



Alpha Masculinity

No More Mr. Nice Guy

**How to Be An Alpha Man
In a Woman's World**

Ebook Reference

Carlos Xuma's

R.E.A.L. GAME



MODULE 1:

Introduction: Part 1

Introduction

Welcome to the Alpha Masculinity program. This is Carlos Xuma, and here is my most important program to date - more important than all my programs on how to approach women and how to go as far with your sexuality as you want. This is the way to realize your own masculinity. This will feed every situation: every woman you meet, every dollar you earn, every pound you lift in the gym. We'll address:

- The nice guy syndrome
- Different facets of what it means to be a man and get rid of the immature aspects that hold us back
- The way of the warrior – an important energy and a definite part of the masculine psyche
- Life lessons from my life and the lives of many other men – specific things to do to feel like an alpha man
- A reading list of books and a list of movies to watch
- Touch on what it means to be a cool guy, that other men want to hang out with and women want to get with.
- Power – and war. These are two elements of a man's life you may not understand fully
- Valuable messages as to what your passion and purpose is in life.

You'll have a clear cut path to follow to get the woman, job, wealth, the spiritual side – whatever you want.

Review one segment per day of this program, and after a month you'll have a solid understanding. Don't try to listen to too much of this program at once, it's addicting, but you'll burn out. Each time you listen to it you'll find new wisdom, definition and application you weren't ready for the first time.

Masculinity is something we've lost over the past 30-40 years. Our fathers didn't understand how it was turning into a woman's world. When you're done here you'll understand what it means to hold masculinity close to your heart.



If you only listen to this you'll get a few epiphanies, but it's when you do the practices that you get the real benefit. It's a physical, interactive process so you can grow in ways you never imagined.

You'll have to write things down, so be prepared with a paper and pen, a journal or an open text file.

This is Carlos Xuma. Welcome to the Alpha Masculinity program.

Introduction: Part 2

Introduction

A lot of what we'll talk about relates to my concept of the Alpha Man.

Meaningful quotes:

“If money is your hope for independence, you'll never have it. The only real security that man will ever have in this world is a reserve of knowledge, experience and ability.” – Henry Ford

“A little less complaint and whining, and a little more dogged work and manly striving, would do us more credit than a thousand civil rights bills.” – W.E.B Dubois

“Life is too short to be little. Man is never so manly as when he feels deeply, acts boldly, and expresses himself with frankness and with fervor.” - Benjamin Disraeli

“Look not mournfully into the past, it comes not back again; wisely improve the present, it is thine. Go forth to meet the shadow of your future without fear and with a manly heart.” - Henry Wadsworth Longfellow

“If you can keep your head when all about you are losing theirs and blaming it on you, if you can trust yourself when all men doubt you but make allowance for their doubting too; if you can wait and not be tired by waiting or, being lied about, don't deal in lies, or being hated, don't give way to hating and yet don't look too good nor talk too wise; If you can dream and not make your dreams your master, if you can think and not make your thoughts your aim; if you can meet with triumph and disaster and treat these two impostors just the same; if you can bear to hear the truth you've spoken twisted by knaves to make a trap for fools, or



watch the things you gave your life to broken and stood up and build them with worn out tools; if you can make one heap of all your winnings and risk it at one turn of pitch and toss, and lose and start again at your beginnings and never breathe a word about your loss; if you can force your heart and nerve and sinew to serve your turn long after they're gone, and so hold on when there's nothing in you except the will which says to them 'hold on'; if you can talk with crowds and keep your virtue, or walk with kings nor lose the common touch, if neither foes nor loving friends can hurt you, if all men count with you but none too much; if you can fill the unforgiving minute with sixty seconds worth of distance run, yours is the earth and everything that's in it, and which is more, you'll be a man, my son." – Rudyard Kipling

"It is well to remember that the entire universe, with one trifling exception, is composed of others. – John Andrew Holmes

"Men want the same thing from their underwear that they want from women: a little bit of support and a little bit of freedom." - Jerry Seinfeld

Concepts

What does masculinity mean? What are the traits of the masculine man?

- Strength, fortitude of will
- Confidence: ambient (that which you have all the time – it allows you to face the day) and specific (you have confidence in certain skills)
- Decisive – a man's power lies in his ability to make and stick to decisions
- Socially aware – mediate, handle yourself
- Wise – usually beyond his years, has a greater time perspective on life
- Knows how to redirect instead of block – when we have conflict, we don't have to face it with aggressive, angry fear. We can steer an opponent's energy and let them pass by or hurt themselves.
- Responsibility – for his life, steps up to the plate
- Boyish attitude (curiosity, playfulness) with a manly strength and capability
- Emotionally controlled – knows how to manage his emotions
- Feel empowered – the ability to give yourself responsibility, you can't wait for others to give you what you want and expect
- Relaxed – the opposite of anxious. Most guys are anxious/nervous and it makes them unattractive to women
- Motivated and passionate – goes after what he wants with drive & concern for the world: tapped into an inner energy
- Ambitious – goal driven, most attractive trait as per women



- Knows how to manage limited energy supply well and efficiently. Emotional, spiritual, and sexual energy is finite. One of the most powerful forms we have is sexual energy and it has to be managed.
- Constructive selfishness

Example: we are given instructions on an airplane to put our own oxygen mask on first
Inner game mastery – this is covered in complete detail in the **Ultimate Inner Game** program (<http://innergame.carlosxuma.com>) this is your overall feeling of confidence & self esteem. We have to have it to approach and date women, but also in almost every area of our lives, including career, friendships, hobbies, family life
Generosity – an Alpha man has so much self-love that in the end, he has an abundance of generosity, money, love, and time because he’s taken the energy to make himself someone who can stand on his own.

An Alpha Man is not: (get rid of, eliminate)

- Victim thinking – it’s a debilitating mental illness that tells us we don’t control things at all. It’s just a way of eliminating responsibility
- Scarcity thinking – an alpha man has an abundance mentality, while most people by nature believe that everything’s scarce. There are plenty of women, money, and opportunities out there even in hard times.
- Black & white thinking – you can only think one way or another and not work in gray terrain. This is a symptom of insecurity and feeling deprived, we categorize things so we don’t have to think about them.

Example: racism.

- The alpha man isn’t combative. That’s an ineffective use of strategy – a limited capacity to solve problems with new alternatives
- Rigidity is also holding you back – the over structured nature of our lives, typically in response to insecurity. Sticking to safe patterns will shut you off to alternatives and blocks your energy from women.
- The emotional wallowing – melancholy, moody behaviors. Watch out for this slippery slide we get into. Don’t be sulky and pouty because things aren’t going your way or you’re not getting attention or being treated fairly. It’s nobody’s responsibility but your own to get you what you want.

Have faith that with enough persistent work, it will happen.

Example: As a child I had a baseball glove that was a bit stiff and too big for me, I couldn’t manipulate it with my hand. My dad told me to work it in by sleeping with it under the mattress, punching the palm of it, even running the car over it. At first you don’t notice any difference or softening, but after awhile it does start to soften up and



easier to use. We kids didn't know it would take time or that it would succeed, but we had a faith that once we did this over and over, eventually the mitt would be broken in.

Story: A farmer goes out into his field and lays out seeds for his harvest. A week later, there's little sprouts sticking out of the ground. He can't live on such little sprouts, so he stomps them to death.

That seems ludicrous but it's how we often treat our own efforts to improve ourselves. Let the plants grow and be a little detached from your results.

Ask yourself:

- How alive are you willing to be?
- Are you living life to the fullest?
- Are you able to let go of your past and find your passions and pursuits?
- Am I looking for other people's permission or consent to live my life as much as i want to live it?

You will encounter a bunch of tests to see if you're really a man.

Example: The movie "Out of Sight" with Ving Rhames and George Clooney, where the boxing ring scene is a test to see who will back down first.

You'll create **Alpha Rituals** to give you a greater sense of your masculinity, you'll create your own tests. One thing I used to do is stand in place in the middle of the street and make people go around me. Make other people adhere to your power for once.

The Alpha lifeline:

- When you're a baby, you're gender-neutral, no sexual charge
- Toddler – 18 months to 3 years – gender expectations are being set up, individual realization, identity
- 4-7 yrs: gender lines appear, boys & girls don't play together
- Adolescence – 8-11, formative expectations of what future gender will be like: 'boys don't cry'
- Teenage years, just past puberty – you really realize your own sexuality. Final lasting lessons of manhood, rite of passage at age 15
- Manhood – mid-teens to forever if you really attain it.

We're missing some vital components of achieving manhood so we don't know if we're there yet.



The boy-man:

- Is overly geeky
- Has poor social skills
- Can't relate to men
- Has poor physical ability
- Is too reliant on his mother.

We live in a culture of feminization. Women rule the media, not in a world domination way, but in our capitalist economy they control a lot of the buying power so companies cater to their interests and needs. Even men's magazines cater to women. Metrosexual fashions are steered by other interests. In TV, women are the new masculine heroes

You can still see strong male role models in movies, but avoid romantic comedies - they don't portray men in the best light.

Music is one way to get started on a masculine path. Many guys feeling a lack of masculine edge don't really embrace some things that manly guys are doing. Melancholy, sullen, moody emotional guys listen to emo music. Look for some edge, some anger inside your music.

Listen to:

- Hard rock & heavy metal
- AC/DC
- Metallica
- New stuff like Buck Cherry
- Cyprus Hill
- Powerful classical music like Beethoven, Bach, Mozart.

Pay attention to the lyrics and TV/movie role models. Make decisions as to what you're letting into your life. Get in touch with a certain kind of energy.

Own your mistakes **and** your successes.

Exercise: Make a list right now of the mistakes and successes that you're not taking responsibility for. Own your own body and mind, and the choices you make.

You can't always seek relief from the discomfort you find by getting away, distracting yourself or trying to change the emotion. Your emotions are steering you if you do this

Example: a pinball bouncing around in a pinball machine.



Once you can manage discomfort, you'll have a huge breakthrough. The aim is for you to experience this by the time you finish this program.

We hear about confidence a lot because it's important. Confidence is certainty - the essence of a man's power that you can make decisions from.

Exercise: make one simple list of everything you're certain about (could be laws like gravity, or abstract thinking like your beliefs), What would it take to get certain about something you're not certain about and want to be?

Example: The fact that women are not as driven by looks and body shape as men are. We know this is true but have trouble believing it. Physical attractiveness is only a foot in the door.

Example: How can I get certain about learning 200 songs by the end of the year? I need to have time, people have to help me, I have to practice.

Example: What would it take to get certain that women are not vindictive creatures? Maybe I have to meet more women to be sure.

Avoid the 'fix the past' mistake or the '**whipped dog syndrome**' - we feel like we have to atone for the past problems. The 'whipped guy' did a bad thing and never let it go. Even if you do something atrocious you have to let go of it. We try to stabilize unstable emotions with shopping, external hobbies etc. Know when you're doing this so it doesn't run wild. You need to commit to and let go of mistakes and make a clean break

Example: In a tennis match, players let go of the next point cause if they get stuck in losses or victories they can't attend to the current moment.

