone your coat when it's cold, or an umbrella when it's raining
- Giving up your seat to a woman or someone your senior
- Never hitting a woman
- Having manners
- Being thoughtful

I personally continue to try and act with "class" in my daily interactions. I don't always succeed, but responding to adversity with class and dignity is good for morale, not to mention other people's perception of you. You really get to see someone's true character when the chips are down.

What is the opposite of charisma?

The opposite of charisma is boring. You want to be the opposite of boring. You shouldn't even strive for average. If you're going to land the woman you desire you're going to need to stand out from the herd, remember. Common antonyms for the word boring are different, new, interesting, lively, intelligent, current, fascinating and exciting.

ACTION watch Han Solo, Chris Pratt

COMPOSURE

Here we are. This is Pareto's 20% that wrecks the vast majority of courtships, but for different reasons depending on the length of the relationship.

When a social interaction gets weird and you stay calm, that's composure. When a classless woman, or a woman with low interest says nasty things and you ignore her, that's composure. When you control your nervousness and come across as relaxed, that's composure. Composure is also avoiding excessive drinking or drug use, or anything else that hinders your ability to lead a successful life. Odds are this chapter will include the most detrimental aspects as to why you lack success with women. Composure includes:

- Challenge (or Non-neediness)

- Self Control

CHALLENGE

I would like to take a moment to thank the late Thomas Hodges, AKA "Doc Love," for his groundbreaking work, *The System*, and for helping me discover significant patterns of dating and romance two decades ago, including several important male strength qualities such as challenge as well as understanding a woman's interest level. I highly recommend those reading this book purchase "The System" to help reinforce the concepts that allow men to truly understand women. Doc Love had the ingenious idea of not just speaking to thousands of women about their romantic encounters, but specifically for focusing on what made them stay with one man over another. This allowed him to take one huge stride in solving the puzzle that is a woman's attraction, realizing that what they say they want, and what makes them stay with a man, are not always the same. Being an advanced student of

The System since 2005, I had seen Doc Love's advice hold up thousands of times with absolutely no deviation. It's truly amazing. Speaking of which...

Never, ever, *ever*, underestimate the power of challenge and its effect on a woman's attraction. Challenge is the emotional "pull" of the dating universe. It works with all women that have genuine interest in you. It is the most powerful feelings creator and the biggest disconnect from reality, hence the massive amounts of confused people out there. I consider this and the upcoming self control sections to be the most important in the entire book to your overall romantic success with women, so please take a break if needed before delving in.

Challenge can be with words or actions, but the core concept involves either directly or indirectly showing indifference towards a woman. It is very important to note that being a challenge only works when a woman's interest is above the point of no return. Otherwise, it just pricks their ego, which best case results in an attention-seeking scenario by her. When you set boundaries and don't rush foolheartedly into a new courtship, it allows her to wonder about you and how you feel about her. Women love to chase, but most men just never give them a chance.

This is the point where I get the same misconstrued pushback each time, so let's address it logically.

A VERY EMPHATIC TODD: "That's playing games and I'm not doing that immature bull\$hit!"

At this point I could get deep into the semantics of "game playing," from the fact that we all like to play games in nearly every other aspect of our lives, to the reality that our subconscious most definitely plays life games. But for the overly righteous individuals, with their hearts on their sleeves, I say, what's wrong with just taking it slow?

(still waiting for an answer after five years of asking)

I'll answer it for Todd. Because Todd and those like him selfishly feel they should be free to do what they want with romance, to rush in full blast with their emotions and have no consequences. That is simply not reality. In fact, mature women will appreciate the fact that you're not coming off like an overly needy emotional tampon.

Examples of challenge:

- Aloofness (Or just not being overly needy)
- Not initiating texts (Or just not being overly needy)
- Three to five days in between asking out for the next date (Or just not being overly needy)
- Being the first to end an interaction, whether in person or on technology (Or just not being overly needy)
- Saying things that directly or indirectly show indifference (Or just not being overly needy)
- Saying “no” occasionally and avoiding being overly agreeable (Or just not being overly needy)

A needy man does not make a woman's feelings warm and fuzzy.

You've most likely encountered this scenario with a woman that liked you, but you didn't feel the same, usually due to lack of physical attraction. Odds are that same woman became quite assertive by putting herself around you more, giving you lots of compliments, maybe even being bold enough to express her feelings towards you – all signs of high interest level. You're probably thinking, “Yeah, well she just wasn't that good looking.”

Read the following statement as many times as it takes to sink in: The situation above didn't happen because you were *so* much better looking than her, that she just had to throw herself at you. It happened because you were a *challenge*. You were holding back and her “deep down-ness” went crazy, going into chase mode. The secret is that a more attractive girl will do the exact same thing, *If you can control your* interest and actions around her.

This concept is displayed in Neil Strauss's *The Game* when he and the other PUA's would intentionally avoid keying in on the most attractive girl in a group. Instead they would go out of their way to ignore her and focus on her less attractive friends. The result? Interest building magic!

TODD: "But shouldn't I be maintaining contact to keep her interested?"

That will actually backfire as it makes you come off as too needy to her subconscious. Furthermore, from experience I would say this is the numero uno culprit for the demise of a new courtship. Being too available early on via in person, calling, or texting.

TODD: "But that's manipulation, and manipulation is abuse!"

TODDETT: "When guys play games like this I just move on."

We could go on a philosophical journey at this point, but the bottom line is, when you are a challenge, it very often creates positive feelings deep down in a woman. Furthermore, the whole "fed up and move on" argument isn't reality. Longing for someone does not cause you to "move on." If a woman is chasing you, how the heck can she get rid of you? If you doubt that, at all, simply read the posts on online dating forums on a day-to-day basis. Can a woman be upset on the surface, consciously? Sure. Does it impact what's going on subconsciously? Nope.

"The Reality Factor says that when she's not sure of herself (she's always been sure of herself in the past), she will go crazy and like you more." – Doc Love, *The System*.

Allow her to wonder about you, to think to herself:

"Wow, this guy isn't hounding me immediately like every other guy."

"Maybe he has something great to offer."

“I wonder if he’s seeing other women.”

“He must be a high value person.”

“Why can’t I stop thinking about him?”

