“How To Penetrate DEEP Into The Hearts Of Super-Elite “High Status” Women: Bad Boy Style!”

By Dean Cortez

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Hey Dean. Mack Tactics rocks -- I am now a disciple. But I live in Los Angeles, where it’s pretty much a given that the super hot chicks only go for wealthy, powerful dudes. I have a good job but I’m by no means rich. Should I just stay away from the “10s” and assume they’re gold diggers? Or is there a strategy for macking these types of girls, when you don’t have a Ferrari parked outside in the valet?

- Bruce, Los Angeles

* * * * *

First off, Bruce, you’re operating with the wrong mindset. When a guy assumes that a girl he doesn’t even know yet is only going to be interested in rich guys, or tall guys with huge biceps, or a guy who has a fourteen-inch schlong (or whatever your assumptions may be), he’s throwing in the towel before the battle begins.

Guys like these are making an excuse, a justification, because they lack the Tactics to approach exceptionally attractive women. They’ve fallen into the trap of believing that certain girls are “out of their league.”

It’s really just another way of saying, “I’d give my left testicle to date a hottie like her, but she’d probably blow me off, so I’d rather save myself the humiliation.”
A guy who is afraid of rejection is just another Beta Guy who doesn’t have confidence and the resilience to withstand this reality:

**Not every person in the world is going to like you!**

There are specific strategies one should use when dealing with HSFs (High Status Females - the girls that every guy in the room is checking out), and things you’ve got to understand about them. More importantly, you’ve got to get rid of the self-defeating attitude that the hottest babes are only interested in guys with money, because this simply is not true.

It isn’t money that HSFs are irresistibly drawn towards. Money is really just a symbol of other, more important qualities—like **status, ambition and passion**. And these are qualities that **you** can convey to women no matter how much (or how little) money you make.

Let’s break down these qualities and explore them:

**Status** is an indicator of the way other people in your environment – and in social circles – view you and respond to you. When people like you and respect you, it’s evident in the way they act when they’re around you. And when you draw this type of favorable attention, your status grows in the eyes of women.

Women are interpretive creatures. While the things you say (and the way you say them) are important, the way you influence your environment makes a far more powerful statement.
Projecting status can be as simple as being friendly with the doormen, bartenders or wait staff at the bars or clubs you go to. When people know your name and are happy to see you, women notice. **You’re somebody.** It means that you must have attractive qualities; in her eyes, there must be a reason why people respond to you in this positive manner.

This principle definitely applies to the friends you surround yourself with. If you introduce a buddy of yours to a girl, and he’s a respectful, likable person who speaks highly of you, that is a powerful and positive reflection on you. (If you said this, she would think you’re a bragging fool; if he says it for you, you’re now completely endorsed.) The more cool, charming people you have in your social orbit, the more status you’ll have in the eyes of women.

This concept is also referred to as “social proof.” When other people respond towards you with friendliness and a level of respect, they’re vouching for your social value. The woman you are with, or the other women in the room, take notice of this. And even when you don’t think they’re noticing, trust me, they are. We intuit this sometimes without even being aware that we were sensing a person’s vibe from across the room.

When taking a girl on the first few dates, you should bring her into an environment where you already have built-in social proof. This could be a restaurant where you’re on friendly terms with the staff, and they welcome you by name. It could be a bar where you’re buddies with the bartender and a cute waitress. If you’re into the nightlife scene, it means you know the doormen at the clubs you
You’re not just another nobody standing in line; you’re a welcome guest at their establishment.

Start cultivating these connections every day. It’s easy to do, and it can be as simple as striking up a quick conversation with the door guy while he checks your ID. Ask him “how’s the crowd in there tonight?” After he answers, offer your name and shake his hand.

Tell him how much you like the place. Throw in a little joke about if you get in any trouble tonight, you’re glad to know he’s watching your back—since he looks like he could bench press an SUV. Doormen are used to dealing with impatient, arrogant or downright rude people. You, on the other hand, make a positive impression everywhere you go. Vibe with him for a minute or two (don’t wear out your welcome; he’s got a job to do), and make sure you remember his name.

If you come back next Saturday night accompanied by a girl, you’re now going to shake his hand and greet him by name when you encounter him. Then introduce your girl to him. (ALWAYS introduce your date to the people within your “status circle.”)

Whether he immediately remembers you or not is unimportant. What is important is that you’re setting a tone for the evening you’re about to enjoy with your date: you’ve brought her to a place where you are known. **She is a VIP guest in your world.**

Make this a part of your new routine. If you have a favorite coffee
shop, restaurant, bar, nightclub—whatever your hangouts are—you should be on a friendly, first-name basis with at least some of the staff. Establish an A, B, and C location where you can bring a date on any night of the week. In each of these locations you are familiar with the terrain and with some of the people who work there.

**You are in control of the environment.** You know where everything is located: the bathrooms, the exits, the quieter areas where you can have an intimate conversation. If it’s a restaurant, you know some interesting menu items or a delicious dessert you can turn her onto. And, most importantly, you know this is a place where both of you will be comfortable and well taken care of.

Also, let her know that this one of your “special places” where you don’t usually bring people. You can say to her:

“I have to tell you, Julia, I’ve never brought anyone here before...I usually come here alone when I want to enjoy some quiet time. This place is like my sanctuary. But I thought you’d enjoy it, so I wanted to share it with you.”

The more “off the radar” this place is, the better this statement will work. This is why your A, B and C locations should have unique qualities; instead of bringing her to Starbucks, find some out-of-the-way coffee shop that is a cool date location most people aren’t aware of. Instead of bringing her to a chain restaurant, find smaller, family-owned restaurants that you can “share” with your dates.

**Ambition**, the next quality, can be just as attractive as financial
success, since women know that ambition almost always results in that.

When talking to a woman, mention the things you are committed to achieving. You might only be getting started in your career, but if you’re an ambitious person on an exciting path, she’ll want to come along for the ride. Projecting ambition is also an effective method for taking the edge off any vulnerable areas you might have, and spinning negatives into positives.

Hey, we’ve all got faults and weaknesses, but the difference between “deal breakers” for her, and “endearing quirks,” is all in how well you present the big picture.

For instance, let’s say Tim is currently working as an intern at a record company—not a glorious job title, but it’s a stepping stone towards the career goals he is ambitious about. He meets a girl, and she asks him what he does for a living.

Which of the following answers sounds better?

A. “I’m an intern. I work sixty hours a week and get paid peanuts, and it pretty much sucks.”

B. “Right now I’m learning everything I can about the record business. I plan on owning my own record label in the future, it’s a goal of mine. The hours are long and hard, but it’s going to pay off.”
With statement B, Tim has said everything about his job he needs to say. Now he can segue into a conversation about music, a topic he knows a lot about: “I can actually tell a lot about a person by the type of music they’re into. So tell me, what radio station is your car radio tuned to right now?”

Very smooth. He has answered her question, glossed over the fact that he’s an intern, and emphasized he’s on his way to achieving big things. Then, he asks her an original question that will open the gateway to an interesting conversation about music.

**Passion** is a characteristic that women intuitively respond to. A guy who expresses great passion—whether it’s a passion for life, travel, his career, or a certain type of art or music—is a guy she’ll want to be around.

Life is tough. At some point, most men lose their enthusiasm, their spark, and really aren’t passionate about anything. Present yourself as the opposite. The way women perceive it, a man who is passionate about the things he loves has the capacity to be passionate about **her**.

Remember that all conversations should show your depth, and serve your greater purpose of demonstrating **value** to her, but you must always be sure to calibrate the conversation so it never appears to be bragging. Pull her back in to share her life’s experience, and leave just enough questions in her head that she will feel compelled to stick around long enough to get some of them answered.

Other ways you can verbalize your passion:
“Right now I’m really passionate about my career—I’m doing what I love to do.”

“I’m the type of guy that when I get interested in something, I commit to it 110 percent. Lately, I’ve been committed to getting in shape because I want to look and feel my best.”