You have to have the ability to see things from start to finish and think them through in your head in their entirety - avoid impulsivity.

Example: What happens when you go out and pick up girls from bars? You wake up with this empty feeling as you see how it will play out.

Think about how you can live with something that every man has to: our awareness of our own mortality, death. You are going to die someday. Vividly imagine your own mortality, not morbidly, but on your deathbed looking back at your life. When you know death is imminent you can make a truce with it and knowing that makes you appreciate this moment that much more.

Get moving, you don't have forever. In existential circles it's said, 'We're all dying one day at a time.' What are you going to do with the time you've got?



Introduction: Part 3

Introduction

We men have our own personal struggles, ways of dealing with the world that others don't understand. Men can lose themselves in the rat race of 'conspicuous consumption'; there's so much social pressure to perform and accomplish. Another struggle is staying strong even when alone.

We also have to be a source of power and direction in everybody's lives – we have to be a leader in some fashion. You have to generate that and find the purpose and passion. We have the struggle of being judged by how much wealth and things we have accumulated, and we also have unique health issues that are rarely addressed on websites.

Concepts

One step to realize more masculinity, depth and growth is to find yourself a mentor who can teach you about life. They can be:

- Father figure or actual father
- Old friend
- Family friend
- Someone in the media in a self help field

Example: though we've never met, Tony Robbins has always been a mentor of mine. Female mentors.

The mentor takes your personalized situation and gives you guidance and context. Eventually you become a mentor and teach another man.

There are 3 areas of masculinity:

1. Look like a man.

Keep yourself in shape & fit but avoid metrosexuality, a term applied to hetero men with a strong attachment to their appearance and some 'gay' characteristics like extreme grooming (see Mark Simpson article where he coins the term, describing the single young man with a disposable income living in the city.)

Avoid blurring of gender line. You want to be neat and clean but most women appreciate a man who can be a man, get dirty & get things done. If you need more manly clothes



get to a good men's store, and buy a good suit and jeans; women will appreciate it. Body language, physical presence and facial expression will also indicate your masculinity.

Example: Look at people like James Dean or actors of an older time on film.

2. Act like a man

It's OK to adjust yourself from time to time. Be confident with it and have fun with it. Being a modern Renaissance man is vital for a new definition of men. We have to be a lot more savvy, not just interested in sports. We have to bring in art, music, science, philosophy, etc. and be a little knowledgeable about it. Even when cooking you can be cooking like a man. Indulge in and be comfortable with higher class tastes and develop a sophisticated sense of style

Example: Madonna is probably the most changeable image of style and has shaped popular culture

Expose yourself to a breadth of topic & skills and counter this with an avoidance of wanderlust. Consider some famous polymaths (people who excel in multiple fields)

- Da Vinci was the archetype, he was a sculptor, painter, mathematician etc.
- Thomas Jefferson was a president with a long list of achievements
- Galileo was a scientist, physicist and lute player
- Sir Isaac Newton was an alchemist, mathematician, theologian and natural philosopher
- The list goes on to include such figures as: Imhotep, Pythagoras, Aristotle, Archimedes, Samuel Taylor Coleridge, Dr Albert Schweitzer
- Fictional polymaths include: Gil Grissom, Dr. Who, Hannibal Lechter, Spock, Sherlock Holmes.

Everyone should strive to reach his full potential, otherwise you may not be able to escape from the niche our degree puts us into.

A real Alpha man should have a grasp on every aspect of his humanity, improving himself in any way he can as per the Italian belief that the capacity for human development is without limits

Learn about cultural history, politics, science, read books & magazines, study the globe

Then there's physical development: there's no excuse to neglect the maintaining of your body. The body & mind are tied together. Establish your own goals for endurance, strength and flexibility.



A well adjusted social life helps your mental health and makes you an appealing candidate for friendship, love and business relationships. Increase your contribution to others, cultivate your charisma and listening.

Have a working understanding of the arts. We think of that as being effeminate but in Renaissance times it was considered the epitome of manliness. Try art classes, poetry – only a few can master multiple areas but it's amazing what this can do for the places you do actually shine in.

All men have a limit on different areas of our lives. Knowing your limits is important. If you hit 3 major emotional upheavals at the same time:

Marshal your resources and seek help - stress is self-induced, but outside factors do matter.

Maintain a long term view, this situation isn't permanent.

Do you feel you deserve your success? Every man has a part of him that feels undeserving, perhaps due to inexperience with handling money, or childhood issues.

Recognize women who are bad for you: they need to be eliminated. "If she's not playing for my team, she needs to be on someone else's". No matter how much you want a woman to be something else, she will always be who she is. The women you think you want, strippers, porn stars – do you really want them in your life long term?

Parable of the Frog and the Scorpion – the scorpion asks the frog to carry him across the stream and the frog refuses, but the scorpion promises not to sting him so the frog agrees. Sure enough, halfway across the water, the scorpion stings the frog. The frog asks why the scorpion would do something to kill them both and the scorpion says 'It's my nature'.

Have your own character figured out in advance so you can see who doesn't mesh with it.

Honor – why is it important? The word comes from the Latin *onus* – trustworthiness based on a person's actions. Individuals are assigned worth by meeting the code of honor, which is related to the warrior code or the concept of chivalry. In Mob culture, it was *Omerta*. It's a standard of behavior you adhere to and use as a reference point.

Right & wrong is relative, but there are things that help us understand what the good thing to do is. Honor is a decision you make daily to someone valuable to you and to yourself.

Dishonor – you're devaluing or being devalued by another person.



Chivalry is related to knighthood or knightly virtues – today it usually covers our courteous behaviors, men towards women. The code of chivalry includes:

- Virtues of mercy
- Valor
- Courage
- Fairness
- Willingness to give your life for another
- Duty to God
- Courtly love serving a lady.
- Defending the crown
- Living for freedom
- Never attacking an unarmed foe
- Avoid cheating & lying
- Show self control
- Defend the weak and innocent
- Avenge the betrayed
- Respect life & freedom
- Die with honor
- Never abandon a friend or a noble cause.

A modern Alpha Man lives his own principles every day of his life. Sometimes your duty will come before your desires

Example: Defend someone your group is picking on

Example: Mediate a situation in a bar rather than escalating it

Example: Apologizing to raise your self esteem

Do what it takes to be a man in today's world:

- Be sensitive
- Know and feel our emotions yet maintain control of them
- Experience a situation start to finish so we can ignore the temptations of the moment rather than succumbing to the instant gratification syndrome
- Have patience & perseverance
- Generate our own abundance
- Handle rejection & denial
- Embrace and leverage politics for the sake of diplomacy
- Manage our egos
- Know how to handle our parents and the women in our lives
- Establishing our boundaries
- Learn the laws of social influence, power and money
- Become friends with pain



- Do the right thing.

The rest of this program will give you a full experience of the life of an Alpha Man. This is your road map to navigate the terrain of being the man you always wanted to be and what every woman demands you be.



MODULE 2:

Alpha Masculinity Rules: Part 1

Introduction

It's vital for guys to understand how relationships work in the context of being an Alpha Man. What do you sacrifice and what don't you? There has to be some compromise.

I've heard it referred to as your **NUTS** – you should have some *non-negotiable, unalterable terms*. Most guys these days don't get good examples of manhood and give up whatever they can, including their power and dignity, just to hold onto a woman. Women will do the same thing to men.

This is your relationship manual for any relationship, marriage, long or short-term relationships: maintain these aspects.

Concepts

Refer to the Principles of Seduction manual. You can call these affirmations, but you have to say the right messages to yourself in the right words and emotional language that you can feel.

What would a confident manly man be thinking?

I am faithful to my girlfriend/wife unless we have stated otherwise. This sets a groundwork and foundation in honesty with them and you. If you cheat, you're telling yourself you're not trust-able. It eats away at you.

I say what I want. If you're holding back out of fear of consequences, you're being manipulated

Compassion for the people in my life that are important to me overrides my need to be right. We want to protect our egos at all costs. What is the cost of satisfying your ego?

I replace doubting and fear with acts of faith. Not religion, but trying things based on an assumption that you'll be ok.

I am a risk taker. It's one of the core elements of who I want to be



I do what I believe to be in the best interests of my friends and family even if they disagree with me. Willingness to do that shows your devotion to your own inner compass

I don't ask for permission. Fear doesn't keep me from taking risks; you can't get rid of fear completely but you can transmute it.

I have control and I do not indulge in my addictions. Not necessarily chemical addiction, maybe it's food or unhealthy social situations, or seeking too much comfort. Show power over your own behavior.

I am a man of my word, and my word is my bond. Hold up your commitments in life, talk about your goals and follow through on them.

I take my problems to other men, not to the women in my life. Women do not need to hear your problems. Women handle their baggage with girlfriends and men should not be bringing their problems to women, it lowers their opinion of us. She needs to rely on you. Qualify the men and make sure they understand manhood first.

I do not tolerate women's attempts to belittle me. Listen to what women are saying to you, is it respectful and does it uplift you or does it break you down, mock and ridicule you? It's always easier to find somebody new than it is to fix a relationship. Significant problems don't usually get better. Choose well upfront so you don't have to stay just to protect your investment.

No one calls me names, ever. Important for self-respect, it's the lowest and most cowardly form of insult. No negative terminology for you or her.

I spend time with the men in my life. Guys form the backbone of your support system and lifeline to what is masculine. Many men cut it off once in a relationship.

I have my own private space, some place in my house that I call my own. Think of it as a vacation spot within your home.

I exercise regularly. You absolutely must have this in your life. Real men exercise. No exceptions, always put this as a priority above women.

I speak my mind in spite of my fears of confrontation. When necessary, confront people on behavior, saying to yourself: 'I speak my mind even if my voice is shaking.' You may be nervous or angry but say it anyway in a diplomatic,



thoughtful and mature way. The more you hold back the less they will respect you.

I respect, honor and practice my daily spiritual practices. Whatever it is, going to church, meditating, reading, whatever makes you feel more grounded & content.

I welcome feedback. Sometimes feedback isn't comfortable to hear, but be willing to listen to it and judge it with intelligent review. There's a grain of truth even in the worst feedback

I only apologize when it's appropriate, not just to please other people. What apologizers are really saying is they're afraid of confrontation.

I will not hide at my place of work to avoid issues and problems at home. It's easier to become a workaholic than to face whoever. Face up to the problems in your life and handle them.

I choose which of my friendships to keep and maintain. Many are not worth your time. It's your choice, if it's not a productive friendship, it's your duty to help that person move on.

I do as I see fit. I have confidence in my own decision-making and I will do something whether or not it's right or wrong, because I am the lord, master and ruler of my own life.

This list should inspire you to change the words to your own style of speaking to yourself and add your personal rules.

Don't compromise them, they're non-negotiable.

To come up with your own Alpha Rules, ask yourself:

- What's most important to you in life if you didn't have to worry about others' opinion?
- Are there activities you used to do for fun that you don't anymore?
- Is someone interfering with your life and are you resentful about it?
- Have you let friendships slip away because of women, work or relationships?
- Where are you currently having problems right now? Anger, frustration, sadness? Did compromising yourself contribute to them?