“Why isn’t he calling me?”

“I must really like this guy to be thinking about him so much...”

Interest. Raised.

TODD: “So what do I do when they are the ones initiating communication? How long do I wait to respond?”

Entire day is fine, at the end of day, or even next day. I wouldn't wait more than 24 hours though. You could also tell her you're not good at texting if she pushes the issue. You don't need to apologize to her about having a life outside of seeing her. All you need to do is tell her that you want to take it slow. You could even tell her that you've rushed into a relationship before, and it didn't work out, because odds are, that exact scenario HAS happened to you.

In retrospect, Challenge was by far the hardest strength concept to assess and master. Throughout the years I utilized challenge in the various forms, especially by accident in the beginning by interacting with girls that I wasn't interested in:

I hung out a lot with the popular kids in 6th grade, because puberty hadn't hit yet and I still had a little bit of MSMV (middle school market value), but mainly because I had a HUGE crush on a girl named Savannah. So did most of the other boys. We would run around outside at lunch, hormones raging, trying to impress the girls. I was months into my oneitis for Savannah when one day, a girl ran over to me on the football field and said, “Julie likes you. Do you like her?” “Who the hell is Julie, you ask?” Julie was from the popular pack, was a pretty blond behind her hot pink glasses, and looking back, I was an idiot for not saying, “Heck yeah, bring that sleeper

smokeshow over here right now!” But I looked at the friend like she had worms coming out of her head, and said “uh, no.”

Thinking back, other than me having tunnel vision for my oneitis for Savannah, why did Julie like *me*? We hardly ever spoke. We didn't know anything about each other. She had just been watching me run around trying to impress Savannah, and she *chose* me. Her interest went higher, and she took the initiative. There were multiple attractive girls that liked me throughout my school days, even during my kissless virgin ugly duckling stage. You saw it earlier for yourself. They definitely weren't choosing me for my hunky looks. They liked me because I was being a challenge, since I always had a thing for the hottest "girl next door" types, and I wouldn't date anyone else.

What follows is my most “Ah ha!” moment with the concept of challenge. I knew Sara from work. She had a good personality, and was far from ugly, but the physical attraction just wasn't quite there for me. I had just been dumped by my then soulmate Sam of over three years, and my self-esteem had taken a massive blow. One night I ended up at the same party as Sara. I was lonely, we were drinking, and by the end of the night she and I were spooning on the couch amid a teenage-esq. fondling session. As with many college parties, the police inevitably came knocking, and coeds scattered into the night, myself and Sara included. The next day, I realized that my actions with Sara were misplaced. I just really wasn't that interested in her. Days turned into weeks as we still saw each other at work, and even hung out again with friends on several occasions. One night after work, six months later, Sara asked if we could go get a bite to eat. While chowing down on my burger and fries, I listened as she opened up about her feelings for me. Her exact words including that she had, “never felt like this before.”

What the hell? Let's think about this for a moment. This girl had been with other guys and in long relationships. I hadn't showered her with romance and affection. I hadn't shared my hopes and dreams with her. She knew very little about me other than where I worked. But, I had felt her up at a party six months prior, and then stopped pursuing her, and I get “never felt like this before.” Weird. Wild. Stuff. Gent's, I even told her straight up about the

effects of challenge in a logical fashion and why she wanted me, as it suddenly made sense. She was unfazed and said “This is how I feel.” The *Feels*.

Furthemore, looking back, with Sam, when I had lingering feelings for Katie at the start of the new relationship, I was less emotionally available and more aloof in the first several months. The result:

- Sam consistently would find any excuse to come see me. She would bring me food and care packages, and once drove several hours from a camp she was working just to see me at work when I wasn't even there.
- She bought me gifts including flowers, a watch, clothes, etc.
- She talked a lot about how to win me over. She asked what she could do to get me to open up to her. She wrote me dozens of heartfelt romantic letters professing her feelings for me.

TODD: “Yeah, well she sounds like she just had low self-esteem.”

She didn't. Remember? She came from a great family. She had a stable job, was responsible, and had a very positive attitude. She was very involved and successful in her chosen field at school. She had plenty of friends. Guys hit on her regularly. She was without a doubt a better person than me. I wholeheartedly believe that if it were not for my lingering feelings for Katie, and the resulting aloofness, I would have come off as too available too fast and turned Sam off within the first two months. Funny how much dumb luck helped me along the way.

Here's how my third longest relationship of 1.5 years started with another super desirable exotic beauty, Chancy, in the fall of 2003. I attended college in San Marcos, Texas, Tuesday-Thursday, and worked in my hometown, Waco, two hours away. I would make the two hour drive home each Friday for the weekend, and back Sunday night. I had been working to raise Chancy's interest for several months since she started working at the restaurant by being witty, aloof, etc. She had mentioned that she was interested in me weeks before, but said that she didn't think she was ready to

start dating again as she had recently broken up with her first love of several years. I remember her saying, "I know this probably is confusing to you." My response, "I'm not confused at all." And then I said something to the effect that she should probably take more time to figure herself out. I never asked her out during this time. Several weeks go by and then one Thursday night, she called me when I was out of town and asked me to go to the movies with her the next night. I replied, "Sure, sounds like fun." As I was ready to hang up, she said, "why don't you come up to see me tonight..."

HAL-LELUJA! HAL-LELUJA!

That was the moment I realized I'd turned a corner, because in the past kissless virgin me would have been the one trying to get down there that night to get in her pants as fast as humanly possible. But now... I hadn't even thought about it. I was playing the long game. The interest building game complete with delayed gratification.

I did end up going down to meet her for a very memorable night, and so began my third longest relationship.

Enjoy the process. TAKE. IT. SLOW. Don't be the kid that can't keep their hands out of the cookie jar.

THE REBOUND (Continued from False Positives)

Let's rewind for a moment. Remember Katie? Unavailable Katie. She and I had met up during a time when we were both single in the early fall of 2003, before my new relationship with Chancy had begun. A long-term boyfriend had recently dumped her, and as we sat at a picnic table listening to live music at a local bar, me behind her, I leaned in to kiss the side of her neck. She turned towards me and our lips finally met. It felt magical, after four years of build up. But this time around there was another problem, as she was

on the rebound, and her feelings deep down were scattered. Several dates later, she told me she wasn't ready to get involved.