Don’t forget that in hyper-competitive environments such as nightclubs, having money, a flashy car and a table in the VIP section aren’t unique qualities. You’d be surprised how many of these guys are struggling to hook up (and looking to me for advice), which is why they’re out at the clubs blowing hundreds of dollars on ridiculously overpriced alcohol in the first place.

(Meanwhile, the bouncers and bartenders with an abundance mentality are getting all the phone numbers and action the customers are missing out on!)

Guys who try to use money as a lure – or the appearance of having money – often wind up dating girls who are constantly taking from them, rather than giving. These relationships turn out to be disasters -- without exception. If you walked through the ghetto waving a fistful of $100 bills, would it come as a surprise if you got mugged? Well, don’t expect it to be any different on the dating scene when you use money as a lure.

Whether you really do have a high net worth, or are pretending to have money in order to impress women, getting your foot in the door this way has three major drawbacks: (1) it prevents you from
developing strong game, which is necessary to get and keep girls on a consistent basis, (2) it often attracts the wrong type of girl, and (3) because wealth is not a unique or original quality, these women can easily be lured away from you when a wealthier (or seemingly wealthier) guy comes along.

A guy I know, Brad, played the game the wrong way for many years. As a hedge fund manager in New York City, his game grew lazy and weak because his outward trappings of success were enough for beautiful women to give him a chance. He’d collect phone numbers and take girls out on dates—spending $300 on a typical first-date dinner—but the relationships never panned out. Either he’d grow bored with the girl after a few weeks, or she’d play games with him (not returning his phone calls, acting evasive) and it would fizzle out.

I advised Brad to take a more original approach, and soon he met the girl that is now his wife. “With Mandy, I did it differently,” he told me. “Instead of trying to impress her with an extravagant date, I did something original with her. We had a picnic in the park; I brought some sandwiches, snacks and a $10 bottle of wine. Afterwards, we went to a free show at an art gallery. The date wound up costing me about $30, and it was the most fun, relaxed first date I’d ever been on.”

When Mandy tells the story of that first date, she mentions an interesting detail: “I could tell Brad was a little nervous, and a couple of times he tried to drop hints about the fact that he had money. He mentioned his new car at one point, and the ritzy part of town where he lived; I just nodded and started talking about another subject. After
an hour of conversation, he looked at me and said, ‘So, you haven’t asked me what I do for a living.’ I shrugged and said, ‘That’s because I don’t care what you do for a living.’ I could see a shift in his behavior after that... he was more relaxed, he seemed happier just getting to know me. It was like a weight had been lifted; he knew I wasn’t like all the other girls, who he felt he had to impress with money talk.”

**Keep Money Out of the Conversation**

“I hate it when guys start talking about their money, or expensive stuff they own, for three reasons,” says Naomi, a 32-year-old attorney. “First, it’s an automatic red flag that they’re lacking in other areas. Second, I feel disrespected because it’s like he thinks he can ‘buy’ me. And third, it makes me assume he’s sleeping with a bunch of women already—because let’s face it, if he’s always out macking at clubs and has the kind of money he’s bragging about, there will always be sluts willing to hook up with him.”

Just as women need to stop asking guys “so what do you do?” five minutes into the conversation (in Los Angeles, it’s more like 30 seconds), you shouldn’t ask women this question. Not because it sends the wrong signals, but because it’s a cliché question that probably isn’t going to move the conversation to the next level.

Instead, put an original spin on it. Ask her, “So how do you spend your days?” This will prompt her to talk about more than her job. If she works a boring 9-to-5 during the week, she might talk about the hobbies she enjoys on the weekends, or something interesting she did this afternoon. This will open the gateway to an engaging
conversation, instead of her giving a short answer (i.e. “I’m a receptionist at a mortgage company”) and you nodding and awkwardly saying, “that’s cool.”

Another note about HSFs: yes, there are women out there—most visibly, in the nightclubs—whose attitudes are so bitchy, and whose barriers are so thick, that they’re just not open to being approached. Don’t covet these girls or let them frustrate you. Pity these chicks. They’re usually bottomless pits of insecurity because they’ve been cheated on, dumped and crushed by the “bad boys” and extremely good-looking “players” they can’t stay away from. (Dating these jerks serves to reinforce their own internal belief system: that beyond their looks, they offer nothing, and therefore they deserve to be treated poorly. Like I said, underneath the fake breasts and the $500 outfit, they’re bottomless pits of insecurity.)

If you approach a girl and she gives off this vibe, and even after saying the right things you can’t make any headway, politely excuse yourself and move onto the next promising possibility.

Counter her negative energy with friendly, laidback positivity. Why be rude, and reinforce her belief that every guy in the club is just a creep looking to get laid? Instead, throw her a curveball. If she tries to blow you off, give her your best smile, tell her you hope she has a great night, and move on to some other girl who’s in the same fun, open mindset that you are in.

Look, the real reason guys fear these women is that 1) they represent a challenge to us and our self-image, and 2) we think their
angry, hateful opinion about us might actually be right. You cure both these misconceptions by building up your self image to such a high level of healthy self-esteem that you can stand there and giggle at their ridiculous behavior.

OK, some final notes on dealing with really good-looking women. You never want to compliment a woman on how beautiful she is, since she’s probably heard this from 37 different lame-ass men in the past week. But you can bring up the subject of beauty, and use this to put her at ease about you and your intentions. (Very beautiful women will always suspect that a guy is only interested in their looks. When you act like her looks are unimportant to you, you present an interesting challenge.)

So let’s say you’re talking to a super-gorgeous woman (who is obviously well aware she is super-gorgeous):

**THE NICE GUY:** “I’m sorry, I just have to tell you...you’re really beautiful.” *(Groan…)*

**THE BAD BOY:** “I have this friend named Joanne. She’s a successful model. *Extremely* beautiful. People think beautiful women have it easy, but it’s actually the opposite sometimes. People assume you’re cold and stuck up, and don’t have real feelings. Guys just want to sleep with you, and don’t care about getting to know the *real you*. I actually think Joanne’s life would be easier if she wasn’t quite so attractive.” (Now, let the girl riff on this topic, and bond with her over it.)
Then, do a “cold reading” on her to seem even more profound and insightful:

“I’m sure a lot of men perceive you as cold and stand-offish, but I can tell that you’re actually very sensitive. When someone makes a negative comment about you, you act like it doesn’t faze you, but then you think about it all night. People just don’t realize how sensitive you really are.”

The “cold reading” is a trick that psychics use to make people think they can “read” them. These are statements that make it seem like you’re making an amazing insight about a person, when in reality what you’re saying something that applies to practically everyone.

Another example:

“I get the sense that people perceive you as a really fun, outgoing, person...but actually, there are times when you want to be alone and just tune out the world. You really value your private time.”

Or, “I get the feeling that you’ve got a creative talent, or an idea that you want to explore, and you really want to pursue it but something is holding you back.”

The bottom line is, when you’re vibing with a super-attractive woman, do the opposite of what the typical over-eager, ass-kicking guy would do. If she touches your arm or tries to hold your hand, step away from her and tell her playfully, “Hey, hands off the merchandise.”
If she’s hot but short, bust on her height. “I bet you’re like four-foot-six without those heels. It’s cute, though.”

If she’s a lot younger than you, bust on her age: “You’re way too young for me. I need a woman with experience.”

If she calls you and says, “Come over to my house,” tell her “Later. I’m busy right now.”

When you behave in this manner, you show her that you are in total control of your emotions and your reality. This is a huge turn-on for women, and it elevates you way above the herd of men who do nothing but try to flatter and please her.

If you’re talking to a hottie and you mention some cool bar you like, or a movie or a band you’re into—and she has no idea about it—act surprised and say "Wow, I can't believe you don't know about (fill in the blank). You have to keep up on these things if you’re going to hang with a guy like me."

Or, you might say (teasingly), "You've gotta be kidding me. You've never seen (insert the name of a movie). I have to be honest, Jane, I'm having second thoughts...I don't know if this relationship is going to work out."