- What dreams have you given up on?
- If you're going to be the man you want to be, what parts of you will you have to change? Enhance?

Analogy from **Hold Onto Your Nuts** by Wayne Levine: You're walking down the street with your son or daughter, and someone jumps out of the bushes to kidnap them. Could you ever be persuaded to give your child up to some psycho? It's immediately clear that this is not negotiable, it's a firm and steadfast rule that you must follow.

That's how clear your Alpha rules have to be for you so you won't challenge them. Keep them to yourself and review them daily. Sharing these rules prematurely is an indication that you have a need for approval.

Don't ask for permission to be the man you want to be, simply be that man.

Alpha Masculinity Rules: Part 2

Introduction

One of the main reasons a guy is reluctant to establish areas of solidity in his life is a fear of women and their reactions. It's even worse in marriage situations. Men are not just afraid of their women, but also their own reactions in response to the reactions women have. We're afraid of an argument and a big emotional mess. We avoid and hold back. You see closed guys all the time saying 'yes dear'. They think it's the easiest way to cope, but it's turning off the woman.

You may have heard this referred to in some of my other programs as 'male panic syndrome' On a first date, he wants the girl to like him and finds himself catering to her too much, making himself too agreeable, and losing the sexual tension.

Your personal boundary is where you stop and another person begins; there's no overlap. It's in the space between boundaries that a relationship takes place.

If her mood affects yours, it will kill attraction and take an energy toll on your life, spirit and happiness. You become codependent. This is not a mature relationship or a good love relationship.

Concepts



If you don't respond to a woman with your own safe boundaries and your own certainty, you will lose the biggest thing in the world – respect. The only way a woman will stay attracted to you over the long term is if she respects you, even if she isn't always happy with your choices.

Men have feelings and we don't always respect them. To avoid drama or bad feelings we avoid our feelings.

By rationalizing them away we lose track of our desires, passions, hopes and dreams and give up our spark.

There is an important difference between Alpha Rules and conditions

Example: one of my personal, healthy Alpha Rules is that I exercise every single day.

Contrast that with a condition:

Example: I don't do the dishes. That's a boy digging in his heels, holding onto whatever he can to let a woman know he can't be bossed around. This is passive-aggressive behavior and it's horrible for relationships.

A man who uses little conditions and puts his foot down is not clear or confident about who he is as a man.

Your Alpha Rules define you in the most positive ways as a powerful man; conditions are what define the resentful, hurt and angry boy from a negative and defensive position.

Your Alpha Rules are never defended, they just exist and nobody questions them. Explaining them away will make you look weaker.

Rules:

- We go to a movie once a week.
- I support my girlfriend in her choice of friends.
- I exercise regularly.
- I'm committed to not sweating the small stuff.
- People treat each other with respect in my house.

Conditions:

- We only go Saturday nights after 9 pm
- I don't go to parties where I have to put up with my girlfriend's friends and their boring boyfriends.



- I go to the gym when it's convenient for me.
- There's peace in the house when I can find my tools exactly where I left them.
- I'm the man of the house and I'll do what I damn well please.

The best thing about these commitments: life becomes much simpler, you don't struggle with a choice, and you get rid of doubt so you can redirect energy to be more present with girlfriends, friends and work and enjoy your rest/leisure time better.

Application will take time & practice.

Example of what a victory would look like: you have an emotional conversation with your woman in which she tells you about her day. You feel your heart rate go up and you take her comments personally, forgetting your rules. You get defensive and combative and find yourself arguing. The next time a similar conversation comes up, you remember your Alpha tools and you don't react to her emotional state. You don't say anything, and she hugs you, thanking you for being such a good listener. You didn't have an argument and make it about you, or try to fix her problems. You did it! You lived your personal rule.

If you're in a relationship, chances are her anger, resentment and unresolved issues will make her react to your re-establishing your masculinity. She will poke and prod to see if it's really you and resist your changes.

Example: You buy an album expecting smooth jazz, but a few songs in it switches to heavy metal, so you don't know what you're getting. Don't go back to easy listening or she'll think you're not for real.

Even if you lose the woman you have now because of these changes, it will be better for you. You may not be able to make the relationship work, but unless you fix this now, nothing will be right anyways.

Caveat: don't talk about your Alpha rules, don't defend or explain them.

Example: If your rule is to do charity work on a regular basis, don't make that a point of conversation with a woman, it sounds like bragging or cheap talk. Instead just do the charity work when it's the truth. By seeing you in action she will understand the kind of man you are.

Talk is cheap, what is rare is to see a man follow through; that's how women define you.



Alpha Masculinity Rules: Part 3

Introduction

Alpha tools and effective strategies will put you further along the path of masculinity. You'll invent your own rules, but this one is essential.

Concepts

Shut up the angry, defensive little boy who hasn't quite established why he has these boundaries. We all have him.

He:

- Refuses to love his girlfriend because she hurt his feelings
- Expects her to read his mind
- Expects her to satisfy all his needs
- Wants what he wants when he wants it
- Would rather seek a quick fix like having an affair, than fixing things where he is now.
- Goes into battle whenever he hears his girlfriend complain.
- Hasn't been through the barrier bringing him manhood.

Tribal cultures had an initiation process led by men in the community, showing a man his place

Example: The movie "300" where the boy comes back to the village after an ordeal, knowing he's become a man.

We don't have rites of initiation today that help men understand who they are and who they need to be. When a boy becomes capable of earning money and gets affluence, cash and freedom, there is very little incentive to become a man. These boy-men:

- Can't commit
- Are stuck on their selfish lifestyle
- Have no responsibility
- Can't have a long term relationship with women
- Become tortured because they can't make a relationship work.

Emotions are what little boys have, and they are not insightful; they are just reactions to experiences and words. Feelings are the emotions you've learned from and you know what they mean, so you can ignore the feeling if necessary.



Example: Emotions are like a cow being hit by electric prod, running away from each sting.

Anxiety is not a feeling. It's a place where you go to hide out when you're afraid to acknowledge how you really feel. When you feel yourself in an anxious state, ask yourself what you'd actually be feeling if you weren't anxious.

You can't expect a woman to satisfy everything you need in life. A little boy tries to get mommy to give him everything he needs. We smother the women and kill the relationship. Women fill a specific role.

Alpha men don't ditch their friends once a woman comes into their life.

The difference between reaction and response: A boy will:

- React to things
- Avoid barbs
- Shut down to shield himself from being poked
- Become emotionally deadened.

A man will:

Respond with thinking between stimulus and response
Control his intelligent, calculated response.

When you have an uncomfortable situation, stop and ask yourself: if you were the man you wanted to be, what would you do?

Being defensive about things is an indicator of the little boy, who's afraid to be wrong or punished. A man takes responsibility for a situation, owns it and fixes it, apologizes once and moves on.

Whining is another red flag. It's a killer of relationships, and makes you angry and unresponsive.

You have to stop being afraid of your woman. Lots of guys sell out to change a woman's mood. Women don't like this power over men though they will wield it. Allow a woman to have her own problems and feel her own feelings.

When you quiet the little boy you're playing a new role, being a father to yourself to bring yourself into the state of being your own best man.



When you feel yourself falling into little-boy mode, stop it right there with a pattern interrupt – have someone in your life you can call and have them ‘talk you down from the building’.

You’ll be tested in a relationship and the hardest thing is to hold onto uncomfortable feelings long enough to see the fruits of your labor.

You’ll learn more in a long term relationship than you will anywhere else in your life.

Alpha Masculinity Rules: Part 4

Introduction

How do we manage and express our feelings as men? We have examples from movies and TV of stoic men like John Wayne and James Dean. Later, it was popular for men to act like women. Both are extremes to be avoided. Emotions are lights on the dashboard of your life, telling you when something is going on. We don’t know how to express them, from being taught as boys to be tough.

Women need to know what your feelings are, or else she loses her security in the relationship which is the #1 thing she is looking for. When she knows how you feel, she can nurture you and make choices to make things work.

Concepts

How do you inform a woman of your feelings without having to defend them?

Maybe a girlfriend is pressuring you towards marriage and you’re not ready for that, but you haven’t told her how you feel.

Tell her how you feel, that the marriage talk is making you uneasy and it’s too soon for you.

Do not defend that or prove it, it’s just the way you feel.

Do not explain yourself. Feeling insecure, you’ll say more and more until get into a big discussion about your feelings.

Don’t have an expectation of her reaction, or you will cater your response to that, diluting the message.

How can you express certain feelings?



Say things like:

- ‘I love it when you do that’.
- ‘I’m not upset, I’m tired, can we talk later?’
- ‘That really makes me pissed off.’

Logic you defend, but not emotions. You can’t navigate in defending your feelings. Tell her what your feeling is, but there’s no defense of it. A simple, universal tool of response that you can keep repeating is: “You know how I feel about this.”

Another tool that always helps guys caught off guard by emotional discussions: if you don’t know where you stand, it’s OK to wait, you don’t have to deal with it right this second. Talk to a guy you trust and get back to her. This isn’t an avoidance trick, it’s a legitimate tool to make sure you say what you really mean.

After you’ve expressed your feelings, just listen. Her words will bring up a response in you, but just listen and let it go. Two things you don’t want to do:

- Use hurtful names
- Compare her to other people.

Have emotional control, don’t be abusive or make it all about her.

There are gross, toxic feelings you won’t want to express to any women, like, “I’d like to strangle you right now!” Keep certain things inside and tell a trusted man.

Be prepared for unhealthy terms you’ll hear emasculated guys use to express their state:

Refers to his girlfriend as the boss. She’s not the boss. That’s another way for you to abdicate responsibility.

The honey-do’s, a list of things a girl gives a guy to do on the weekend. Despite his own sense of anger he’ll do those things unhappily and will act out to let her know how unhappy he is. Instead, step up and handle the obligations that come along.

Cooperation – you have to work with women, not being stubborn. It’s a partnership. What do you get out of being stubborn? If you don’t want to do something, tell her why, and make it understandable rather than doing petty things to hurt her on the side.

You want to run the sex and romance area of the relationship. You hold the key to your own sex life. It’s up to you to keep the intimacy going. Steps to take:



Close all emergency exits – cheating, going back to old girlfriends and porn. Emergency exits are distractions that drain your energy

Example: a neighbor tapping into your house for electricity

Emergency exits will doom the relationship and will stop you from putting the energy where it needs to go. Make a commitment.

The ugly truth about relationships is that in order to keep the sex great, the romance has to continue forever. It's your job. Don't be paralyzed by rejections in any area of interaction with women. A great phrase: "A man, in his power, does not mistake unfortunate timing for personal rejection." It's not about you.

Be the island. Women are the ocean, the emotional waves, you are the rock. A woman has to know that no matter how she feels or reacts or what she says, you'll be there when she's done. She has to know she can be who she is and it won't threaten you. If she has that freedom, you'll be much more of a man she wants and needs and you'll get a lot more sex and be happier. The island isn't the stoic, silent type but the ability to be present without taking what a woman says personally

Example: Childhood rhyme, "I'm rubber, you're glue, everything you say bounces off me and sticks to you"

What if she's insulting or hurtful? If you say nothing, you risk compromising your Alpha rules. What does an Alpha man do? Express yourself without defending it and put an end to the situation right there. Leave the interaction but leave the door open. Be that patient island; once the tension goes away, she will probably apologize and express gratitude.