ARRRGGGHHHHHHHHHH!!! But... Chancy.

Two more years pass, and my 1.5 year long-term relationship with Chancy is over. I'm moving to the city where Katie had gone to college for a new job, so I called her to ask about good apartment complexes. She says something to the effect of "Hey, you can't just call me after two years and not catch up, we need to get together." I truly wasn't expecting anything at this point with our past history, but agreed as sure, it would be good to see her again. So we get together, both single again, her being recently dumped from a long relationship again, making out again... But I'm smarter this time. I was the first to end the makeout session, even though she wanted to keep going. Here's to not screwing up!

Ah, but I did. As the days and weeks progressed, I got caught up in the feelings. I introduced her as my girlfriend to a co-worker after dating for just several weeks. Bad idea. I saw her too much too early. Bad idea. We dated for two months, but in the end, I came home one day to find her sitting on my couch crying. By this point in my experiences with women, I knew the drill. She said she couldn't be with me while she was still in love with the other guy. It stung. *A lot*. Like months long loneliness sting. But it was my own fault for getting myself in that position anyway.

When you're the Rebound Guy™, the preferred qualities aren't a match for the raw emotions and her subconscious drive to still be with the guy that dumped her. It is my current belief that not even the power of challenge can overcome this situation, as it is basically a challenge showdown that you as the new guy can never win. He is being the ultimate challenge by rejecting her, and it makes her deep downness crave him tremendously. Just realize that if you are in a rebound situation, that it's transitional, so do your best to not get attached. I would not recommend even being in this situation as it will be harder with you developing feelings.

Lesson learned over my six-year saga with Katie: Never, ever, underestimate the power of challenge. I let my guard down a bit, because of our history together. She was on the rebound, and even though it probably wouldn't have been enough, I should have been more of a challenge after the first night together, and committed to taking it slow. We'll never know now, and that's okay, because I made damn sure to do it right with the next girl, and she's been with me for the past 16 years.

How do you know if she's on the rebound?

- Has she been recently dumped? The longer the relationship, the longer it takes for a person to get over rejection. There's no set time, but 3-6 months would be a good educated guess for the *minimum* time.
- Does she talk about her ex regularly? If so it's not a good sign as it shows either a lack of class, or she's rebounding, or both.

With my wife Robin, I maintained control of my interest to near perfection in the beginning. On our first date, I was picking up mixed signals. I sat down on one side of the couch, and then she sat on the other side. We were drinking beer and she barely had any of hers. We were Netflix and Chillin' without the Netflix or the "Chill." I think we watched *Silence of the Lambs*, as to which there are much better scary movies for a date. Either way, not a bad date, but very *friendly* feeling. We had rented two movies, the other being *The Shining*. I made a decision to not ask her out again, and let her interest show itself, or not. Several days later at work I got my answer, as she asked when we were going to watch the other movie.

Interest. Verified. Well technically I could have been in the Friend Zone, but I made sure to test that out on the second meeting and, interest verified.

On another occasion, I really wanted to see her, and her me, but needed to work on basketball practice plans for the upcoming season. So I politely declined her invitation so as not to neglect the other part of my life.

TODD: “Yeah, but this stuff only works on young and inexperienced girls...”

I hear this argument often, and I guess I should take it as a partial victory, people admitting that it at least works some of the time. Truth is it works all the time. It would work with a 100-year-old great, great grandma that met an old geezer who exhibited preferred qualities. It cuts through all race, all ethnicity, all religion, all nationality. Trigger Alert! Trigger Alert! It. Is. Nature. We can debate it, deny it, go against it all we want, but it doesn't change it. If it makes you feel better, consider it playing the "game" of life. If that still makes you feel like a bad person, consider it "not rushing in."

Ever wondered why “the other woman” continually waits, years sometimes, for a man to leave his wife? *Challenge*. How does the “player” get multiple women at the same time? *Challenge*. When a man is seeing multiple women, it makes it nearly impossible for him to be with one of them too much. The Jerk gets the girl because he is a *Challenge*. Immoral? Yes. Reality? Also yes. As a moral man, you can win with challenge too; you just need to master self-control when your interest level is high.

It's time to deal out a couple realities of the challenge concept:

Challenge Reality #1: It's important to realize that the effects of challenge are the strongest at the beginning stages of a dating, lasting through the first three to six months. The longer you make it in a relationship, the more aspects like self-control and compatibility start to trump challenge.

Challenge Reality #2. The “pull” of challenge seems to be stronger after interest has been acknowledged on both sides, and strongest after initial forms of physical intimacy, holding hands through sex.

I'll now go full dork mode and compare challenge to the concept of "the force" in *Star Wars*. On one side, there's the light side of the force. It's what I teach, where you can be (mostly) a gentleman and still have tremendous success with women. Unfortunately, the light side of the force is currently very hard to find in the real world, because most guys are so confused and mis-informed. On the other side, there's the dark side of the force, which

includes the Dark Triad, guys being jerks and assholes, intentionally or not, to create the emotional pull.

A light side of the force guy would say, "Hey, I'd love to see you but I'm busy with x y z. Let's meet up _____" Or maybe he wouldn't talk to you for a while, but it wouldn't be because of a disagreement. It would be because he has other things going on in his life, and doesn't rush into relationships. Dark side of the force guy berates, degrades, pouts, etc. Dark side of the force guy can win for quite a while, much longer than a pushover nice guy, but usually his lack of self-control does him in later down the line.

What is the opposite of challenge?

BEING TOO NEEDY

Aren't new relationships magical? Your interest level is high, her interest level is high, and you want to spend all the time with her. Don't. Do. This. Whether it's more opportunities for sex, how she makes you feel, or both, most men move in too fast in the beginning. To her deep down-ness this screams "DESPERATION! UNWORTHY! TOO RISKY!" as a mate. Dating is a marathon, not a sprint.

Being openly ahead of a woman in either the "giving", "saying", or "doing" department lowers their interest. Every. Time. Especially in the first two months of a new courtship. In long-term relationships the following is not nearly as detrimental.