You smile when you say this...and then you have to move the conversation to a fun subject that gets her feeling good. An effective tease will make her want to impress you – to demonstrate why she is qualified to be on your level. If you make her feel a little self-conscious about the fact that she's clueless about something (movies, music, current events), she'll want to prove that she does know things. This can be especially effective with hot chicks who are insecure about the fact that most guys view them as brainless bimbos.
But here’s the critical point. **She will only care about proving this to you if you’ve established yourself as a person worth impressing.** This is where most guys go wrong when they use “negs” on women. (This is the popular term, used in the seduction community, for “offhand” comments you make to women in order to knock them down on a peg – showing them that you’re not so impressed. An example would be saying to a girl, “I like your outfit. If your shoes matched, it would be perfect.”)

The main problem with most guys using "negs" is that they think it's a way to break the ice. Instead, they’re sending a contentious message at her before they’ve had a chance to establish any attraction.

Why should she care what some stranger at the bar thinks about her in the first place? You have to be a source of credibility for her to care, and that requires that she must place some value on your opinion of her first. **You’ve got to build the bridge using the Tactics, and get to know details about her, before you begin using Teases.**

When the time is right, one tease that can be quite effective: look at her nose, like you’re noticing something weird. Rub your own nose and say to her, “you’ve got something right here.” She will reflexively rub her own nose to get rid of whatever you’ve noticed. Then say, “ok, it’s gone.”

This puts the two of you on the same level. You’re both human. We all have our little imperfections and things that need to be corrected. Making an High Status Female feel slightly self-conscious, and letting her know that she’s not a flawless goddess in your eyes—while NOT being offensive—is a solid Tactic.
Another one you can use: when she cracks a corny joke, or admits to something dorky (she likes a cheesy movie or band, or admits to some funny personal quirk), you laugh along with her and say “wow, you are SUCH a dork. It’s kinda cute though. Let’s hear it for dorks... high five!”

Now, you’ve even got some physical contact going...

It’s all about timing, the inflection of your voice, and keeping things moving along to fun, light subjects after you throw in a tease—so that it never feels like an insult. You can keep her slightly off-balance, and let her know you’re not easily impressed, without using harsh “negrs” that run the risk of offending her.

**Be The Island, Not the Waves**

One of the hallmarks of maturity is the ability to understand and control one’s emotions. In fact, in recent years, one’s “E.Q.”—Emotional Quotient (like your I.Q., only it measures your emotional intelligence)—has been recognized as a much more likely predictor of your success in life.

In scientific research, they’ve discovered that your ability to manage and direct your emotions is one of the critical determinants of your overall satisfaction with life. This is why most men experience the most financial success and happiness after 50, because by this point they’ve learned to master their impulses—which leads them to make smarter decisions.
Your brain is made up of three distinct layers: hypothalamus, mammalian limbic system, and the neocortex.

The hypothalamus—or “Reptilian brain”—is the primal part of you that responds in all the nasty animal ways. Fight or flight, eating, sexual drive, self-preservation, etc. The mammalian limbic system is the one that houses your emotional elements, such as love, fear, anger, etc. And the neocortex, the biggest lump of your brain, is in charge of the “higher thinking,” philosophy and rational thought.

It’s this neocortex that is responsible for making the other parts play nice in your skull, and exercising a bit of control over your baser urges. Unfortunately, not many of us have been educated in the fine art of self-control. We learn a lot of higher brain functions, but most of us don’t properly manage the gray areas of our gray matter (emotions, primal urges, and the other nasty stuff). **We lack emotional control.**

Having this control is essential to being successful in your sexual life. Women rely on men to be much more steady and emotionally controlled. Why? Because they can’t. At least, not until after many years of experience with men—and even, it’s a bit hazy as to whether they’re ever very successful at it.

You see, you must be the steady shoreline to her turbulent waves of emotion. Most guys make the mistake of being caught up in a woman’s emotions rather than learning how to “surf” them when she’s stormy, and be the firm resistance against her lesser emotional cycles.

As an Alpha Man, there are two skills you must master in regards to emotional control:

To be the “surfer,” you must recognize when it doesn’t serve you to get caught up in her emotional turbulence. A woman will do her
best to pull you into her emotional state, because that’s all she can see. Her emotions blind her to the reality of a situation and she is likely to get caught up in them. We’re not just talking PMS here, either. She may get extremely upset over an issue you see as being trivial, and she will do her damndest to get you involved. Consider the following conversation:

**JENNY**: “I just heard that my uncle is in the hospital... it looks like he’s very sick.”

**JOHN**: “I’m sorry to hear about that, sweetie. How is your Aunt handling it? You should call her.”

**JENNY**: “Didn’t you hear me? I just said he was sick. It’s got nothing to do with her. My God, he could die soon!” (The tears start flowing.)

**JOHN**: “Don’t take it out on me! I’m just trying to help, that’s all.”

**JENNY**: “Oh, never mind. Why do I bother...”

Here’s the more emotionally intelligent **Alpha method** of handling the situation:

**JENNY**: “I just heard that my uncle is in the hospital... it looks like he’s very sick.”

**ALPHA JOHN**: “I’m sorry to hear about that, sweetie. How is your Aunt handling it?”

**JENNY**: “Didn’t you hear me? I just said he was sick. It’s got nothing to do with her. My God, he could die soon!” (Cue the tears.)

**ALPHA JOHN**: Nodding with sympathy for a few seconds. “I’m so sorry.” He hugs her. “How are you doing?”

**JENNY**: “Oh, I’m just so upset, but I’ll be okay. I suppose I should call my aunt to see how she’s doing...”

**ALPHA JOHN**: “That’s a good idea. I’ll be here if you need me.”
Do you see the subtle but huge difference in how these situations were handled?

The big rule about emotions is this: NEVER react to a woman’s emotions with your own emotions.

Reaction is a place of weakness and no control. Women pick up on this and sense it. When you start reacting, she starts acting more emotional because she’s not getting what she really needs from a man: CONSISTENCY. You must be someone that she can feel safe expressing herself around, and someone she knows will provide a stable point of reference for her own feelings. When the Alpha kept his cool in the second example, Lita was able to reach the same conclusion that John tried to get her to realize. He “surfed” her emotions without reacting to them.

To be the shoreline, that steady place for her waves to break, you must be confident. Once you understand how a woman works, and your best strategies to manage the situations she will throw at you, you will find new levels confidence and resolve. You will not give in to a woman’s emotional pressure, no matter how inexplicable her behavior might seem.

Here’s another example:

**JENNY**: “I might be a little late getting to the movie tonight. I’ve got a nail appointment at 6:00.”

**JOHN**: “Well, the show starts at 7:00. That’s cutting it kind of close. Do you want to go see a later show?”

**JENNY**: “Yeah, sure. That might be better. What else is playing?”

**JOHN**: “There’s that new comedy with Will Farrell...”
JENNY: “I think he’s stupid.”
JOHN: “Well, there’s that movie with Jamie Foxx…”
JENNY: (Looking decidedly uninterested) “I guess…”

Compare that scenario with this one:

JENNY: “I might be a little late getting to the movie tonight. I’ve got a nail appointment at 6:00.”
ALPHA JOHN: “Well, the show starts at 7:00. That’s cutting it kind of close.” He waits out the silence.)
JENNY: “I know, but I don’t think I can make it any earlier.”
ALPHA JOHN: “I’m really set on seeing this movie, so it would probably be a good idea to reschedule your nail appointment. We’ve had this movie night planned since the weekend.”
JENNY: “Yeah… I suppose I could.” (Her tone is a little bit pouty.)
ALPHA JOHN: “I don’t have another night this week that I can go see this, but if you’d rather spend the evening with your manicurist, I’ll find someone else to come along.”
JENNY: “No, don’t do that! I can reschedule the appointment. Amy has a lot of slots open on Friday.”
ALPHA JOHN: “Good call. I’ll see you at 6:30.”

Do you see the difference here?

Give Jenny an inch of string, and she’ll take a yard. The fact that John didn’t put up any resistance to her sudden change of plans is what triggered her emotional reaction. He thought he was just being accommodating, but inside her head, Jenny was screaming: “Why are you letting me get away with this! Show some backbone!”
Her interest and attraction to John was decreasing all the while, as she tried to put on a polite face for his inability to put his foot down.