Don't react to her tests when you start to change your behavior. A woman will not always be happy with you passing the test, she may behave unhappy in the moment, but it's a long term thing.

What about physical & verbal abuse situations? Number 1 rule: never endure or tolerate abusive relationship from a woman. Separate yourself from a physically violent person and do not go back. Being the island doesn't mean you tolerate hail, tornadoes and acts of god.

Watch out for your fight or flight response. Neither arguing nor running away will help you work things out. See how it feels to just be in the moment with her. Practice calming & relaxation techniques, look at things with a detached eye. Try to see the hurt little girl behind her angry words. Make sure you're not using punishing skills like silent treatment. Get on with things, show her you've forgotten about it



The ability to let things go is one of the most valuable social interaction skills you can have with women. The Sedona Method and skill of letting stuff go is covered in a lot of detail in the Ultimate Inner Game program. See more at innergame.carlosxuma.com

Alpha Masculinity Rules: Part 5

Introduction

A crucial tool for guys who want to maintain their masculinity in a relationship with a woman: never argue with a woman, not because you can't win, but because you can never gain anything from arguing. You'll lose goodwill even if you've proven your point.

Guys hear their mom's voice in an argument and it makes them feel like a little boy again. Maybe they saw fear, abuse and tension between their mom and dad, so they grow up wanting to avoid anything that resembles conflict. But if you store up enough anger, rage and resentment you will explode

Example: Storing a volatile mixture of C4

Why do we argue? To convince the other person to change how they feel, so we don't have to feel bad. It doesn't work - you're dealing with old feelings and trying to change each other in the present moment.

Caveat: it's fun to have heated debates about politics, movies or pop culture. They're not really arguments, you can enjoy it as long as you don't get into dirty territory.

Concepts

Recognize that you cannot win when you're arguing about people's feelings. The way you feel is the way you feel. The only way to feel better in the long term is to learn why she feels the way she does, and why you're giving her so much power over you.

What you're really striving to do with these tactics is foster an atmosphere where a woman can feel safe and comfortable. When you walk up and talk to a woman she has to feel safe about the interaction and you have to feel safe that you're not putting too much vulnerability out there.



Key to mastering this part of being an Alpha Man - recognize you have to become aware of what's going on inside you

Example: If someone said you were a green-blooded Vulcan you'd laugh it off, but if he said, 'You're an insecure man incapable of attracting women' he's hit a button.

Recognize your need to be right and you can stop yourself from arguing.

When you can hear that what a woman is telling you is only how she feels, not reality, you can stop yourself from arguing.

What do you do or say instead of arguing? Let her know you're not willing to argue. If she hears you, maybe you can both talk about it, or you can postpone it till you're both calmer. At first she won't respond well to it, but if you let it go and don't react, you'll have a much stronger interaction with your woman.

Letting go of your need to be right, of that adrenaline and hostility, and simply listening and letting it go will make an unbelievable difference.

3 options of what to do when she won't let it go:

- Stop talking about it, smile and nod, and let it go so she can cool off
- Leave the room. If she follows you, don't let her pull you into it again
- Don't defend your feelings or argue - Stop and listen to her.

Watch out for the 'kill switch' – the impulse to change how she feels. It never works. You can only let her express it and return to a normal state. 99% of a woman's argument is simply the need to let off steam. She's not your enemy, she's doing what she knows best. Help her find the place inside her to help her be a better woman.

You'll need support, patience and to forgive yourself when you slip up.

Listening is a tough skill, especially when we feel under attack. How to listen:

Make sure you have no distractions, like reading or surfing the internet. Your use of this coping mechanism will make her more emotional.

You have to actually listen to her. When we hear something that makes us react, we're freaking out inside with angry dialogue instead of paying attention to what she was continuing to say.

Assume right upfront that it has nothing to do with you. It's about her past baggage. Say a mantra inside your head, 'It's not about me'. Pretend that you're a psychiatrist talking to a patient.



notes being analytical, detached and clinical like a third party; it helps you to separate yourself from the situation.

Exercise: when you're in the moment having a tough time listening to her, figure out what's making it so hard for you to deal with this situation. You'll figure out what's going on, identify it and don't do anything about it. Your reaction will disappear once you identify it.

Example: taking a Lego block off something, it's not part of anything anymore

So important: don't try to fix her. Even if she asks you for help or an opinion, be wary of giving advice: "The wise don't need it and the fools won't heed it."

She might need to see your Alpha response first before she gives you the response you're looking for. We are the initiators to start the right process and dynamic.

Important: your relationships with other men. Do not focus entirely on the woman. Many of your needs won't be met and you'll resent her for it.

Look for initiated men (perhaps in support groups or men's groups) who have learned to:

- Quiet the inner boy
- Take off the masks
- Be honest about themselves without being competitive with other men
- Feel safe about who they are
- Embrace their own sense of masculinity
- Are willing to mentor & teach other men
- Are committed to learning more about themselves
- Will hold you accountable for your commitments and risk pissing you off to tell you what you need to hear.

Mothering is comforting *without* challenging.

Buddies are guys you hang out with to share a certain interest, they're not necessarily initiated men.

I can be a masculine man by finding and re-establishing my connection to the other masculine men in the world.



MODULE 3:

Masculinity Archetypes

Introduction

An interesting resource: the book by Robert Moore & Douglas Gillette called **King, Warrior, Magician, Lover: Rediscovering the Archetypes of the Mature Masculine**.

It presents where a man actually comes from in terms of a spiritual perspective and provides primary concepts about how to handle the masculine mind and energies. They talk about ‘pseudo-initiations’ – small rituals that tell a boy he is now a man.

Concepts

Boy psychology is everywhere:

- Abusive, violent acts
- Passivity and weakness
- An inability to act creatively

Feminists have seen the male dominance of society (patriarchy) be oppressive of feminine energy and it has also abused the feminine in men. Now there’s a backlash of the effects of feminism.

True and authentic masculinity is not an abusive energy. Real men are not recklessly violent or hostile, but boy psychology is charged with this.

Patriarchy is the immature masculine energy, and it’s described by Jung and Freud as the ‘shadow side’ of masculine man, fixated at immature levels.

Today a lot of boys remain boys because no one has shown them the way to transfer their energy from boy energy into masculine energy.

We no longer have ritual initiations or ‘rites of passage’. This rite would be contained by 2 things:

- A sacred space like a part of the woods



Example: the movie “300” where they send the boy into the wild to make his own way

- The ritual elder, a wise man or woman who’s trusted for being an initiator, who leads boys through the process & delivers them.

We don’t have the best role models. If we didn’t have healthy parents or relatives, we’re stuck in blueprints of negative interactions & crippling psychological problems.

Today there is an unfortunate subculture of boys pretending to be men. They are giving off indicators they think are like men, and we mistake their controlling nature, hostile and threatening behavior for strength, but it’s really weakness and vulnerability.

Boyish energy is also full of playfulness, fun, open-mindedness, adventurousness. The adult man doesn’t and shouldn’t lose his boyishness, he should transcend it and build on it in a mature way.

Archetypes of energy have immature and mature forms defined in terms of active and passive roles. Each one has 3 parts: picture a triangle: the lower bottom left and right is immature, and at the pinnacle is the fullness you want to get to. The immature archetypes are:

The divine child - thinks he’s god’s gift. Often seen as the baby Jesus. All powerful, thinks he’s the centre of the universe but he is also helpless and weak. Picture the high-chair tyrant, banging his spoon on the tray and yelling for mom to feed him. He throws tantrums, is arrogant, childish, irresponsible and narcissistic. As an adult, he turns into a Stalin or a Hitler or a Caligula. On the passive side is the weakling prince, he has little personality or initiative. He’s the boy who whines, needs to be coddled, has to be carried around, and doesn’t join into kids’ games. He’s the victim.

The precocious child. The active side is the know-it-all trickster. On the passive side, he plays the dummy.

The Oedipal child. He is fixated on his mother, the active side is the mama’s boy. The passive side is the dreamer.

The hero. His active side is the grandstander, the bully. The passive side is the coward.

These archetypes have an adult equivalent:

- Divine child = king
- Precocious child = magician
- Edible child = lover
- Hero = warrior



The negative extremes of the mature archetypes are:

- King - the ultimate pinnacle of the pyramid of your maturity. Can be a tyrant or a weakling
- Warrior - if he goes too far, he becomes the sadist or the masochist
- Magician - detached manipulator or denying innocent one
- Lover - addicted lover or impotent lover not in touch with his sexuality.

More on immature archetypes: the trickster influence causes the boyish man to have an authority problem. His energy comes from envy. If we envy too much, we deny our own realistic ability to be a powerful man and it blocks our creativity.

Mama's boy – his mother coddles and babies him so much he's not getting any strong male discipline. He's becoming fat. Eventually he gets caught up in chasing the beautiful, fantastic spiritual union with a woman but it's really the fantasy of his mom. A real woman will always lack the goddess element he expects.

The hero archetype sounds great, but when the hero is too aggressive he just wants to impress and dominate everyone around him. He's verbally and physically abusive.

Example: Tom Cruise in the movie Top Gun – pays for his arrogance in the end. The mature form of the warrior is the difference between Tom Cruise and Val Kilmer in this movie.

The Hero:

Has an inflated sense of his own abilities
Doesn't acknowledge his limitations
Is the energy in a boy that enables him to break his ties with his mother
Helps the boy assert and define himself so he can relate to others intimately

On the passive side, the *coward*:

Shows reluctance to stand up for himself physically
Lets himself be bullied emotionally and intellectually
Will cave into pressure from others
When he reaches his breaking point he'll turn into a violent version of the bully, like the kids from Columbine.

More concepts to become a stronger alpha man:



The struggle with one's child self has a tremendous pull away from your adult potential. Fight it with hard work, tapping into inner energy sources.

There's a saying in psychology: "we each have to take responsibility for what we're not responsible for" (i.e. The childhood experiences that kept us fixated in early years.) We can't get stuck in victim mode, we have to fix the things we couldn't help.

Traits of mature archetypes:

The King:

- Blessed and prosperous
- Putting order to things.
- Has qualities of order, reason, integration and integrity
- Brings calm, stability, security, maintenance and balance.
- Is able to give that security back to others.

Example: king energy that expresses itself through a man when he provides for his kids, takes time off from work to attend his child's recital, keeps his cool in a meeting, makes a clear decision that cuts through the mess, seeks peace, stability, orderly growth and nurturing for people and the world.

The Warrior:

- Understands the fragility of life. This awareness leads him to an outpouring of energy, as if every activity were his last (listen to the samurai section of this program to better understand the warrior mindset).
- Concerned with skills, control, and training themselves to be all they can be.
- Possesses great qualities: an unconquerable spirit, courage, seeming fearlessness, self discipline.
- Ability to master his mind and body and withstand pain.
- Is willing to suffer to achieve what he wants to achieve.