GIVING TOO MUCH TOO EARLY

"A classy woman is not for sale." – Doc Love, *The System*.

Examples:

- Gifts such as flowers, jewelry, clothing, etc.
- Expensive vacations.
- Offering to fix their vehicle.

While the grand gestures sound like a sweet thing to do, deep down they are turn-offs to women that aren't completely comfortable with you, usually during the first two months, and especially if you haven't been intimate yet. Again, later on, it's not as big of a deal. In the beginning though, it makes them feel like they are obligated to reciprocate physically, and that's not a comfortable feeling for them, which lowers their interest.

SAYING TOO MUCH TOO EARLY

“Spilling your guts is not romantic.” – Doc Love, *The System*.

Don't ever tell them how you feel early on. Instead, show them with your actions, by how you treat them with respect, and how you try to make sure they have a great time with you.

TODD: “But how and when do I ask a girl to be my girlfriend?”

You don't. If you're doing things right, she'll ask you! This is one of the aspects that I get the most flack for online. “Just be a man!” posted one user. On the contrary, if you have to ask them to define the relationship or be your girlfriend, you're not doing a good enough job with their interest. The only thing you need to initiate is asking for the date, and escalating. From there, women do the rest when they are ready. If you have to ask them, then they aren't ready.

TODD: “But *she* keeps asking me to open up to her.”

Of course she does. She wants to know more about you, but she doesn't realize that deep down too much too soon is an interest killer. The best thing you can do in this situation is tell her it's because you don't want to burden her with your problems, and if and when she persists, give her the "lite" version and how you're overcoming it. My wife knows that I deal with anxiety and have all my life off and on. She didn't know about it until two years into our relationship. What makes it work is she sees how I take responsibility for it and work through it. Therefore "weakness" turns into "strength." I highly recommend not dwelling on weaknesses and insecurities, as they lower interest.

Here's an example from my past on what *not* to do. It was my first long-term relationship and I had inadvertently been a challenge. My girlfriend continually wanted me to "open up" to her. About four months in, I gave in and told her about how I had dealt with severe acne for about six years and the toll that it took on my-self esteem. Her response was to get very sullen, and when I ask her what's wrong she says, "I mean that's permanent..." referring to the damage to my face, even though this is the same girl that had been all over me and had no problem with my face for the past four months. I was fortunate to get away with minimal damage, to my face from the acne thankfully, and to that relationship, because luckily her interest was high enough to take the hit.

Deepest darkest thoughts and insecurities don't raise interest. Proceed at your own risk. When serious conversations arise, it would be in your best interest to continue to try and put a positive spin on whatever it is...

HER: "How do you feel about me?"

TODD: "You're the girl of my dreams! I can't stop thinking about you!
_____ (Insert any other form of cheesy movie line here.)

ME: "You seem like a really great girl and I look forward to getting to know you."

HER: "I look so fat in this dress!"

TODD: Varied forms of brutal honesty and squirming.

ME: “You look great! I especially like the way that dress accentuates your ass!”

... Or her legs, her hair, etc. Just alleviate her negative thoughts with positive observations.

Women are much more self conscious about their looks, as they know it's what society judges them on and that men put so much thought into looks when searching for a mate.

DOING TOO MUCH TOO EARLY

With my first girlfriend Mandy, even though I was pressuring her to have sex, the real reason she lost interest was because we saw each other almost every day. When she broke up with me, some of the comments that stand out the most:

HER: “I feel like we're already married.”

TRANSLATION: There's no mystery to you, and I don't feel *it* anymore.

HER: “You're too mature for me.”

TRANSLATION: I'm not ready for the responsibility of sex, and you're boring.

I know the concept of being too available early on can be confusing, so let's look at it from two sides. On one extreme, you're talking to, texting, or

seeing a girl in person every day, potentially all day, and in between dates. On the other extreme, you aren't talking at all in between dates. The more you are towards the available side, the more it lowers her interest, and the more chance you have of being dropped. The more you are towards the aloof side, the more it raises her interest, *if* she is genuinely interested, and the more chance the courtship makes it out of the two month period. With that being said, some women are flakier than others, and lose interest sooner. Furthermore, sometimes we men can occasionally scrape through being too available by getting high subconscious marks the other preferred qualities. Either way, the most effective way to make it through the treacherous first two months, is to do one fun date per week, with not much talking in between.

TODD: "But if I don't contact her, won't she forget about me?"

In three days do you really think a genuinely interested girl would forget about you? In five days do you think an interested girl would forget about you?

- Being too available early on kills a girl's interest.
- Having mundane day-to-day conversations early on kills a girl's interest.
- Rushing into a relationship and letting them know all about you early on kills a girl's interest.

After two months, it's not as big of a deal. It's critical in the first few weeks though. The more talkie-talkie, the more chance she'll go bye-bye. In person is always better than phone conversation. Phone conversation is always better than texting/social. Either way, keeping the conversation going daily like you're already married in the beginning lowers their interest, often rapidly and to where they lose it completely.

SELF CONTROL

“When you show her your hang-ups, what do you think it does to her interest level?” - Doc Love, *The System*.

Challenge blends with self-control a bit. For example, when you control your emotions and don't profess your feelings for her, it creates challenge, because she doesn't know where she stands. But self-control is also controlling your temper and bad habits, which is not directly related to challenge.

Self-control is the most important aspect of sustaining a long-term relationship. You should avoid bad habits in your daily interactions with her. Don't treat her like one of the guys – you have been warned. Don't do these things consistently around her, as they are steady interest killers:

- Fart or burp.
- Use profanity.
- Treat her like your sister, or mom.
- Check out other women.
- Lose your temper.
- Talk down to her.
- Arguing with her.
- Physically abuse her.

What is the opposite of self control?

JEALOUSY

Jealousy was a problem for me in my first long term relationship, especially after the newness had worn off around the nine months mark and Sam's interest was waning due to my rookie mistakes. She had one particular fling from her immediate past, the preferred male saxophone player from her music department, who was also a long time friend of hers. In the beginning of our relationship, he would call her at times, and I really didn't care,

because I could tell by her actions that her interest was high for me. However, as our relationship progressed, and her interest slowly but surely eroded due to my actions and lack of inner strength, his occasional but obvious flirtatious advances became more annoying. I was losing my “control” over her feelings, and becoming more insecure in the process. It all came to a head around the one-year mark. She told me that she missed his friendship and that she had decided to go hang out with him in a group setting. I was openly furious that she was going against my wishes, but she went anyway. After several days of awkwardness and hard feelings, my response... to ask her to marry me as we were looking for promise rings for our one-year anniversary.