A woman needs to know that her man can make a decision and has the willpower to stick with it. How safe can a woman really feel in a relationship, if she thinks her emotional currents are going to rule every decision?

Note that the Alpha Man was not swayed by her current. He was actively steadfast in his resolve, which told Jenny she could now feel better about changing her appointment rather than losing out on the opportunity of being with him. When presented with the alternative, Lita knew that she was the one that stood to lose out, and she came around. As a result, her attraction to him was increased.

What it all boils down to in an Alpha Man’s life is one thing: CERTAINTY.

An Alpha Man knows where he’s going. He knows what he wants from life. He knows what his goals are. He knows what he will and will not accept in treatment from a woman. He knows that he is a force to be reckoned with. This attitude sets him apart from most other guys, who rarely have any plans beyond next weekend.

So how does a man go about gaining that certainty he needs?

We recommend this:

Take out a sheet of paper of fire up your word processing program (yes, right now), and write down your 10 core values. These can be anything from “I stand for freedom and compassion” to “I will not mistreat my friends.” These values are the self-imposed rules for your own conduct that will give you a sense of certainty about who you are and how much honor you demonstrate. Feel free to take this list past 10 if you need to. (In fact, a great deal of self-discovery will often occur once you go past the first ten values you can think of.)
When you’re done with this list, make a second list of the essential traits for the woman you want in your life. Don’t just list the physical traits, because the honest truth is that in 30 or 40 years, most women will look about the same. What will keep you with a woman is her personality and her disposition. What are her values? Will she be flexible, or will she give you grief over every little point of contention?

When you’ve completed these two exercises you’ll have done something that less than 2% of all men ever do: you’ll have stated WHO YOU ARE and WHAT YOU WANT. You’ll have drawn a line in the sand between the old Beta Guy you once were and the new Alpha Man you’re about to become. You’ll find that a powerful side effect will happen as a result: by setting these values down in writing, and using them as your personal guidelines from now on, you’ll make yourself a lot more attractive. Maybe not to every woman, but to the ones that count—the ones you want in your world from now on.

The next “Alpha Rule” I want to share with you, because it has a direct correlation to integrating your new “Bad Boy edge,” is called Master the Laws of Attraction.

We recently saw a joke news story headline that said: “Chicago Man may have lied in online profile about liking sunsets and long walks on the beach.”

This was funny to Carlos Xuma and I on several levels, but mostly because it says so much about how men misunderstand the laws of attraction. Most guys really think that if they say the things a woman wants to hear, they’ll attract her. Browse an online dating site and read some of the guys’ profiles, and you’ll see what we mean. Or, the next time you’re at a bar or a nightclub, eavesdrop on some
conversations between overanxious men and the women they’re trying to converse with.

For a lot of guys, their “game” consists of saying things they believe will make them more attractive in the eyes of women. But they’re conversing on all the wrong subjects, and making their attraction to the woman all too obvious. Then, if she grants him the opportunity to spend time with her at a later date, he continues his pursuit in the same misguided manner.

Hollywood romantic comedies have led us to believe that if a man just tries hard enough, humiliates himself enough, and jumps through every hoop a woman puts in front of him, that he’ll win her heart in the end. We’re shown that the biggest dork in high school can wind up with the cheerleader if he perseveres and bends over backwards to prove his adoration. But if there’s one rule we want you to understand from this book it’s this:

**No demonstration of your feelings will create the same feelings in another person.**

In other words, women don’t care about how you feel until they feel the same way about you. And one does not cause the other. Have you ever had a woman that was not attractive to you demonstrate her interest in you, and not take the hint even though you’re clearly not into her? It’s awkward and uncomfortable, and it actually makes you want to avoid that person. Her interest in you did not make you want her, no more than your demonstrating interest (through gifts, cute emails, compliments, etc.) will make another woman want you.

One of the most important skills you will need to acquire in order to attract women—and one of the crucial steps along your path to becoming an Alpha Man—is understanding how attraction and sexual desire really work with women.
It’s a common misconception among a great many men today that the following ingredients are needed to attract a woman:

- Romantic gestures, such as giving gifts, leaving messages and notes of affection, etc. (trying to meet the media image of the “romantic guy”)
- Demonstrations of “provider” capacity (displaying or bragging about your wealth)
- Constant compliments and spending as much time as possible with her.

The fact is, any effort you make to impress a woman with your interest may flatter her. She might think it’s “sweet.” But it will not create the feelings of attraction within her that are necessary for seduction to occur.

The other great myth about attraction is that women are either instantly attracted or not attracted to men based on their looks. Now, let’s be honest: if a guy is a dead ringer for Brad Pitt, a lot of women are going to lower their defenses. During the first conversation, they might forgive him for being shallow or dull or self-centered. They’ll give him more leeway than they would give other guys.

But you’d be surprised how many men who’ve been blessed with good looks are unable to stimulate deep attraction in women. They wind up struggling to find love just like anyone else. They’re impressive to women at first glance, and their looks—combined with a little bit of game—may enable them to rack up phone numbers or one-night stands. But no matter how “hot” a guy is, if he’s clueless about the Laws of Attraction, one of two things is going to consistently happen to him:
➢ Women eventually lose interest in him, because their subconscious tells them that he is not an Alpha Man. He might be good for a short-term fling, but he is not a suitable long-term partner. So they leave him and continue on their search for a guy who exhibits true Alpha qualities, who makes them feel that deep, undeniable attraction we’ve been talking about.

➢ He winds up getting a girlfriend or wife, but she’s all wrong for him. Because he is not an Alpha Man, he doesn’t have the insight into women, and himself, that would enable him to find, attract and build a relationship with the right woman.

On the other hand, we’ve all known a guy whom women find irresistible, even though he isn’t super handsome. He’s a “natural,” as if he sprang out of the womb knowing exactly how to seduce the pants off of females. He has no problem approaching and sleeping with girls, despite the fact that he lacks the surface qualities (extreme good looks and money) that we think women are attracted to.

This is because he applies certain Laws of Attraction. If you were to ask this natural what his “secret” is, he probably couldn’t articulate any particular strategy. He interacts with women on an intuitive level; he’s figured out a few things that work (usually it has something to do with being exceptionally confident and cocky), and he exploits that to the max—offending some women in the process, but still managing to get laid.

Now it’s time for the good news. You can learn the Laws of Attraction and become “that guy”—the one that makes your friends wonder, “how the hell does he do it?” Except as an Alpha Man, you’re going to succeed with women on a much higher level, and without alienating or offending anyone. Because while the naturals have
figured out a few tricks that work with some women, the Alpha Man understands the complete picture. He doesn’t rely on canned approaches, or use a “cocky” attitude on every girl; he adapts his approach and strategy based on the type of girl he’s interacting with, and he radiates a sincerity that other men lack.

There are no shortage of women willing to sleep with the Alpha Man. But more importantly, women are deeply attracted to him and interested in pursuing long-term relationships with him.

Being attractive to women, in the Alpha sense of the word, is a process that involves certain steps. They are:

1) **Identify a worthy candidate for your attention.**
   
   This is where you find a woman that you may be interested in, based on previously determined criteria. It is not simply a woman you saw with a cute ass that you want to meet for quick sex. The Alpha Man has a more specific agenda, which we’ll discuss shortly.

2) **Approach her.**

   Yes, you must actually walk up to her and initiate conversation. No, she will not do it herself (unless you’re that guy who constantly gets mistaken for Brad Pitt). This is a test of your manhood. If you sit back and talk yourself out of meeting her just because you’re afraid of rejection, you will be unable to pass your genetic legacy on to your children with her. You’re automatically filtered out of the process of evolution. Sound harsh? You bet it is. That’s why you must get past your fears and take the chance to approach and introduce yourself to her.
We’ll show you how.

3) **Build attraction.**
   One skill that many guys never acquire is the ability to get a woman interested in them, mostly because they have fallen prey to the false belief that women are interested primarily in looks. (They believe this because they think that women think like men. Guess what? They don’t.) *Attraction is not a choice for her.* Her attraction is kickstarted by specific, learnable demonstrations that you present to her, through your behavior.