Story: a Samurai was attached to household of great lord who was murdered. The samurai had to revenge his lord's death. After braving many dangers he finally found the murderer. He drew his sword to kill the assassin, who spit in his face. The samurai sheathed his sword and walked away, because in that moment he would have killed the assassin out of his ego and feelings, not out of loyalty to his warrior's calling.

Samurai exercise to overcome fear: don't say to yourself 'I'm afraid', instead say 'There's somebody who's afraid. What can he do about this?' the warrior in mature form is emotionally detached.



By learning to be a warrior you'll be energetic, decisive, perseverant, enduring, courageous and loyal to some greater good.

The Magician:

- Is a knower
- Master of technology
- Is an initiate, part of a secret clique with hidden knowledge

Example: when you become an apprentice, a medical student etc. You've put yourself into an elite group of people, spending time, energy and money to get into a realm of secret power – with no guarantee you'll succeed.

- Can see into the depths of human nature by deflating the ego of any king or politician
- Recognizes evil for what and where it is
- Is on his own spiritual path
- Governs the ego
- Stands back and monitors incoming information from the outside and inside and accesses your wisdom to make necessary decisions.
- Can't act on its own, but has the capacity to think and reflect.
- Is introverted - not being shy or timid but has the capacity to detach from inner and outer storms and to connect with truths.
- Can give out the information to others too

Too much power without guiding magician leads us to ruin.

The Lover:

- Is the energy of sensitivity to the outside environment
- Is very receptive to incoming sensory impressions; empathizes with world around you.
- Often represented by the artist and the psychic.

When we're really out of touch with the lover:

We experience our lives in an unfeeling way
We'll feel a lack of aliveness, bored and listless
We become alienated from family & friends
We become depressed.

The first step to reaching masculine maturity is critical self-appraisal and observation. It is a process of growth involving the monitoring, observing, noticing and taking control of your behaviors. The key to maturity is to become humble in your own masculinity.



Humility is not humiliation: it means having a knowledge of your own limitations and getting the help you need.

Exercise: engage in an imaginative dialogue with one of the immature sides of yourself – if you’re acting like a high chair tyrant, write it down and imagine you’re in conversation with this part of you, working out why this part of you came out. Do it on paper and you’ll start to realize this part just wants to be noticed and taken seriously. Agree to pay more attention to that voice and agree to handle it in more mature ways.

We are responsible for having confidence and control in our relationships and we have to stop accepting responsibility for all the problems between the sexes.

Quote from book: “The enemy for both sexes is the infantile grandiosity and the splitting of the self that results from it.”

On Being An Alpha Man

Introduction

Excellent book – “Fire in the Belly” by Sam Keen. The book is the philosophical meanderings of a man asking himself how we become mature, capable, strong, spiritual men. It discusses:

1. how men cannot find themselves without separating from the world of women.
2. how a lot of our modern rites of passage - war, work and sex - impoverish and alienate men.

Women have no idea what manhood really is, it’s up to men to define and explain it by example. We have to stop looking to women to create and complete that image.

Example: Short story of a man who loved a woman, sailed away with her and left her on the boat to explore a deserted island. On the island, he came upon the stone image of a god, where he prayed for his beloved to find love in her own way. As he went back to the ship, he saw his boat sailing away with his lover on it. His prayer had been answered.

Two questions to ask yourself:

- Where am I going?
- Who will go with me?



If you get those questions in the wrong order, you're in *real trouble*.

Concepts

Three essential stages for a man to grow into a man:

As a boy he is immersed deeply in the relationship with a falsely mystified figure: goddess/demon, Madonna/whore, nurturer/devouring mother

To separate himself from these figures, man must take leave of women and wander for a long time in the world of men.

When he can love and embrace his own manhood, he can return to regular society and truly love a regular woman.

A lot of guys will pursue a relationship to the exclusion of all else, and they never really become *men*.

Boys have to learn different strategies to deal with the overwhelming mother. He often goes either one of two ways:

- Surrender to her, dominated by his desire to perform for her and avoid rejection
- Reduce females to sex objects or servants

We can't be comfortable being intimate with women because we aren't comfortable with being distant from them.

Having sold our souls for 'her' approval, we are ill at ease.

Recommendation: Read the discussion of the book "The Alchemist" in this program, which speaks to the issue of how most men have never come full circle, which is the only way we can be with a woman.

There are four main rites of passage:

1. Birth
2. Coming of age
3. Marrying
4. Dying

In ancient times and in certain tribes, boys had to learn the mysteries of what it is to be a man. These rites of passage had three parts:



Separation - disrupting the mother/son bond: the boys were actually kidnapped from their homes with their mothers' approval

Initiation – deprogramming and brainwashing the child so he could be given a new understanding of masculinity. He would be immersed in the men's community, hearing myths and tales and being apprenticed. The more a tribe practiced warfare, the harsher the initiation rites for boys.

Reincorporation - he is given an insignia of manhood like a sword, cape, new name, or the privilege of marriage

This practice was often cruel but economical, giving both men and women secure identities and knowledge of their roles but little individuality.

Today we have guys with no idea of whether they've achieved manhood.

The major difference between men and women is that men are supposed to resort to violence when necessary. Men have been culturally designed with conquest or dying in mind. Sensitive and compassionate men feel inferior.

In recent years we have a new false hope that women can gain enough power to solve the problems men have created. That is wishful thinking.

The Warrior mindset is a dramatic, heroic stance: a conflict between two people, hero and villain, loyalty and betrayal. The theatre of war. Other characteristics of the Warrior include:

1. willpower
2. the ability to take action
3. strategic thinking, asking how rather than why
4. a sense of adventure and excitement
5. the identification of action with force.

Men are consciously expected to protect, suffer, kill and die. We're bred to be dominant, even cruel, but unconsciously we're passive and terrified of our tenderness. Men are allowed anger but no tears. Grief causes depression, and we hold back fear and shyness.

Woman is expected to nurture and heal. Unconsciously she's tough and terrified of her power. She is expected to be obedient but her shadow side is manipulative & cruel. She's allowed tears but no anger. She holds back her bold and aggressive nature. She's expected to be the victim and the martyr, so low self esteem often shadows her life.



Men and women make poor choices in their gender-assigned roles and so we have divorce and an inability to connect with each other.

It takes both gentleness and fierceness to make a whole man.

Our upbringing forms us: the school system teaches you to take life sitting down, to work at desks in offices, to be on time and let someone else grade you. This is where we learn to measure ourselves against others. Sports are mini battles that teach boys how to compete. Getting a credit card is a rite of passage for the modern man equivalent to killing prey in ancient times.

‘The man we have today is dedicated to a life of voluntary complexity, conspicuous consumption and adherence to the demanding discipline of style.’

Quiz: are you a workaholic?

- Do you get more excited about work than about family or anything else?
- Are there times when you can charge through work and other times you can't get anything done?
- Do you take work with you to bed, on weekends & vacations?
- Is work the activity you like doing best and talk most about?
- Do you work more than 40 hrs/week?
- Do you turn your hobbies into money making ventures?
- Do you take complete responsibility for the outcome of your work efforts?
- Have your family & friends given up expecting you on time?
- Do you take on extra work cause you're concerned it won't get done otherwise?
- Do you underestimate how long a project will take and then rush to complete it?
- Do you believe it's ok to work long hours if you love what you're doing?
- Do you get impatient with people who have other priorities besides work?
- Are you afraid of losing your job or being a failure if you don't work hard?
- Is the future a constant worry for you even when things are going well?
- Do you do things energetically and competitively, including play?
- Do you get irritated when people ask you to stop doing your work to do something else?
- Have your long hours hurt your family and other relationships?
- Do you think about work while driving, before going to sleep or when others are talking?
- If eating alone, do you work or read during your meal?
- Do you believe that more money will solve the other problems in your life?

We are controlled by accepting the definitions of happiness created for us, that will keep us in a harness for a lifetime.



Men are rusting out from lack of passion.

Most of the problems guys have with women are because they can't express themselves fully.

When we spend most of our time doing meaningless work, we get bored & depressed. This kind of burnout is combat fatigue, the inevitable result of living in a battle zone.

Among the unconscious rules of corporate life: sweating is a lower class thing to do.

Clean people make more money. As a nation we're proud that only 3% of the population has to work on the land. Specialization is the objective – we sacrifice our curiosity and become compartmental, with less contact with materials and the earth. The world is run by urban, sedentary males. Muscle doesn't pay.

Feminists harbor the belief that their moral superiority will change the roles of business and corporations – but women executives are the equals of men in how harsh they can be.

Example: the movie '**Disclosure**'

The triad of male initiation rites:

- compete & combat
- work and slave
- focus on sexuality

Married men want to work and provide for a woman's pleasure, then get silently resentful at not getting as much in return as they expected. Women are defined in our culture as saviors and the ones to make us whole; when we expect this, we are bound to be disappointed.

One difference in imagination between men & women is that men imagine sex directly and intimacy indirectly, while women imagine sex indirectly and intimacy directly.

Our own minds are a battleground between 'I want' and 'I should'.

If you want to attract women, go after your own betterment and women will be a byproduct.

A man is only a man when he measures himself against something more universal than just the products of our own time.

We have two extremes of the modern man:



1. the dispassionate, post-modern cool man with no real risk or drive to him
2. the sensitive New Age guy who's so self absorbed, he can't be a hero either.

Another rite of initiation is asking questions. Here are typical examples of the old set of questions:

- What is my duty?
- How can I get more money?
- Do I have the courage to fight for my country?

The new questions are:

- What do I really want?
- What makes me happy?
- Who have I injured and who has wounded me?
- How can I forgive people?
- How will I express my sexuality?
- What is the source of my power?
- What's so sacred and worthy of respect that I cannot violate it?
- For what or whom would I sacrifice my health, my energy, my life?
- What are my gifts?
- What do I have to do to die with a sense of completeness?
- How have I blinded myself or disowned my own power?

The virtues men are supposed to have (clarity, the ability to control their feelings, stoicism) are incompatible with a life of questing and exploring. Explorers need to know how to be lost comfortably.

60% of children born in 1987 will not be living with or supported by their birth father by adolescence. We need a 3-dimensional understanding of what masculinity is.

Men and women have different styles of fearing. Men fear a loss of independence, fear being engulfed (though they are trained never to acknowledge fear) but women fear abandonment, the loss of love or a relationship.

In the past when men went through tough times (being lost in the wasteland, being in the belly of the beast) this was part of growing up; nowadays we call it stress, depression and burnout and create therapists, consultants and stress managers to treat it.

Wonder is one of the most important manly virtues. How open are you? An unavailable man is:

- preoccupied with himself
- unable to give himself to other people



The available man has:

- the ability to listen and respond to the needs of others.
- no illusion of being self contained and flows out to others

Spiritual exercise: take out a piece of paper and write down this question and answer it with your own words - take as much time as you need. This is a life-defining question, so really dig deep and commit it to paper, don't just do it in your head:

Question: If you were alone, 1000 miles from any other person, it was 50 below zero and you were dying, what would have to have happened to allow you to die with integrity and a sense of completion?

We can't always do what we really want to do. As long as your occupation doesn't harm your sense of vocation, there's no harm in separating the two.