For anyone that used to watch MTV's *Loveline* with Dr. Drew Pinsky, you would know that he would be shaking his head at this point, as we humans seem to escalate the seriousness of a relationship at times we should be taking a step back to assess what's really wrong. She had given me a “Shit test,” a check on preferred qualities. It was a way to force my hand with how I felt about marriage. She had recently shared her frustration that I had spent money on new golf clubs, instead of saving up for an engagement ring. We somehow made it another 2.5 years, mainly due to her sheer willpower to try and make it work. Either way, I had lost my influence over her feelings. I had been too controlling, and too insecure. To be jealous is a human condition, but you better not ever let them see it.

SELF ESTEEM

Self-esteem differs from confidence. A person can be confident in certain abilities and then deep down have tons of issues. Think of famous yet troubled rockstars, comedians, actors, etc. Chris Farley was a comedic genius at the top of his game, but was also a deeply troubled and insecure human being. Men with genuine high self-esteem bounce back quickly when they fail. When men have high self-esteem, they don't mind for long if a woman rejects them, because they know another adventure could present itself at any moment.

Self-Esteem is truly the summation of all of the physical and emotional qualities a man can achieve. It's a long-term process. It's about being comfortable in your own skin.

Let's take a look at the whole enchilada inner strengths once again.

THE EMOTIONAL RESPONSE QUALITIES (ERQ):

- High Ambition - growth minded, motivated
- High Status - older guy, good job, has money, has a car
- High Courage - taking calculated risks
- High Confidence - calm, secure, experienced
- High Charisma - witty, humorous, playful, spontaneous
- High Composure - being a challenge, patient, classy
- High Self Esteem - high overall self worth

And here's the opposite side of the ERQ:

- Low Ambition - fix minded, unmotivated
- Low Status - younger guy, no job, no money, no car
- Low Courage - not taking calculated risks
- Low Confidence - anxious, insecure, inexperienced
- Low Charisma - dull, boring, predictable
- Low Composure - needy, crude
- Low Self Esteem - low overall self worth

Remember, it's the totality of all seven categories as to the effect on her interest level. Most of us will be higher in some than others, however we should work to get better in all areas in order to provide the greatest success with women.

I'm going to provide two critiques below as examples. One will be me circa 1993 as a senior in high school vs. current day Pete Davidson. At this point you may be wondering why I keep referencing Pete. See Pete is a bit of a

mystery to all the Todd's out there and it keeps coming up in pop culture. For those unaware, Pete is let's say not the most... "Brad Pitt looking" of dudes, but yet he first pulled Ariana Grande, then Kate Beckinsale, and as of writing this Kim Kardashian. That's quite the resume for a mostly unassuming guy like Pete. But before we get to that, let's start with Jefe Marron...

Spanish class: Senior year of high school. I had a number of advantages here.

1. I was a senior in a mixed level class = Status.
2. There were more girls than boys = Odds.
3. There were no traditional "Alpha" I mean preferred males in the class = Again odds.
4. I didn't want to be there and was ready to be done with high school. I had to take the class to satisfy graduation requirements, and had one of the teachers with the most notorious reputations in the school, again, as she had been my sophomore English teacher. So yeah, I was "that" student. The situation I most remember was her calling me out as we were playing the "telephone game."

Her: "Jefe... Hola Jefe..."

Me: "Uh... Te gusta vaca's grande?" (She was a bit... robust)

Everyone erupted in laughter, and somehow I avoided going to the office... But most importantly, girls in the class identified, both consciously and subconsciously, my interaction as confident and charismatic. With also showing composure and self-esteem I was displaying five-sevenths of the ERQ, and they became more interested in me deep down because of it, even with my string bean dorkiness you witnessed from the photos before...

One of those girls was Jillian. She was a junior, was on the soccer team, came from a good family, and was attractive. My best friend was also a junior, and soon our social circle expanded to include Jillian and some of her friends. We would go to off-campus lunch together on occasion, hang out laughing at whatever high school nonsense was taking place, and in hindsight, the attention from Jillian certainly beat being alone. But I wanted the preferred female, the *most* desirable. After several months, Jillian invited me to the

spring soccer banquet. From the interest gauging chapter, you should realize this is a sign of high interest. I went to the banquet with her, and afterward she asked me if I wanted to go out and get dessert. Again, high interest. I declined and said I needed to get home. The year finished out, she never initiated again, and I just kept dreaming of the dream girls. Opportunity. Missed.

Pete Davidson - Present day:

Pete gets questioned on his looks, so let's start there. He's 6'3" and has a distinct fashion sense and isn't afraid to take chances in that department. Other than that, not super strong in the PRQ like some other well known actors. *But* it's the ERQ where he truly excels.

Ambition: He's in showbiz.

Status: Good enough with SNL, standup, and his other projects.

Courage: Plenty.

Confidence: Check.

Composure/Challenge: Kim Kardashian literally admitted recently that it was *her* that contacted *him* due to him not coming to an afterparty when she hosted SNL. These nuggets of truth are out there daily if you just understand the reality...

Charisma: Off the charts high. Under Mark Manson's vulnerability category, he's simply off the charts honest and genuine with his struggles using humor, and it's a very endearing quality.

Self Esteem: I hope he has enough of this, and I'm rooting for him because I think he has a good heart. And one more thing, remember the concept of Preselection. The more A-List desirable women Pete (or anyone else) dates, the more A-List desirable women will be receptive to dating him, and that's quite a resume. The same concept holds true for the non-famous peoples by the way. Once I dated Sam, more desirable women became interested in me.

Speaking of which, that same dumb luck mentioned before with challenge could only get me so far, and it cost me at the time the greatest love of my life. You see over the three years I was with Sam, she had to put up with a great deal of my deep down insecurities manifesting. I was jealous. I was controlling. I treated her too much like a guy friend than a romantic partner. I did what I knew worked, mixing being sweet with being a jerk.