4) **Qualify her.**
   Most women are used to men who are indiscriminate. These are the guys that chat her up for no apparent reason other than the fact that she has a pulse and boobs (which they can’t stop looking at). When you show that you have standards—that she has to actually *qualify* to be a part of your life—you have immediately separated yourself from the pack. The Alpha of any group does not accept what comes his way. He chooses the woman he wants. And by virtue of this attitude, he will probably get her.

5) **Build rapport.**
   A woman must feel a sense of connection with you. It’s absolutely critical if you want to obtain her trust, which is then imperative if you want to forge a relationship of any kind with her, whether it’s strictly sexual or long-term. Rapport is built chiefly through conversational skill. There’s none of the cliché chit-chat. (“So do you come here often?”) You’re prompting her
to talk about herself and share information, and you’re guiding the conversation along towards certain topics while avoiding topics that could burst the “romantic bubble” you are creating.

6) **Escalate appropriately or CLOSE for the next escalation.**
   This last step is open-ended, and it’s where you will find the most opportunity for growth. Escalation is the process of taking the initiative to make this relationship move forward towards sex. The woman needs to feel that you will take the responsibility for this role. If she feels like she’s the one making things move forward, she will freak herself out by worrying that she’s a slut. You are either escalating the situation (which also involves the risk of occasional setbacks—never view it as “rejection”), or you’re setting up the next time you will meet with her (otherwise known as “closing,” such as when you close for her phone number, or line up a date.)

Now, let’s discuss each of these steps in detail, so you’ll know exactly what to do—and when.

**Identify a worthy candidate for your attention.**

This is where delicate “dance of attraction” starts. If you haven’t determined beforehand what you want and don’t want—and what you will accept, and won’t accept—you’re going to be a lot less attractive to women.
The female “radar” is a finely tuned instrument. They can sense when you aren’t picky and are just hoping to find someone to hook up with. If so, they’ll be unlikely to connect with you on any level. The Alpha Man projects an aura of knowing what he wants, and not settling for less.

So, first things first. Sit down with a pen and paper—or fingers and keyboard—and get cracking. Make a list of 10 Must Haves (qualities you insist on in a woman), 10 Nice to Haves (qualities that you appreciate, but aren’t absolutely necessary), and 10 Deal Breakers (qualities you will not tolerate. Maybe she can be a friend to you, but she’s not a dating prospect).

If your goal right now is to “play the field,” and finding a woman to settle down with isn’t your intention, put those thoughts aside for a moment. In your mind, what are the specific qualities that your “dream girl” would possess? If five of the items on your “Must Have” list are going to be physical attributes, base the other five on qualities other than looks.

By making these qualities absolutely clear in your subconscious mind, you’re “reprogramming” yourself so that when you meet a woman or begin dating her, you’ll quickly know whether she’s a worthy candidate for your time and effort. (If you don’t know what you want, how are you going to know when you’ve found her?)

Once you’ve made these lists, you must now accept that in all likelihood, the best you’ll find is someone with 80-85% of what you want. But if you choose the right qualities, that’s all you’ll need.

The next thing you must do is find prospective candidates you want to approach or talk to. This isn’t very difficult, but we know there are a lot of guys out there who like to say, “I can’t find any good women! Where do I go to meet them?”
This isn’t what they mean. Underneath those words, they’re actually saying: "I see women all around me all day long, but I consider them impossible to meet because that means I have to risk walking up and saying something to them. I want you to point me to a risk-free location where all these women are herded together and waiting to be meet a guy like me."

There are endless environments that offer limitless opportunities to meet women. We’ll discuss some of these environments, including ones you may not have considered, in a later chapter. The most important thing to remember for now is that every approach—whether it’s sending an email through an online dating service, or stepping to a girl at a nightclub—involves risk.

The Alpha Man conditions himself to enjoy risk, because with risk comes the possibility of great rewards. He also believes that when it comes to meeting women, there is no such thing as “rejection.” Banish that word from your vocabulary. In virtually every instance in which you approached a woman and failed to achieve the desired result, there was a better course of action that you could have taken—as well as a lesson you could have learned. You just weren’t paying close enough attention to the interaction to recognize that lesson.

After applying these lessons in the field, you’ll stop fearing rejection and see every interaction with a woman as an opportunity—either to score, or to gain a new nugget of insight or experience that will only make your game stronger.
The Approach

No single activity sparks more fear in the heart of men than this one. In reality, it’s not that tough. In your mind, however, you’ve built up so much dread over it that you turn into a basket case when you see the opportunity arise and feel compelled to act on it. That’s when that voice in your head starts giving you convenient excuses: “She’s probably only interested in super good-looking guys.” “She must have a boyfriend.” “She probably doesn’t want to be bothered.” “I have to leave soon, anyway.” Etc.

Here are a few strategies that will help you:

1) Wait only 3 seconds to approach, no more. If you wait any longer, you’re giving yourself an excuse not to do it. Therefore, you probably won’t. You must reprogram your nervous system to ignore the anxiety and act in spite of it. This may feel uncomfortable and unnatural at first, but so did swimming or riding a bike the first time you tried it. With practice—and some positive results—going into “approach mode” will become second nature to you. That tingle of adrenaline you feel when you spot an attractive woman, and know you’re going to approach her and open a conversation, is something you’ll begin to thrive on, rather than fear.

2) Walk up to her and just say one thing: “Hi, I just had to let you know that you have a great energy about you. I wanted to come over and meet you. What’s your name?”

Don’t get too clever. Pickup lines are a crutch, and they do not work. Even the indirect lines that guys use, like “Hey, do you
have the time,” fail miserably because the woman knows what you’re doing, and you look even more timid and scared.

When you convey the sense that you’re an honest, authentic person, she’ll lower the barriers that shut out 9 out of 10 men who approach her, exuding desperation or anxiety. Once you’ve “opened” the conversation, we’re going to show you how to chart the course for success.

**Build Attraction**

Okay, now we’re at a critical spot. If you start trying to “make friends” with her after you meet her, you’re probably going to lose her interest, or she’ll just categorize you as a friend and nothing more. (This translates into “guy she will never sleep with, even if you get her drunk.”)

What you need to do is start raising the energy level of the interaction to a point that will get her more invested in your conversation, and experiencing a maximum amount of fun.

This is what it’s all about. You remember that Cyndi Lauper song, “Girls Just Want to Have Fun?” Wrapped up in that three minute pop ditty from the 1980s is a truth that most guys will never grasp. If there’s one thing you must focus on in the first few minutes of meeting a woman, it’s that she is tuned into one core area: how much fun would this guy be if I went out on a date with him?

If you pass the “Fun Test,” you’re in. If you don’t feel like fun, she will most likely:

- Give you a fake number.
- Give you a real number, but never answer it when it rings.
➢ Give you a real number, but she never returns your calls, hoping you’ll get the hint.
➢ Answer the phone, talk to you, agree to another date, and then flake.

What she will NOT do is tell you that she doesn’t find you fun and isn’t very attracted to you. So let’s stop with the whining and lamenting about “why don’t women just tell you when they’re not interested?” You wouldn’t do that to a woman, so why expect women to be that blunt with you? It’s a game women play, at least the somewhat gracious ones: let the guy save face and retain some dignity, while she’s hoping you are socially aware enough to take the hint. Don’t hold it against her; she’s actually trying to be nice and spare your ego from further bruising.

She’s also sending you an important hint: in the future, you need to be more tuned into raising the energy level, making her have fun, and building attraction.

So how do you accomplish these three things? First, tease her. Note that we did not say “make fun of her” or “neg” her. These are two different approaches, and you must be aware of the difference.

Teasing is good-spirited fun, and has no malicious edge to it.

“I like your purse, but it’s so darn small I’m wondering if you could fit anything more than your cell phone and a single Altoid in it.”

“If you take those shoes off, I bet you’re like four feet tall, huh?”