Only enjoying and being grateful for your own life will allow you to care for other people. Ask yourself how well you take care of people, or are you too concerned with getting more, spending more and being entertained?

Men have fallen into a distorted image of what love really is. The romantic image of love is really closer to harmful codependency. Authentic love has an element of solitude and conflict. You must learn to be alone, conflict with one another and resolve conflicts.

Fierceness is an expression of inner strength; violence is an expression of frustrated, unconscious impotence, the place of last resort for the weak minded man.

There are two kinds of feminism:

1. The 'good' kind - women are saying they don't like the way things have been done in the past, they don't like how the world is put together, it hurts & demeans them and they're going to change this.
2. The 'other' kind - a spirit of anger, blame and vindictive triumph over men; the presumption that women are innocent victims of a male conspiracy.

In any society responsibility, action and blamed are shared by all within that system, especially intimate systems.

We're trying to become better men by becoming the kind of fathers we wanted to have but didn't



We have to break through the distortions of life. When it comes to relating to, women it's often unrealistic. We look at marriage as something fantastic happening in spiritual union; in truth, 'marriage is designed to allow two people to fall out of love and into reality'.

Here are a few exercises that will help you recover your sense of your own manhood - write these down.

Recover your own history of manhood in your life.

- How, when & where did you learn to be a man? Look at photos to help you chart the journey
- Who were your early heroes and role models from movies and TV shows?
- What ceremonies and symbolic activities did you complete?
- Who initiated you into male mysteries?
- How would you initiate your own son into manhood? What would you tell him, what advice would you give?
- What men do you most admire/despise today?
- What's the hardest thing about being a man?
- What do you resent? What expectations or roles have informed and deformed your life?
- What injuries have you suffered?
- What privileges and pleasures do you have being a man?
- Do you think women have it easier or harder than men?
- If you could be a man or a woman, would you switch?

Investigate your own warfare.

- Go through the history of your own battles and name your overt and covert enemies.
- What is your style of self defense, are you active or passive?
- How violent are you?
- Who do you hate?
- What kind of causes have you fought for?
- What has the experience of battle had upon your life?
- To what degree have you lived in inner warfare? What issues do you fight with - is it desire vs. duty? Is it emotion vs. reason, spirit vs. flesh, greed vs. generosity?
- How competitive do you feel against other guys?
- Do you have to one-up other men?
- Do you think men would take advantage of you if you showed your weaknesses? - How courageous or cowardly are you?
- Experiment with another fighting style other than your usual one.

Figure out your resentments.



- I'm mad as hell about _____ and I'm not going to take it anymore.
- When have you been the bad guy, greedy, cruel, at fault?
- How hard is it for you to say you're wrong and you're sorry?
- Potency, domination, conquest and control has been a big part of the male identity. Ask a safe group of men to rate themselves in order of power from most to least powerful.
- Start a powerful conversation about power, sex and money and how our values combine.
- What is power? Do you consciously strive to achieve it?
- Is there a difference between strength & power?
- What means do you use to satisfy your own desires – imagination, will power, morality spirituality?
- Do you attempt to influence others?
- How do you feel about wielding various types of power?
- When do you feel powerless and impotent?
- What keeps you from realizing your full potential – guilt, shame, fear, laziness?

Work, money and vocation.

- When did you first start to earn money?
- What did your parents teach you about the relationship between your manhood and money?
- What is your net worth?
- How much money do you make?
- Sex, love, money and power – which is most important to you?
- How much money do you need, and what for?
- List your professional/economic goals on one side of a sheet of paper and your personal goals on the other.
- What do you want to make or create? Figure out how many hours you spend pursuing these goals.
- How does your job force you to do things you think are unethical?
- Are you a success? A failure? How do you measure these?
- How do you want to be remembered?
- Make out a sample will of leaving your material and psychological achievements to someone.
- What causes you the most stress?

Sex, love & intimacy.

- When did you first have sex?
- When did you first become aware of your sexuality? What is your experience of it?
- What are your feelings about masturbation? Do you have guilt or shame around it?
- How do you integrate intimacy with tenderness? Passion with tenderness?



- Is sex without love better or worse than sex with love?
- How much performance anxiety do you have?
- Does attachment/brotherly love for men make you uncomfortable?
- Who do you trust more, men or women?
- Have you ever used sex to punish or demean a woman or forced her to have sex?
- Do you shrink from female anger?

These questions will help you define where you are right now and understand yourself. Reflection without social action is meaningless and vice versa.

No More Mr. Nice Guy – Part 1

Introduction

We're going to revisit the Nice Guy Syndrome – how it works, and some painful truths about it. When you find yourself saying 'I'm a nice guy' you may believe it, but some of the things going on underneath are not too nice. The goal is to find the middle ground where the Alpha Man resides, and truly become attractive to women.

Concepts

As 'nice guys', we want to be liked, and pride ourselves on having an even temper. We talk about liking to make other people happy and avoid conflict. We hold back on our feelings and try to do everything the right way. Some examples of nice guys:

Greg's goal in life is to please his girlfriend, but she and all previous girlfriends complains he's not emotionally available. Greg can't understand this; his greatest joy is making others happy.

Bill treats women with honesty and respect. The women Bill knows tell him he's a great listener and describe him as a great catch for some lucky woman someday. He likes feeling needed.

Ted – everyone turns to Ted when they need something, he can't say no. He feels good giving to others, but he never seems to get as much as he gives.



The common script among nice guys is:

- They think that if they're good enough and do everything right, they'll get love and get their needs met.
- They attempt to hide/eliminate their mistakes, anger, and emotions.
- They need to become what they think others want them to be – generous, peaceful, nice, giving.
- They think generosity is a sign of goodness and that the more generous they are, the more deserving they'll be.
- They're constantly approval seeking.
- They think there's a happy, problem-free life they can lead if they find the right way to do things.
- They think feelings are a waste of energy.
- They try to be different from their fathers.
- Nice guys are often more comfortable relating to women than to men, and don't have many male friends.
- They convince themselves they're different from other guys.
- They have trouble making their own needs a priority, they think it's selfish to put their own needs first.
- Nice guys often make their partner (wife or girlfriend) their emotional center. They're only happy if the woman is happy.

Here are some of the not-so-nice traits of the Nice Guy:

- Dishonest – hiding mistakes and saying what people want to hear, repressing feelings
- Secretive & sneaky – driven to seek approval & hide anything they think will hurt others.
- Compartmentalized – separating information about themselves – nice guy can create his own definition of infidelity (ex. Clinton)
- Manipulative – can't ask for what they want directly, so they use manipulation
- Controlling – keep the world smooth by controlling people and events
- Give to get – giving becomes transactional with strings attached, they want to be appreciated for what they do
- Passive-aggressive – express frustration in indirect ways like being unavailable, or not following through...
- Have a lot of un-reconciled rage – resentment is like a pressure cooker and they can erupt at unexpected times.
- Addictive behaviors – bottled up energy has to come out somewhere
- Difficulty in setting boundaries – can't say no to others, feel like helpless victims
- Frequently isolated – people can't get close to them
- Attracted to those needing fixing – rescue mentality
- Problems in intimate relationships – terrible listeners



- Issues with sexuality – dissatisfied with their sex life
- Only relatively successful – fail to live up to their full potential.

The Nice Guys appear to be a good catch, but the negative traits seep into their lives and relationships.

We're on the path to masculinity – the integrated model, the fully evolved and mature man. There is middle ground between the nice guy and the jerk. The goal is embracing everything that makes you unique – your power, powerlessness, compassion, courage, confidence – and even your imperfections and your dark side. We want to have a strong sense of self, take responsibility for getting our own needs met, be comfortable with our sexuality and masculinity, give without having to care-take, and set comfortable & healthy boundaries.

The world view or paradigm of the nice guy is 'if I can hide my flaws, I'll get love and have a problem free life'. The only alternative they see is: try harder. If you're a try hard with women, this is a key indicator you're being a nice guy.

Here are some significant changes to make in your life:

- Accept yourself just as you are
- Use your mistakes as learning tools
- Experience loving, intimate relationships with others
- Stop seeking the approval of other people.
- Make your own needs a priority
- Find people who are willing & able to help you meet your needs
- Learn to give judiciously and with no strings attached – don't go into the approaches to women with too much need to get
- Face your fears
- Develop your own sense of integrity and honesty
- Set comfortable, mature boundaries
- Create healthy meaningful relationships with men and women
- Experience & express feelings maturely
- Deal with problems directly as opposed to trying to circumvent them
- Find a way to be at peace with your changing, complex life

Reality check: go online & try to find 3 groups of people, such support groups, addiction groups, men's support group, counselors, your EAP at work, 12 step groups – find 3 groups that can support you in your plan. They may not be directly related to this path of Alpha Masculinity, but certain people will support you in different ways

Example: athletic endeavors are an indirect way of satisfying your needs



Write down at least 3 names and phone numbers, and give them a call.

How did the nice guy situation come about? One cause was feminism and the rise of female power in society.

Why aren't you being who you are under the nice guy façade? Because it doesn't feel safe or acceptable to be who you are due to messages you got during your formative childhood years

We have a childhood fear of being abandoned. It is also in the nature of a child to be ego-centric, assuming he is the cause of the abandonment. This creates a state called 'toxic shame'. For men it's the belief that we're bad, defective, different and unlovable. So we create survival mechanisms to do 3 things:

cope with emotional distress of being abandoned
prevent this from happening again
hide inner sense of toxic shame from others and from ourselves

There are 2 kinds of nice guys:

- The kind who knows he has inherent badness and tries to hide it under a nice guy facade.
- The kind who doesn't even admit that he has these issues – he represses his beliefs about his own worthlessness and even uses this belief to feel superior to others.

A lot of external factors contributed to nice guys and the demonizing of masculinity.

- Transition from agrarian economy to industrial economy. People went from farms to cities and boys didn't have the daily exposure to their dads they once did.
- Movement of families from rural areas to urban areas
- Absence of fathers from home –workaholics or leaving
- Increase in divorce & homes headed by women, who can't sub in for men
- The education system – dominated by women, doesn't work as well for boys. There is a lack of male role models in the educational system and boys are taught to please another female role model.
- Women's liberation & feminism swung the pendulum too far and damaged guys
- Vietnam War created alienation between baby boomers and their fathers - split young men from their dads

Nice guys have adopted a *female* perspective of masculinity.



In the Sexual Revolution, moms raised their daughters to not need a man and to think of men in terms that were anti-male.

A famous author, Robert Bly, talks about a new breed of American men: ‘soft males’ – lovely, valuable people with gentle qualities but who aren’t happy and suffer from a lack of energy.

Feminist Camille Paglia says the hard driving career woman has to pull back when going home to keep from castrating everything she finds there, and says that “Many white middle class women have dodged this dilemma by finding a nice boy-man who becomes another son in a subliminally matriarchal household.”

You don’t want to be sacrificing your own personal power to be a SNAG (Sensitive New Age Guy)

The next step in the rehab routine – developing the ability to please yourself.