She tried so very hard with such amazing willpower to keep us together. I can remember a time near the end while driving in the car together where she said, “What can we do to make our love better?” My response? “Get a tan?” Literally, that’s what I said. And while very embarrassing to recount, my knowledge base at that time was woefully incomplete. I’d lucked into winning the heart of an amazing girl, but didn’t have the knowledge to maintain her love for good.

Losing Sam was by far the most traumatic experience of my life, and I spent hundreds of hours online searching after my breakup, and many more reflecting on how my romantic interactions had played out. It was a daily up and down roller coaster ride of “Love will conquer all!” and “She’ll take you back,” to “It’s over, move on, idiot!” There was only one individual whose advice actually matched what had happened with my relationships, even though the reality was such a slap in the face. That individual was Doc Love.

THE DEEPER ATTRACTION MECHANISM

There you have it. The most important aspect of a woman's attraction is related to her interest level, and the most important qualities that influence her interest level are the ERQ or "inner" strengths. The PRQ's are just a sort of baseline or starting point, and can even be influenced a bit over time with strong ERQ's.

That's a mouthful... So let me change gears and say that what comes next is for me the answer to the grand mystery of what drives a woman's romantic actions on a deep level. Feel free to disagree, or not believe it, and it's going to be a full "TRIGGERED TODD!!!" open minded kind of discussion. But hey, if you utilize what you've already read and put it to action, you absolutely will have more success with women. For those wanting to see how far the rabbit hole goes, let's dive in.

I met Robin in August of 2006, and we started dating that October, and we got married in 2009. We've been happily together ever since. A few years back, after continual confirmation over the past twenty years of highly successful interactions with women, and observing the interactions of my friends and those around me, I found myself wondering about the deeper "why" humans do what we do with love. First, why do people never fall back in love?

It seems a bit strange that people don't at least occasionally fall back in love. Sure, many people pretty much stick with the same mentality throughout life, the "fixed" mindset. But what about the growth minded people? *They* can't fall back in love later on down the road? If so, where are they?

Second, why do women respond so consistently favorably to a man being indifferent and aloof once a connection has been established? Why does challenge work so well? It seems completely backwards to what should happen with attraction.

For the first question, I arrived at the concept of survival. Primitive. Survival. What if women didn't get back together with men once their interest level got low enough because a sort of ingrained chemical “switch” turned off deep down inside them? Say the ERQ's were neglected enough, that switch then turned off as a primitive fail safe to keep her alive, because staying with a weak organism would be too risky. Hmmm.

This is probably starting to sound pretty weird to you at this point, so let me mention what takes place deep inside a woman's mind is *subconscious*. She doesn't know it's happening. There's a disconnect. As I see it, women lose interest for biological reasons, deep down triggers from many millions of years of evolution. It's really that simple. Females have an instinctual set of instructions that drive their feelings and responses to a mate. I currently refer to it as the "survival mechanism", and just like the infamous honey badger from YouTube fame, the survival mechanism doesn't give a “F”. It has one primitive and very important job, making sure life continues. Therefore when it detects enough "weakness" in a male, it dismisses said male by turning off the warm and fuzzy feelings, never to return, because doing so would risk survival. How do I know this? I compare it to understanding a black hole. Since we can't see it, we understand its characteristics by what happens around it. I've seen thousands of pieces of evidence at this point with zero deviation.

For the second question regarding challenge, I continued down the survival path of thought. Say you have a crude biological organism, stripped away of all higher level logic and reason, and that organism relies solely on stimulus (feelings) to keep it alive. What does it respond to?

Strength and weakness. Strengths, or aspects good for survival, are measured by the sensation of pleasure, attraction and sex for example. Aspects detrimental to survival are met with the sensation of pain. Think of burning your hand on a hot stove. So wouldn't it make sense that a primitive organism

wanting to mate, without the ability to think critically, with logic and reason, would respond to strength, and repel weakness? If you had no logic or reason, and a potential mate pulled away from you, how would that register? It's as if the opposite of the predator/prey response, where the animal that runs away is perceived as weak. In this case, the animal (human) that doesn't overload the other with sexual advances is perceived as stronger, more desirable.

Say hello to your little primitive brain friend! And more controversy!

Contemporary scientists don't dispute that the area of life sustaining function resides inside the human brain stem. That area has also been theorized by a Scientist Paul MacLean years ago as the "reptilian brain."

TODD BACK AGAIN!!!: "The Triune Brain theory is largely considered false by contemporary scientists now! And while we're at it, so is Sigmund Freud's work."

Thanks for bringing that up! Let's go ahead and address both, as I believe both Freud and MacLean were more right than not.

THE TRIUNE BRAIN MODEL

According to MacLean, humans have three different areas that control our thoughts and actions. The most advanced, the cerebral cortex, or "Neomammalian complex", is the center for logic and reason. The more primitive are the limbic system, or "Paleomammalian complex", and basal ganglia, or "Reptilian complex."

To me, all brain areas influence behavior, and are interconnected, but emotions precede, and often trump, rational thought. Emotions are much more likely to compel us to action, while reason is much more likely to temper our emotions, or limit actions.

Today the Triune Brain Model is not taken seriously by contemporary neuroscientists. Below are examples of why:

“But according to Terrence Deacon, Ph.D., an expert on the evolution of human cognition at the University of California, Berkeley, subsequent research has revealed that MacLean’s basic premise—his “‘hats on top of hats’ view” that brain systems were added by accretion over the course of evolution—was mistaken. “Adding on is almost certainly not the way the brain has evolved,” said Deacon. “Instead, the same structures have become modified in different ways in different lineages.”

<https://medicine.yale.edu/news/yale-medicine-magazine/article/a-theory-abandoned-but-still-compelling/>

Ok, so where did the cerebral cortex come from and when? If our brains didn’t evolve with more advanced layers added on top of more primitive ones, then doesn’t that have to mean the advanced layers were always there, from the earliest lifeforms? I could absolutely be wrong, but that’s not what I remember from single cell organisms and biology class.