Those examples would all be delivered in a way that says, “I’m just kidding around with you.”
The Friend Zone Vs. The Alpha Zone

The Friend Zone Guy is always available. If she calls him at three in the morning, sobbing because her latest boyfriend cheated on her, he hangs on the phone for an hour telling her what an incredible girl she is, and how that jerk didn’t deserve her. If she calls him on a Saturday night to see if he wants to come out to a bar, he’s ready to head there at a moment’s notice. If she asks him to help her paint her apartment next Sunday, no problem. Anything to spend time with her, even if the time they spend together is strictly plutonic and getting him nowhere.

The Alpha Man has no time for conversations about other men she’s been romantically involved with. (For starters, she would never dare call him at three in the morning, because she already knows he is an extremely busy person and needs his sleep.) If she ever starts talking about some jerk who cheated on her or broke her heart, his response is empathetic, but brief: “It sounds like that guy really blew it with you, Jessica. But it’s a good thing that you’re free and unattached now, because I’m enjoying getting to know you.”

Then, he moves the conversation to a more pleasant topic and takes her mind off her ex. He asks her a question about something that will put her in a positive mindset: something going on in her life that she is excited about. The hidden implication of this “topic switch” is that her ex is completely irrelevant and not even worth discussing.

NOTE: Do not make any comments that disparage her ex. Don’t say “what a loser,” or “I can’t believe you would date a creep like that.” Bear in mind, she had (or has) strong feelings for him. By insulting her ex, you’re insulting her judgment and may cause her to get defensive.
On the same note, never make negative comments about your own ex. This make you look A) like a callous jerk, or B) like your ex is still weighing on your mind and you haven’t gotten over her. If she asks you why you ended your previous relationship, no matter how much of a psycho bitch your ex was, put a positive spin on it: “She’s a great person—I guess we just weren’t meant to end up with each other.”

When a woman calls the Alpha Man to make plans with him, he will rarely agree to it immediately—especially if it’s on short notice. There’s no way she’s going to call him and catch him home alone on a Saturday night, with nothing better to do, eager to accept her invite.

There’s nothing wrong necessarily with chilling at home alone on a Saturday night, but never give the impression that you’re “waiting by the phone.” If she calls to invite you to join her at a bar, say, “That sounds like a lot of fun. I’ve got some things to take care of, but let me see if I can make it over there a little later on. I’ll call you, keep an eye on your phone.”

If she calls to see if you can join her for dinner next Thursday, maintain this aura of limited availability: “I’ve got a busy week, but let me check my schedule because that sounds like a great time. I’ll ring you back.”

Ideally, as an Alpha Man, you truly are so busy that you’ll need to check your schedule and possibly shift some appointments around (perhaps appointments with other girls). Either way, never give women the impression that you’ve got nothing else going on. This approach has another important benefit: when you do grant her your time and hang out with her, it will feel special to her. She won’t take your time for granted. For a guy in the Friend Zone, it’s common for women to show up late, cancel plans or flake out on him—because
they don’t respect his time.

**The Friend Zone Guy** eventually makes the “big confession.” After a period of being a “good friend” (another way of saying, “sexually frustrated”), he can’t endure the torture any longer and decides to spill his heart out. He thinks he’s making a brave romantic gesture, but he winds up ten times more depressed when she tells him, “But I like you as a friend” or “I don’t want to mess up our friendship.” (This is just another way of her saying, “I have zero interest in sleeping with you, so forget about it.”)

The "heartfelt confession" is always a recipe for humiliation. She’s either going to:

- Pity you, and instantly lose respect for you. How can a woman respect a man who has been hiding his feelings out of fear?

- Think you’re seriously weird. She’s thinking, this guy has been hanging out with me all this time, pretending to be my close friend, and all along he’s been dying to get in my pants? Creepy.

Only in the movies do two people simultaneously confess their pent-up lust for each other and then make wild, passionate love. You can be the most loyal friend in the world to her, but if you’re not stimulating her on a sexual level, she’s never going to view you as anything but a friend.

**The Alpha Man** never confesses his own attraction. If she feels the urge to tell *him* how attracted she is to him, he plays it coy: “I’m really enjoying getting to know you. Let’s keep having fun together and see where it goes. No pressure, no expectations, I think that’s the best way to begin a relationship.”
The Friend Zone Guy is easily rattled. He’s never truly at ease around the object of his desire, because he’s carrying around pent-up emotions that are threatening to burst out of him. This manifests itself in his lack of poise when he’s around her. Because he’s always hoping to impress her, he gets frustrated when things don’t go exactly his way.

The Alpha Man demonstrates poise at all times. Poise is the key that will get you through many doors with women. Whether you’ve just struck up a conversation with her, or you’re out on a second date with her, you are constantly being evaluated. But this shouldn’t make you nervous. Instead, you should always be on the lookout for opportunities to demonstrate what a calm, cool and collected guy you are. While the average guy fumbles and falters whenever things don’t go exactly according to plan, the Alpha Man always shows poise.

For instance, we’ve all been in situations where we’ve had to wait in line for something. No one likes to wait in line. It’s easy to start bitching and complaining. Some guys, if they’re waiting to get into a nightclub or restaurant, will start hassling the staff and cause a scene. They might think they’re being assertive, that they’re showing they’re too important to bother with a long wait. But all they’re really doing is calling attention to the fact that they’re impatient and rude. And impatience is a major turn-off to women.

Next time you find yourself waiting in line with a date, don’t complain to her and create negative energy. Spin it into a positive. Tell her, “normally I might get impatient at having to wait in this line, but with you keeping me company, I’m in no hurry.”
Watch that put a smile on her face. Instead of showing weakness (in the form of impatience), you showed **Alpha strength**.

Every time you’re with a woman, you are faced with situations where you can either create negative energy or show **strength** and **poise**. A waitress messes up your order and brings you the wrong dish, or your steak is cooked the wrong way. Your car breaks down in the middle of a date. You’re with her at a bar, and some random guy starts talking to her. **All of these situations should be handled with poise.** Look at these situations as tests, and know that she’s going to notice you handle yourself.

Say to the waitress who messed up your order, “I know it must not be easy, keeping track of all these orders, but I actually ordered the medium rare steak.” When she apologizes, smile and act like it’s no big deal. “I completely understand, it’s busy here tonight. Not a problem.”

When some other guy starts trying to chat with your date, most guys in this situation will try to assert their masculinity—by acting aggressively, or by being overprotective and putting an arm around her. This only makes you look insecure, like you’re actually **worried** that some random guy is going to snatch her away from you.

Take the opposite approach. Introduce yourself to the guy and make it a group conversation. If he refuses to take the hint and won’t leave the two of you alone, politely excuse yourself and your date.
(We’ll go into more detail on dealing with other men when we explain Alpha Rule #12, “Be Socially Aware and Adept.”)

**The Friend Zone Guy** shares his own disappointments and frustrations with women. While trying to build his “friendship bond” with her and listening to her problems, he talks about his own. Just as he is overly sympathetic when she talks about the crap in her life, he wants her to be sympathetic to his plight. When she talks about how badly men have treated her, he talks about how badly women have treated *him*. He mistakenly thinks that these “shared disappointments” are building the bond between them—when in reality, it just makes him look even weaker and more unattractive.

**The Alpha Man** keeps things on a positive note, and thereby keeps women in a relaxed, carefree mindset. They associate him with feeling good about themselves. If she has had a stressful day, or is going through a difficult period in their life, she knows that when she spends time with him her problems are going to be temporarily forgotten. She looks forward to spending time with the Alpha Man because he offers an escape from her troubles, or from her mundane daily routine.

Whenever a girl starts talking about a negative subject, you should listen for a few minutes (you never want to seem unsympathetic) and then steer the conversation in another direction. Put her focus back on the present moment and the time she is spending with *you*. “Well it sounds like you had a rough day, Lisa, so I’m glad we’re out tonight enjoying this amazing restaurant/concert/nighclub/etc...you can just forget about all of that and focus on having a good time.”
Once you’ve developed a romantic/sexual relationship with a girl, it’s perfectly okay for you to listen at length about her difficulties and help her work through them. Maybe she’s having financial problems. Maybe she hates her mother. Maybe she had a horrible childhood. These are things you share with someone you care about over time, and it’s all part of being in a loving relationship. But they have no place in the early stages. When these topics come out, be empathetic but be brief, and then move the conversation into positive territory.