No More Mr. Nice Guy Part 2

Introduction

Because so many guys tend to believe they’re inherently not OK, they end up finding other ways to feel valuable and win approval, such as:

- focusing on their physical appearance
- focusing on a talent
- using their intellect or something they do well
- external things such as getting a trophy wife, a nice car or a nice house to get value & win approval.

These men are externally validated - external things are being used to compensate for their toxic shame.

Core belief – we are not inherently valuable for who we are. Here is an exercise to get an outside perspective.

Take out a piece of paper and write down all the ways you feel you seek approval from others, such as:

- staying in good shape
- never getting angry



- being a diligent worker
- keep your car super clean
- dress really well & look nice
- really respect women
- never appear selfish

Think about why you chose that method to seek approval. Make the list now, it should be at least 20 things.

A lot of nice-guy behavior is driven from a fear of a woman's opinion. Nice guys constantly monitor a woman's emotional state and if she is angry or upset, they interpret it to mean she disapproves and therefore won't want to have sex.

Nice guys think they have to do something quickly to fix a woman's emotional state and get sucked into sharing her moods.

Approval seeking creates anger towards women. We feel women are controlling us and we hate and resent them for it.

Nice guys find a lot of ways to hide & cover up their flaws and mistakes, such as:
Lying: nice guys take pride in being honest but they have dishonest streaks and use sneaky behavior to get what they want.

Creating a balance system by building up a credit balance of good Samaritan acts, thinking that should wipe the slate clean when we do something wrong.

Fixing up situations to do whatever it takes to make someone happy.

Falling back on trying to defend and rationalize away our actions or make excuses for them.

Most people aren't drawn to perfection in others. People are drawn to shared interest and problems and life passion. When you hide your flaws it makes you feel a bit vague, smooth & uninteresting.

Focus on self approval –on pleasing yourself. You'll experience much more connection & intimacy with others.

Recommended: Isolation practice – spend time away from others to learn your own internal needs. Exercise, go for a walk, choose healthy food, sleep in, get a massage, hang out with your buddies, buy yourself something, whiten your teeth, listen to a CD, take a trip or do a retreat, go to a monastery and deal with quietness. Isolation practice is a process of recovering from being a nice guy.

Being alone helps you face your fear of loneliness and isolation and shows you that you don't have to stay in bad relationships.



The nice guy is so used to trying to appear needless and want-less that he has an unconscious agenda to avoid getting his needs met, by connecting with needy people and even self sabotage.

Covert contracts are unspoken agreements. I'll do this _____ for you so you'll do this _____ for me. Ever told a woman you loved her but what you meant was, "would you please tell me you love me?" This is manipulative.

Example: Seinfeld – George Costanza tells a woman he loves her and she doesn't return it.

The care-taking / rescuing mode has two parts:

1. we focus on the other person's problems to feel more valuable
2. we avoid dealing with others' problems so we don't have to be blamed or drained.

Caretaking is giving to others what you need to give them, coming from a place of emptiness; caring is giving people what they really need for themselves, from abundance, with no strings attached.

Victim triangle:

- gives to get something in return
- starts feeling frustrated when giving isn't reciprocated in kind
- explodes in the form of rage attacks, pouting, withdrawing, shaming, sometimes even physical abuse.

Then the cycle of despair starts all over again.

Become altruistically selfish.

Example: when the oxygen masks drop down from the plane, put your own on first so you can properly help the person next to you

Nice guys think others will be mad if they are selfish, but in reality you increase the likelihood of getting what you want and you can give more back and be less needy, which makes you more attractive to women in the long run.

Exercise: create a weekend or a whole week where all you will do is put yourself f



Pay attention to the anxiety you stir up and your tendency to return to old patterns of behavior.

Downward spiral caused by using ineffective survival methods described above:

- keeps us trapped in fearful childhood experiences
- the more frightened we get, the more we use the mechanisms
- the less successful we become.

Having masculine power and being a courageous, confident man doesn't mean you don't feel fear, it means you don't give into it.

Behaviors we throw ourselves into to control our world and keep a problem free lifestyle:

- do it right
- play it safe
- anticipate & fix things in advance
- not rock the boat

Consider how you've been kept as a victim in your own life by using these tools. The process for getting past this is surrendering the things you can't change and affirming you will change what you can. Let it be what it's going to be instead of fighting.

Example: Martial arts: redirecting a blow by casually stepping aside and using the force of the blow against your opponent, vs. blocking the blow, which causes damage to you. We have to learn to express our feelings instead of hiding intense emotions.

We have to face our own fears. Nice guys resist change and avoid their fears, but by playing it safe we create pain and suffering. We fail to finish what we start. We suffer because we spend so much energy trying to control the uncontrollable.

We have to get back to our integrity, building up our core character, doing the right thing even when no one's looking.

We must set safe boundaries for ourselves.

Take a week and make a note of when you said yes when you'd rather have said no. Did you agree with something to avoid conflict? Did you avoid others so they wouldn't get upset? Did you play the wuss? Did you tolerate an intolerable situation hoping it would go away? Look objectively at this and shed your denial.



No More Mr. Nice Guy: Part 3

Introduction

Contrary to what you've been told, being a guy is OK. Masculinity is our birthright to protect and own every day of our lives. Men born after the early part of the 20th century grew up when it wasn't a great thing to be a guy, largely because of two major social changes:

- boys disconnected from their fathers
- boys forced to garner the approval of women

We wanted to destroy negative male traits and become what we believed women wanted us to be. Nice guys are disconnected from other guys and our own masculinity, dependent on approval from women, and more connected to their mothers.

Concepts

Nice guys believe they're different from other guys because they believe they aren't controlling, don't have anger or rage, aren't violent, are attentive to what women want, are good lovers, and good dads.

The core traits of masculinity are:

- strength
- self discipline
- courage
- confidence
- persistence
- character

Men think traits taken to an extreme are negative. The potential for being brutal and violent is scary, so men work to repress and disguise their male traits. These men tend to have a lack of vibrancy, edge & passion. They lose their:

- competitiveness
- sexual assertiveness
- creativity
- sense of adventure
- boisterousness
- exhibitionism



- power

A lot of women say their tendency to be attracted to jerks is due to the jerks possessing these aspects of male force.

There are two parts of a little boy: the petulant, self serving attitude we're trying to get rid of, and the vibrancy & life energy we want to stay connected to

Nice guys display a lack of leadership skills within their families. They don't want to appear controlling and abusive so they go to the other extreme. Women don't want this job.

Nice guys usually have a good strong female role model and if he hasn't separated himself from her properly, he will have an unhealthy bond with his mother, wanting to connect with, please, take care of and appease her.

Look back in your history and see if there's a bond you need to break so you can take this intimacy and devotion and reapply it to another person, otherwise, the woman you want to be with will sense that you aren't fully available.

Most women view men who try to please them as being weak and hold these men in contempt. What she wants is a man who knows how to please himself.

There are 4 easy steps to reclaim masculinity:

- Connect with other guys
- Getting strong, independent, assertive & confident on your own
- Find good male role models you can emulate.
- Re-examine your relationship with your dad. Was he there or not there? How did he interact with your mother?

Side benefit of connecting with other guys: you won't allow yourself to be defined by women and you'll be less likely to resort to the pacification ritual, because there's no sexual agenda so you don't have to caretake, sacrifice for or please other men. Role models can be guys at your company, baseball team, church, or TV and movie characters.

Quick list of movies to watch to get a good idea of masculine behavior:

- All the Indiana Jones movies, 1st three Star Wars Movie – Han Solo is perfect Alpha man
- The Return of the King – pay attention to Aragorn
- The Godfather movies (don't emulate literally!)
- Rob Roy – character trait of honor



- Crimson Tide – almost no women in the movie
- Conan the Barbarian
- Anything by Michael Mann including Heat and the Miami Vice movie
- King Arthur with Clive Owen
- The Lord of the Flies – 1963 version, and read the book
- The Last Samurai
- Die Hard
- Air Force One
- Apocalypto – great example of old version of what it was like to have a separate idea of men & women in tribal culture
- Gladiator
- The Mask of Zorro – strong, confident, masculine type who expertly handles Catherine Zeta-Jones
- Any James Bond movie
- The Mummy series
- Big Trouble in Little China
- Inside Man
- The Hunt for Red October
- The Game (Michael Douglas version)
- Highlander
- Jerry Maguire
- Tombstone
- Mongol – First in a trilogy based on Genghis Khan
- 300
- Fight Club – book and movie

By finding and observing these men in your life you can start to assimilate what masculinity really is.

Exercise: take out a piece of paper. Let's start to view our father in a different light. On the left hand side make a list of your father's characteristics and on the other side, make a list of their opposites. Put a line on that paper between those two and put a dot on the line somewhere in that spectrum to represent where you are. You may discover you've become who you are based on a reaction to your dad. Take your dad off his pedestal or out of the gutter, wherever you've placed him – embrace your male heritage.

Nice guys want a powerful, idealistic form of love. Most women can't meet that definition.



The reasons we have problems in getting what we want:

- toxic shame
- dysfunction relationships we co-create
- pattern of getting deep into a relationship and then avoidance
- unconscious need to maintain monogamous bond with moms
- bad finishers

Intimacy requires two people willing to be vulnerable with each other. It terrifies most nice guys to be known ‘found out’ by others, yet isolating yourself feels like abandonment, so a nice guy tends to find people to have relationships with that have the same level of difficulty with intimacy.

Nice guys pick partners who are projects. They spend a lot of time trying to make a bad relationship work out and they aren’t good at ending relationships.

To go into healthier relationships we have to:

- approve of ourselves
- put ourselves first
- be able to reveal ourselves to the right people
- eliminate these “I’ll do x for you if you do x for me” contracts we have
- take responsibility for what we really need
- give ourselves up to a process that may feel scary
- deal strictly with reality
- express feelings in a comfortable way
- understand that our feelings never need to be defended
- develop character & integrity
- set healthy boundaries
- embrace your masculinity.

Reconnect with the part of you that makes you passionate and a man.

When you start to make these changes you’ll be tested by the woman you’re with. She wants to push your buttons and give you a hard time to see if you’re going to stand up to her. For her to submit to you, she also has to rebel against you.

Ask yourself a simple question: how would a healthy Alpha Man handle this situation? This reconnects you to the power within.

Exercise: pull out a piece of paper & ask yourself (write it down):

- Are there any areas in your relationships in which you avoid setting bound



- Do you avoid dealing with something or someone to prevent conflict?
- Do you not ask for something you want, like a raise at work?
- Do you sacrifice yourself to keep the peace in a group?

Very helpful tool – focus on the relationship you want, not the person you’re with. Why is it you wanted that relationship to begin with, and what do you need to learn to become a better man? How would your view of the relationship change if you saw it as a test or a challenge? That bad choice can provide a training ground for your Alpha masculinity.

Powerful reference tool I wrote about 8 years ago coming out of a difficult relationship: **The Dating Black Book**. When I could look at what I really wanted, who I wanted to be with and why, I realized it wasn’t the people I was with that were the problem, it was the fact that I couldn’t screen out the wrong people.