“Firstly, it implies evolution is a linear progression with one organism evolving into the next:

lizards > mice > monkeys > humans

And at the same time more complex layers of brain are added on top of pre-existing layers.

This is wrong!

Mammals did not evolve from reptiles. Mammals and reptiles share a common fish-like ancestor.

“... the correct view of evolution is that animals radiated from common ancestors. Within these radiations, complex nervous systems and sophisticated cognitive abilities evolved independently many times.”

<https://drsarahmckay.com/rethinking-the-reptilian-brain/>

I feel that this author is taking the “reptile” aspect of the theory a bit too literally. How about instead it’s just referred to as “primitive.” Can we agree that there are primitive brain functions at work, like breathing for example? Furthermore, I agree that animals radiated from a common ancestor. But I would argue that the “complex and sophisticated” cognitive abilities are a lot more closely related among all animals than modern scientists care to admit. Meaning the same deep down attraction response “stuff” is nearly identical for us humans as say a deer, wolf, etc.

Let’s now turn to Freud and the main reason he’s discredited. Freud’s Id, Ego, and SuperEgo are largely disputed due to the fact that we don’t have a way to test them. How do we run an experiment with the human subconscious? Those processes are still quite mysterious to modern science.

Regardless of whether you're a man or woman, I believe your primitive foundation is setting the tone for your wants and desires. Feelings compel action. Logic and reason manage those actions. Feelings are not logical. At the most basic level, men are searching for sex, and women security, but that doesn't mean men don't enjoy security and women sex. Just because we have foundational urges doesn't mean we can't live fulfilling lives together with all the higher aspects of human morals, friendship, and compatibility.

TODD: “Listen here you Troglodyte! We have put humans on the *moon*! We have Snapchat and Instagram! Cars that park themselves! We are soooooo much more advanced than what you’re describing!”

Yeah, so our primitive brain is still going along in the background doing what it does best, giving us humans what it feels is the best chance to survive. It doesn’t know we’re up in outer space. It doesn’t know how far we’ve come technologically, culturally, politically, economically...

It. Is. Not. Logical.

It's a chemical process that produces feelings of pleasure, comfort, and longing when it detects enough strength, and displeasure, disgust, and avoidance when it detects weakness. I will add that it's a lot more possible to suppress primal urges, than it is to feel something when it's not there, i.e. women and interest. Either way I hope that someday we as humans can get past our egos and denial about what drives our behaviors, because going against it causes pain. It's not "old fashioned", it's reality! We're all just animals, we just happen to be the most advanced on earth with our fancy opposable thumbs and highly tuned Neo cortex. Due in large part to human arrogance, we like to think we are above all that and logic should rule out every time, even in love, and this coming from someone who LOVES logic. If that were really true, we wouldn't have panic attacks, social anxiety, buyer psychology, irrational phobias, and on and on. It also doesn't mean we have to run around like savages as in the movie *Zootopia*, so don't take off down the street chasing people! I believe that what makes us so special as humans, is not that we are completely above emotions, but that we have such a mixture of both emotions and logic.

We are emotional creatures deep down, and when you're talking about a woman's feelings and love, that's not logic. It's subconscious, it's simple, and it's the same for all women. It doesn't matter what country she is from, what language she speaks, what race or ethnicity she is, or even her age. The survival gene is ingrained into every female's DNA. Once you figure out the pattern, as in interest level in relations to the ERQ's, you know exactly what to avoid that makes a woman lose her attraction to you.

Let's take a look at the ERQ's and more specifically how they affect the subconscious mind.

Ambition:

- Ambition is analogous to the young buck challenging the established Alpha for mating rights.

- To a woman's (females) subconscious, it creates feelings of security due to her man ever increasing his status in society.
- To her primitive brain it means a greater chance of survival for her and her offspring.

Status:

- Status equals experience.
- To a woman's subconscious, it creates feelings of security and stability.
- To her primitive brain it means a greater chance of survival for her and her offspring.

This doesn't mean they don't enjoy sex. It's just secondary to the need for security. Furthermore, a conscious decision to not to have children doesn't change the way a woman's deep down wiring reacts to stimulus.

These primal survival instructions have been around *way* before money. Money means nothing to them, but *security* does, for both a woman and her offspring, whether she consciously makes the decision to procreate or not. Therefore, that feeling can be obtained by more than just money. Granted, money is a popular contemporary means to security, but not absolutely necessary. There are a lot of guys out there doing just fine with women, without a lot of money. There are also a lot of rich guys that have horrible success with women as well. So while a woman's conscious mind might go after money, her subconscious mind only reacts to the stimulus, the male "strength qualities" that help survival rates. It's very basic, very crude, and for millions of years, very effective. Have we evolved? Of course we have. I just don't think the survival blueprint has. Why should it? It works.

Courage:

- Courage means taking calculated risks.
- To a woman's subconscious it means feelings of security that her man will know what to do in any given situation.

- To her primitive brain it means a greater chance of survival for her and her offspring.

Confidence:

- Confidence equals belief in one's abilities.
- To a woman's subconscious it means feelings of security that her man will know what to do in any given situation.
- To her primitive brain it means a greater chance of survival for her and her offspring.

If survival is the name of the game, confidence is the key to longevity as a species. Confidence means knowing what to do, and when to do it. It's understanding and trusting your abilities as a man, to be adaptable. The real reason women say they want a man with a sense of humor is that it shows his ability to think on his feet, to be adaptable in a given situation - all very confident and desirable qualities for surviving our primitive past.

Composure:

- Composure equals not doing stupid... undesirable things.
- Challenge equals perception of value (we want what we can't have).
- To a woman's subconscious, it can mean the thrill of the chase, or feelings of security and not worrying about being harmed by their mate.
- To her primitive brain it means a greater chance of survival for her and her offspring.

Women *love* to chase. Deep down, it's an extremely fulfilling feeling to them. Think deeper about the psychology of "winning" with mating. If you were a crude female biological organism millions of years ago looking for a mate, which would you choose, something that is pursuing you, sometimes relentlessly, or something that wasn't showing any interest? Which one would seem to have more to offer, more value for survival?

Charisma:

- Charisma equals social ability.
- To a woman's subconscious it means feelings of security due to pair bonding plus social group advantages.
- To her primitive brain it means a greater chance of survival for her and her offspring.