Remember, friends are willing to listen to their friends vent about their problems all night long. Lovers stay focused on each other and future possibilities. Keep yourself in the latter category.

The Friend Zone Guy is so caught up in his passion for her, that he’s passionate about little else in his life. Any other goals he has (or had) don’t seem nearly as important as making her his girlfriend.

The Alpha Man is passionate about his life, and this passion is hugely attractive to women. Sure, he’s had his ups and downs—we all have—but when he’s getting to know a woman, he conveys the sense that he is in control of his destiny and excited about it. Any mistakes or false steps in his past were learning experiences that helped him reach this point in his life. This combination of passion, confidence and control is intoxicating to the women who get to know him.

In many cases, you’ll be passionate about something that she isn’t particularly interested in. The mere fact that a man is capable of being incredibly passionate about something can create an attraction. Women will often reason that if he can be genuinely passionate about a hobby or a career goal, then he has the capacity to be passionate towards her and their relationship.
This is the premise of the movie *Fever Pitch*, in which Jimmy Fallon plays a dweeb who’s completely obsessed with the Boston Red Sox and Drew Barrymore plays his frustrated girlfriend. At one point in the movie, Barrymore gets fed up with how he’s been ignoring her to watch his team. Right before breaking up with him, she tells him that his love for the Red Sox is one of the things that made her interested in him, because she figured she could get him to redirect that passion towards her. Of course, being that this is a Hollywood romantic comedy, he eventually realizes what a complete jackass he’s been and he winds up renouncing the Red Sox for her.

The point of the story is, passion is what we call a “massive attraction quality.” Not obsession—where you’re so consumed with something that you wind up alienating the people close to you—but passion. Whether you love music, or snowboarding, or travel, it’s cool to be really into something and be an expert on the subject. Ideally, it’s something that you can share with women. Maybe it’s taking her to see a band you love, showing her around your favorite art gallery, taking her to your favorite mountain biking trail, or simply turning her onto a book by an author you admire.

Don’t think you need to appear invincible and invulnerable to women in order to create attraction. Displaying a vulnerability—such as joking about how you’re the world’s worst skier—can be endearing. (If you seem *too* perfect and great at everything, women might start wondering “what’s the catch? And why the heck is this ‘perfect guy’ still single?”)

The idea is to always maintain a fun, outgoing, positive mindset; don’t bring up subjects that you can’t put a positive spin on, or joke about. Don’t get into your personal frustrations or failures.
**The Friend Zone Guy** defers to her opinions and decisions. When he calls her to plan a get-together, it sounds something like this:

HIM: I was thinking if you’re free tonight, maybe we could do something...
HER: What do you have in mind?
HIM: Oh, I don’t know. Maybe see a movie?
HER: Are there any good movies playing?
HIM: I don’t know, I could check the Internet...what kinds of movies do you like?
HER: I love scary movies. What about you?
HIM: I like all kinds...scary movies, action, comedies, whatever.
HER: I’m actually pretty hungry. Do you want to get something to eat?
HIM: Sure. Where do you want to go?
HER: What kind of food do you like?
HIM: All kinds. What do you like?

Blah, blah. This conversation could go on for a half-hour without any type of game plan being formulated. Does this sound like a guy who is capable of making a woman feel safe, secure and protected? Being indecisive about picking a restaurant or a movie might seem trivial. But when a woman is evaluating you as a potential mate, she is searching for Alpha qualities. She wants an Alpha Man, and an Alpha Man is one who leads.

**The Alpha Man**, always keeping himself out of the Friend Zone, lays out the game plan and makes it happen:
HIM: So you mentioned you were free on Friday night. There’s a place I’m going to take you to eat that I know you’re going to love.
HER: Oh really? Which restaurant?
HIM: Trust me, the food is incredible. This place is a hidden gem, not too many people know about it yet. I’ll pick you up at seven.
HER: Sounds great.

The Alpha Man is **decisive**, never wishy-washy about anything. He knows what he likes, and does not like. He has his own beliefs and opinions and is not afraid to share them, even if they go against the grain. And when it’s time to make plans with a woman, he doesn’t beat around the bush and try to take the safest possible route. He lays out the plan, and encourages her to come along for the ride. (If it turns out that she’s extremely picky or isn’t receptive to trying new things, then she’s probably not a woman you’ll want to date in the first place.)

**The Friend Zone Guy** is nervous about making commitments. Sure, he’d commit to *her* in a heartbeat if he knew she felt the same way about him, but in other areas of his life he is unable to make decisions. He dislikes his job and complains about his boss, but isn’t committed to finding a better job. He can’t stand his roommate, but won’t commit to finding a better living situation. He talks about how he *wants* things, but lacks the drive, the self-confidence, and the commitment to make it happen. This is incredibly unattractive to a woman. How is she supposed to imagine a relationship with this guy, when he has no authority over his own life?
The Alpha Man demonstrates that he believes in commitment—to goals, and to other people. He demonstrates this through his actions as well as his statements. By emphasizing what a committed person you are, women will know you are capable of committing to them—and will want to earn this privilege.

Here are just a few examples of seeds you can plant during conversation:

“I’ve been working on this new project that’s been really challenging. But I’m going to see it through. Once I start something, I always stay committed to it.”

“One of my goals right now is to get in better shape and eat healthier. I’m really committed to it.”

“I can’t understand these Hollywood celebrities, getting married and splitting up a few weeks later. I think they do it mainly for the publicity, they have no idea what real commitment is.”

“What I respect most about my parents is their commitment to each other. They’ve had a lot of up and downs but they’ve always stayed committed to their marriage.”

“I’ve been busy lately helping one of my friends get his new business off the ground. I’ve always very been committed to the people in my inner circle—I try to always be there for them.”

Establish yourself as a guy who believes in commitment, and women
will want to commit themselves to you.

**The Six Words No Man Wants To Hear**

“I like you as a friend.” We’ve all heard these dreaded six words from a woman before, and it’s worse than a kick to the crotch. But understand what she’s really telling you. When you try to make a move on a girl and she denies you, saying she “just wants to be friends,” what she’s saying is that she is not sexually attracted to you. This could happen at the end of the first date, or after you’ve known her for years and finally work up the courage to ask her out.

Whatever the case may be, when a woman tells you this, you might as well chalk it up as a lesson learned and move on. Let’s be realistic: after you’ve made it clear that you’re into her, and gotten shot down with those six words, hanging out with her in the future as a “friend” is going to be unpleasant. Chances are she is going to distance herself from you. There is always going to be a certain level of awkwardness and sexual tension between the two of you: she knows you want her, and you know you still want her, but unfortunately it ain’t gonna happen.

If you get smacked with those dreaded six words, just play it cool: “If you feel that way, I respect that. Of course we can be friends.” Don’t try to convince her otherwise, that you’re a great catch or would make an awesome boyfriend. And don’t say anything obnoxious. (“Fine, whatever, it’s like you’re that hot...”) Just verbally agree to the “let’s be friends” scenario and know in the back of your head that this situation is going nowhere, and it’s time for you to cut your losses and move on to the next prospect.
Learn from the mistakes you’ve made in the past, and vow to never get trapped in the Friend Zone again with a woman you want to score with. If you follow the path of the Alpha Man, you’re not going to ever hear those words. You’re going to know how to stimulate a woman’s interest in you and present yourself as a romantic option so that you never get in the Friend Zone in the first place.

When a woman agrees to go on a date with you, she knows the deal. You didn’t ask her out because you’re looking to make a new buddy. And she didn’t spend two hours choosing her outfit, and doing her hair and makeup, because she wants a guy she can unload her problems on and never sleep with. She’s looking for an Alpha Man who will sweep her off her feet. Whether or not you fulfill this role is up to you.