Self-Esteem:

Self-Esteem is a long term trait, with each of the other 6 traits adding up to make it better.

- Self-Esteem equals sense of worth.
- To a woman's subconscious it means feelings of security.
- To her primitive brain it means greater chance of survival.

OTHER SUBCONSCIOUS FORCES AT PLAY

CATTINESS

- Women compete over males, just as in the animal world.
- When one is interested it makes the others become more attracted as well (not all of them - don't get cocky now).
- You are being more of a challenge and less desperate for attention from women, and they like that, and they give you more attention.

In *How To Be A 3% Man*, Corey Wayne at one point describes how a beautiful woman that he had once dated, and had subsequently rejected him, kept staring at him while he was out to eat with another woman months later.

Doc Love refers to this phenomenon as “Kitty Cats Compete.”

PRE-SELECTION

Make no mistake. Women are the choosers. Sometimes women choose you not by your interactions with them, but by watching your interactions with others, especially other women. A phenomenon known as pre-selection. I’ve had several personal experiences with this. The first was in the 8th grade. There was a random girl in one of my classes that I barely even talked to, because I was trying to impress other girls. I was quite surprised one day when she passed me a note telling me about her feelings for me. I turned her down rather abruptly and received a not-so-kind response from some of the other girls in class. The second time I vividly remember it happening was when my roommates and I were at the apartment complex pool during the summer of 2003. There were three attractive Hispanic girls there, friends of friends, and I fixated on impressing the Alpha of the group. She talked the talk, and flirted like she was interested, but when I gave my standard, “Go buy me some beer” pick up line, she said, “You go buy me some beer.”

All would seem well at this point, but where a date was usually made, she just went vague and avoided the “when and where.” No interest. All the while, one of her friends had been watching me, and soon after abandoning my pursuit of the Alpha of the group, I noticed her noticing me. We talked for a while off to ourselves, the line was used once again, (I’m nothing if not consistent) and this time, we connected. Her interest had been sparked in me and she chose me from observing my interactions with the other girl.

In *The Game*, Neil Strauss describes how he and fellow pickup artists would single out the most desirable woman in a group, and then intentionally *avoid* giving them attention in order to establish value and build interest. I believe it to be the same concept.

Let's take this one step further, again using that wild and crazy guy Pete Davidson as an example. Do you really think Kim Kardashian would be messaging him after her SNL appearance if he hadn't already dated Ariana Grande and Kate Beckinsale? Now Emily Ratajkowski! Mmmm. Not. Bloody. Likely! But since he *had* landed those women, think about what's going on deep in her mind. The curiosity of what he has that makes desirable women want him? B.D.E, charm, whatever. What matters is the intrigue has been effectively created at that point.

WHERE TO NOW

Welp, now you know why women do what they do with “love.” My hope in writing this book is to not only teach men and women the truth behind our actions with dating (mating), but to show that it’s completely acceptable to have such a mixture of emotions and logic. I firmly believe that knowing is half the battle. I see no need in disregarding our higher elements of logic and reason, but I also hope that we can get past our denial of what creates our feelings deep down. Being "right" isn't fun when it's someone experiencing pain and confusion. My goal is for men and women to realize that I'm on both of their sides, and have every indication that I can do something dramatic to help, although I realize it will take time to change the faulty methods that are commonplace. Think about what you would rather have, the truth that's not mainstream, is a bit controversial, yet allows you to have an incredible life and understanding with women? Or sugar coated, ego stroking, “logic” that disregards emotion fallacies that make you feel good for a while, until the next confusion sets in?

Remember, going against reality causes pain. Always. Sometimes that pain is unavoidable, as with a terminal illness. But there is much, *much* more self-inflicted pain going on out in the world today by men and women living in all sorts of delusional scenarios.

There's a big, beautiful, bright side that you haven't even experienced yet, one where the type of girls that you have always dreamed about feel the same way about you that you do for them, where you feel like "Neo" from *The Matrix* as you see the reality of dating and love for the first time. And as the years go by, you develop a sort of fondness for those sometimes dark and depressing early years, as they were the best teachers, and you would go through it a thousand times again to get to where you are now. I'm living proof, along with Pete Davidson... that you can live the dream that men and women want deep down in regards to love and relationships, you just have to better follow the rules of reality. It's been 16 years and my wife and I still chase each other around just like we did when we started dating, or more. Coincidence? Don't think so.

BONUS TODD!!!

TODD: “Yeah man no offense, but you’ve been out of the dating scene for quite some time now. Things have changed”

The processes that I’m talking about are very likely *billions* of years old. With a “B”. Billions. Therefore, while decades old changes such as online dating, texting, etc. definitely add new *logistical* challenges, what drives her feelings is the same old thing that’s been driving her feelings for a long, long time. And I don’t see it changing anytime soon. And why should it? And why would we want it to? For those that desire the continuation of humanity, losing our survival instincts doesn’t sound like a good outcome.

TODD: “You’re telling me all women respond the same way. That’s ridiculous! There’s so many different cultures and types of women in this world.”

The processes that I’m talking about are very likely *billions* of years old. With a “B”. Billions. Therefore, while many thousands of years old changes such as race, ethnicity, etc. definitely add new *topical* challenges, in regards to her attitude, beliefs, etc., what drives her feelings is the same old thing that’s been driving her feelings for a long, long time...

TODD: “Why the hell do women end up with jerks!?!?” “Women that date jerks deserve what they get!!!”

Women date jerks for a simple reason – they exhibit ERQ qualities. Not because they think they can change them. Sure, that’s what they *think* the reason is, but it’s really due to the inner ERQ strengths that the jerk displays and her corresponding feelings increase - at least for the short to mid-term. The kicker is, any man can utilize these same traits without being a jerk.

TODD: “Confirmation bias! Sweeping Generalizations! PSEUDO SCIENCE!!! (Todd’s head explodes)

I have to consider the possibility that my theory is incorrect. Please test it for yourself.

NEXT STEPS

Read the following:

Whatever else I've come up with!

The System by Doc Love

How To Be A 3% Man by Corey Wayne

Models by Mark Manson

And for a deeper dive on human mating strategies, anything from David Buss