**Don’t strive to impress women, and don’t look to possess them, either.**

One of the most powerful male desires we must overcome is the desire to “possess” women. People often assume that women are the more possessive gender, that they’re the ones who want to “lock down” their men and jealously guard them from other females. But just as often it’s men who feel the need to possess. This is one of the most common roadblocks on your path to becoming an Alpha Man.

You’re on this planet for a limited time. After you’re gone, you won’t be able to take it with you, as they say. When you view your life from this long view, possession is really just a figment of your imagination, anyway.

We see the following scenario unfold all the time: after a period of loneliness and frustration, having faced rejection and disappointment on the dating scene, a guy meets a girl. They hook up and have sex. Finally, he feels like the black cloud over his head has
lifted. He thinks he might have found “The One.” When they’re spending time together and she’s affectionate towards him, he feels euphoric; when they’re apart and she’s not returning his phone calls right away, or is unavailable to hang out with him, he feels despondent. Up and down the rollercoaster goes.

When we look back on those periods in our lives, we usually wonder what the hell we were thinking. But there’s a reason why you behaved the way you did, and the answers actually lie in science. Yes, there is a science behind love—and it’s an addiction that has brought many a man to his knees.

**Addicted To Love**

When you start dating a girl and having awesome sex—especially if you’ve been out of the game for a while—an intense chemical reaction is occurring in your brain. The effect that a new woman (and more specifically, good sex) has on a man’s brain can be even more powerful and harder to shake than an addiction to cocaine.

When we “fall in love,” dopamine and norepinephrine levels rise, and serotonin levels fall. This is actually the same state that cocaine sends our brains into. Helen Fisher, a psychologist at Rutgers University, conducted a study in which she broke down love into three stages: lust, attraction and attachment. Each stage is fueled by different hormones and chemicals.

Stage One, Lust, is driven by the sex hormones testosterone and estrogen. Stage Two, Attraction, is when you’re love-struck—constantly thinking and talking about her. Scientists believe there are three main neurotransmitters involved in this stage: adrenaline,
dopamine and serotonin. These chemicals send your stress response into overdrive. When you bump into her unexpectedly or call her on the phone to plan a first date, your heart starts racing; you start sweating; your mouth goes dry.

Fisher studied a number of “love struck” couples and examined the chemical content of their brains. She found they all had high levels of dopamine. This chemical creates an powerful rush of pleasure that leaves the brain wanting more and more. Surging dopamine levels give you increased energy, diminish your desire for sleep or food, and make you intensely focused on your object of desire.

Meanwhile, the level of serotonin in your blood plummets. Dr Donatella Marazziti, a psychiatrist at the University of Pisa in Italy, conducted a study with twenty couples who’d been in love for less than six months. By analyzing their blood samples, she found that their diminished serotonin levels were equivalent to the levels of patients suffering from OCD (Obsessive-Compulsive Disorder). In effect, when you’re in this love-struck state, you are mentally ill.

One of the effects of this “chemical cocktail” is that you begin to idealize the woman. You focus on her positives and find ways to explain away her faults. You also romanticize the relationship itself, believing it to be something unique and incredibly special. If your buddies take a different view of her and warn you against getting involved, you don’t listen. You get defensive. THEY don’t know her the way you do!

We’ve all been through this at some point: we develop an infatuation with a girl that our friends warn us against. At the time, we refuse to acknowledge the warning signs that should have been obvious. Later on, when the relationship crumbles, we feel foolish for not having realized it sooner. But at the time, we were powerless to
the chemicals surging through our brains. We were, quite literally, “addicted to love.”

Another element of sexual chemistry is a hormone called oxytocin. Men and women release this hormone during orgasm, as well as by just simple touch. It makes them feel “bonded” to each other after they’ve had sex. (Oxytocin is also known as “the cuddle hormone.”) We want to experience this high as frequently as possible, which is why we usually screw like rabbits in the early stage of a relationship.

When a couple stays together for a period, the lust stage progresses into the attachment phase, and other chemicals take over. The hormone vasopressin starts playing a key role. This, too, is released after sex. Scientists came to understand vasopressin’s importance in relationships by studying the prairie vole. Like humans, prairie voles engage in far more sex than is necessary for the purposes of procreation, and they also form pairs with the opposite sex. But when male prairie voles were given a drug that suppressed the effect of vasopressin, their bonds with their partners instantly began to deteriorate. Their devotion to their partner ceased, and they stopped caring about guarding them from other horny males.

It’s exactly like a drug addiction in many other ways. You’ll find that the first doses seem so blissfully pure, and the high is like nothing else. Later on, it takes more and more to get that same feeling back. But by this point, you’re good and hooked. And guess who’s your dealer? That’s right: her.

According to Fisher, falling in love also contains the three main characteristics of addiction. The first is tolerance. Drug addiction usually starts with casual use; you’re using the drug at parties, or only on weekends, and gradually your usage escalates as you start craving...
it on a daily basis. The addiction of love is no different. At first, you might only be seeing her on her Sundays; then you want to spend entire weekends with her; then you want to see her whenever she is available, even if it means ditching your friends or your work. Then you want her to move in with her. You want to be around her all the time, and make sure no other man can possess her.

The second characteristic of addition is **withdrawal**. When you’re hooked on a drug, being deprived of it causes intense physical discomfort; when you’re hooked on a girl, being separated from her causes anxiety and depression. Romantic love rewards your brain with that delightful flood of pleasurable chemicals; when it’s taken away from you, you become obsessed with regaining that feeling. In most cases, it’s not *her* you crave. It’s the sensation you get from being with her, and your desire to end the discomfort of withdrawal.

The final characteristic is **relapse**. You quit using the drug, or break up with the girl, and after weeks or months of depression you finally feel that that you’re “over it.” Then you spot her at a party months later, and those intense desires return. You’re right back in love, obsessed with her all over again. If she welcomes you back, you’ll leap back into the relationship without considering all the crap she put you through.

When a woman you “love” stops seeing you, and your brain is suddenly denied those pleasurable chemicals, depression sets in. This, too, is a neurochemical state – mostly created by the vacuum of replacement emotional highs for and from the woman. Over the last couple of decades, scientists have figured out the chemistry of depression and come up with ways to treat it. Antidepressants such as
Prozac and Zoloft have been touted as miracle cures. What they actually do is quite simple: they raise the serotonin level and suppress dopamine, which balances you out. You’re not experiencing the “lows” of depression, but you’re not experiencing the highs, either.

These drugs present a Catch-22 for the broken hearted, because although you may no longer be depressed over the girl, they may also prevent you from falling in love again. Your brain is no longer producing the pleasurable chemicals that make you fall head over heels.

There’s no greater feeling in the world than falling in love and knowing the feeling is mutual. Our brains behave this way for a reason; this exhilaration ensures that our species will continue to reproduce and survive. This information isn’t meant to discourage you from finding “the one” and living happily ever after. But understand the science behind it. Next time you experience these euphoric feelings, but your buddies are pleading with you to run the other way, guess what: they’re usually right. A lot of guys don’t learn this lesson until after she’s taken him for half his net worth.

Also remember, every brain is wired differently. Some people can enjoy a few beers once in a while; others will compulsively drink themselves into oblivion the moment alcohol touches their lips. The same goes for drugs addicts and people with eating disorders. If your romantic history is filled with out-of-control, obsessive relationships, then the “love chemistry” in your brain—or in the women you’ve dated—is probably imbalanced or jacked up to a higher level than the norm. This can result in some very hot, passionate relationships, but remember that love is like a flame: it can keep you warm at night, or it can burn your house down.
As an Alpha Man, you must adopt a more relaxed, fluid mindset. The idea is to make women want to possess YOU. You are the ultimate prize, which one woman might be lucky enough to win someday—but only IF and WHEN you decide you want to commit to one woman. You want her brain to be firing off those pleasure chemicals whenever she’s in your presence, or when you call her phone. But you must remain calm and maintain a level of emotional detachment. You can train yourself to keep your own internal chemistry in a balanced state, to stay in control while the women orbiting you are overcome by lust and attraction.