The nice guy likes the idea of a smooth, trouble-free relationship so if his woman is having her own problems, he jumps in to fix them. But every time we pay attention to behavior we want to eliminate, we are reinforcing the behavior and making it happen more. The best thing you can do with a woman in a mood is to let it go. She’ll fix herself and she’ll be able to trust you more. Don’t let her moods influence you and vice versa

Example: 2 planets circling each other in an unhealthy orbit.

You should be looking for these qualities in a relationship:

- passion
- character and integrity, honesty
- happiness
- intelligence
- sexual assertiveness
- her own financial responsibility
- committed to her own personal growth

No More Mr. Nice Guy: Part 4

Introduction

One of the areas nice guy-ness shows itself is in sex. All the toxic shame and old behaviors are magnified in the realm of sex.



Some problems experienced by the Nice Guy:

- not getting enough sex from the unavailable, inhibited woman
- having to settle for less than satisfying sex (bad is better than none)
- sexual dysfunction (premature ejaculation, no erection)
- sexual repression (little or no interest in sex)

Concepts

These guys are doing some compulsive sexual behavior that's best kept out of sight, such as:

- watching porn
- going to strip clubs
- seeing prostitutes

Sexual dysfunction is linked to 2 issues: fear and shame. Negative early sex experiences such as rejections, cause emotional baggage that comes through in different ways:

- avoiding sex opportunities
- trying too hard to be a good lover
- settling for bad sex
- repressing their life energy
- hiding compulsive sex behavior.

Guys think that by being nice they'll stand out from the average guy and get sex – but because deep down they don't believe they deserve it, they hold onto this practice of being a nice guy because it doesn't work.

The more you try to be nice the more you have to clamp the lid down on the things that would attract others to you.

A guy can read all the books he wants on picking up women, but nothing will help as long as he has fear of being a sexual being and fear of vulnerability and risk.

You're solely responsible for meeting your needs, especially for sex.

Getting the kind of life you want involves pursuing your passions, drive and great mission in life. (Listen to the 'discovering your life purpose' segment in this program). Nice guys are controlled by one process: fear.

We're afraid of losing, failure, messing up.



Paradoxically, we have a fear of success. We think we'll be found out as frauds, or will screw it up.

Stop trying to follow all the rules every day.

Stop going after external validation and stop trying to hide all your flaws.

Face your fears, stop settling for the average & mediocre and make up your own rules about how you want to live your life. Ask others for help. Exercise:

Take out a piece of paper and make a list of people in your life that could help you get where you want to go (either your life's purpose or a short term goal, such as moving up at work) How can you use these people more effectively? How are you preventing people from helping you out? That person you're thinking of actually does want to help you.

Let go of deprivation thinking – we live in a world of abundance and infinite possibility.

List of affirmations you may find helpful – you can write them on a card, keep them in your wallet, put them on your computer. They are taken from a book called “No More Mr. Nice Guy” by Robert Glover. As I read this list of rules, try them on for size, and if it frightens you, do it.

- Put yourself first, no matter what happens, you'll handle it
- Whatever you do, do it 100%
- If you do what you've always done, you'll get what you've always got
- You're the only one who's responsible for your own needs, wants & happiness
- Ask for what you want
- If what you're doing isn't working, do something different
- Be clear & direct
- Learn to say no
- Stop making excuses
- You're old enough to make your own rules
- Let others help you
- Be honest with yourself
- Don't let anyone treat you badly
- Remove yourself from a bad situation instead of waiting for it to change
- Don't ever tolerate the intolerable
- Stop blaming, victims never succeed
- Live with integrity and character
- Accept the consequences of your actions
- Be good to yourself



- Think abundance
- Face conflicts head on
- Don't do anything in secret
- Do it now
- Let go of what you have to get what you really want
- Have fun
- Give yourself room to fail
- Control is an illusion: let go, let life happen to you.



MODULE 4:

Life Mission Message

Introduction

The latter half of the 20th century demonized men, but men should not apologize for their gender. Read this excellent book: “King, Warrior, Magician, Lover”, which talks about archetypes of the mature masculine, the traits that are primed to take us into manhood which we need to develop.

Quote from book: The enemy for both sexes is infantile grandiosity.

This program will discuss specific principles surrounding being the Alpha man. What does it mean to be a man, what is masculinity?

Concepts

Some synonyms for ‘masculine’ include man, men’s, macho, manly, muscular, strong, well built, robust, brawny, **unfeminine**

Antonyms: weak, effeminate.

Synonyms for ‘feminine’ include ladylike, girlish, soft, delicate, graceful, and the more negative womanish, unmanly, effete, sissy, wimpy, wussy.

To be an effective masculine man you have to embrace and leverage feminine qualities.

Example: The Yin-Yang symbol is a circle with a tail and both sides, black and white, masculine & feminine, complement each other. Each one contains a little element of the other.

The dividing line between the sexes has become so blurred that we don’t know where men and women should be in terms of behavior.

What you’re looking for as a man, that will make you most happy, is a feminine woman. Pair up with someone who complements you well. You have to fulfill your prescribed role so she can be the feminine woman.



We need polarity. The more masculine & feminine polarity we have, the more power we have between us.

Example: If a battery's poles were only 'sort of' plus & minus, would we have a powerful current? No. Relationships are the same, they need a current passing between the man and woman.

How to be a man – key traits:

Being able to make strong, real decisions. Learn that there is opportunity cost for going after what you want in life. Commit yourself to a path and you'll still end up better off than sitting on the fence. There are no guarantees that your actions will get you exactly what you want because life is fraught with risk. (ex. A meteorite could strike you down)

Don't put your relationships first. If you're committing 100% to your relationship as the top priority, your loyalties are outside yourself and therefore misplaced. You can't trust a man whose only goal is to maintain a relationship with a woman. Will you be more loyal to other people or committed to your own values, goals and ideals? (ex. On an airplane they advise you to put your own oxygen mask on first – take care of yourself first so you can then help others)

Understand how your own sexual energy works, then use, channel & redirect it. Sexual motivation and drive gives you energy. Don't disguise your sexuality, make no apologies for who you are. Don't let your sexual energy take you over, but harness and channel it into constructive outlets.

Confidence: You're confident when you're not thinking about all the things you can't do. When you have confidence, or stop telling yourself you can't do something, it becomes a self-fulfilling prophecy. You own your own attitude including your confidence. When you walk up and talk to a woman and you still feel the fear, but you're actually doing it – that's true confidence. You are willing in the end to take a chance that you might fail. We don't learn from easy success. (ex. lottery winners are broke within a few years of getting their winnings, because they never had a money consciousness to begin with, they wanted to get something for nothing)

Exercise: Discovering your life purpose. One of the things that define you as a man is where you're at with respect to your life purpose. Why do you exist at all? Not many guys will ever think beyond the small level of work, marriage and kids.

You do have a meaning in life to discover. Not believing you have a purpose won't stop you from discovering it.



Example: not believing in gravity won't prevent a fall.

This experiment should take you from 20-60 minutes. It's the simplest self-discovery method I've found:

Take out a blank sheet of paper or open a text document, get out a chalkboard – whatever - just do it NOW: 90% of the losers out there are waiting for later. Make sure there are no interruptions, get rid of all distractions like phones, computers etc.

At the top of the page write: **What is my true purpose in life?**

Write an answer down. Anything that pops into your head. Keep writing. If you don't think that's it, write down another one. Repeat that step until you write an answer that makes you cry.

That's your life purpose.

The more you do it the more your head clears of the clutter of what we're told to do. The answer will feel channeled to you. Can you think of anything better to do with your life than discover this life-changing epitome of what you were put here to do? If you haven't found an answer that makes you cry, you're not done yet. Those answers that give you a surge of emotion are close, but not the final thing. Keep going.

Example from someone who did this exercise: his final answer was "To live consciously and courageously, to resonate with love & compassion, to awaken the great spirits within others and to leave this world in peace."

Once you get on the path and find your answer, that's the easy part. The hard part is keeping it with you every day and working on yourself till you can fulfill that purpose. What else do you have to do with your life?

I also have a version of this called the 20 answers exercise, where you write down at least 20 possible ways of doing something - you're forcing yourself to think.

Most men will never really think about their lives and find their meaning, but doing this will make you instantly more attractive to women.



Alpha Life Lessons: Part 1

Introduction

This program will discuss some of the more esoteric principles to being a modern alpha man. They are short tips you can put into practice quickly.

If you're going to be a tough guy, talk the talk. Look them in the eye and project your voice confidently. Pause when effective, and answer at your own pace.

Example: Michael Corleone in "the godfather", with his burning eyes, casting a vocal spell when he talks.

Take the pain. Complaining is for wussies who want attention. Bringing attention to the pain or complaining is a sign of weakness.

Example: Great men in history: Roosevelt gave a speech after being shot in the chest. Choose your battles wisely (quote by Sun Tzu). Don't go looking for a fight, there's nothing to prove. There are times when you do have to take action

Example: if a guy bumps you with his elbow, let it go, but if he pushes your girlfriend around, go for it.

Stand up for what you believe in. Have principles & ideals you won't compromise, such as respect, honesty or trust.

How you do deal with authority? The alpha man understands his place in the hierarchy.

Example: how would you handle being pulled over by a cop? The best way is to smile and be cool, calm and collected. All cops are looking for is a safe interaction.

Example: the boss at work who fails to appreciate you – sow discontent within the troops to further your cause, keep strength in numbers covertly and always follow the strategies of war and the laws of power. You are the boss of you.

Using punitive measures rather than enticement – 'the carrot and the stick'. The carrot will never match up to the power of the stick. We are more motivated by what we have to lose than the possibility of pleasure.

Example: raising a kid – it's very un-"Politically Correct" these days to hit a child or use painful psychological weapons on them, yet they need to know the consequences of their actions. You have to give them a reward that can't be bought, like trust, or you'll make them into a spoiled brat.



Example: at work the carrot is usually raises and the stick is a bad performance review. Usually the promise of giving a raise only works for those who are already performing well. In business there has to be a figurative “stick.”

Example: with your girlfriend, there is no stick. You always use the carrot, because you don't want to create a situation of fear. Always choose right up front. If you feel you have to use the stick to keep her in line, you made a bad choice.

Example: with friends, sometimes you need a favor from them and you don't have to make it an obvious payoff, but there should be some element of reciprocity. There are limits to a friendship, including the boundary that they're not allowed to borrow money and then not pay it back.

Concepts

What kind of women do not complete the alpha man?

The woman with no ability to respect you. If she gives you lip about spending too much time with your friends, drop her. They have to respect the people important in your life.

The clingy woman – her attention and focus might feel good at first, but the more you need space, the more clingy they become.

The gossipy woman is always talking about everyone's business, including yours, giving away vital information.

The feminist – women should be women. She should be able to cook and nurture you, not always looking at how she can be ungrateful with you. She should be feminine, not feminist

The psycho – any woman can get a little nuts, but watch out for those with an edgy side. She will consume you with her behavior.

Example: Demi Moore's character in disclosure

Example: Glenn Close in fatal attraction.

How do you handle women, as an alpha man?

Maintain the separation of angel and “state.” You can't tell her about every little thing going on in your life. A woman will lose respect if she hears nothing but bitching and whining.



Example: Bill Maher does a bit about how guys are constantly reporting into their wives, so why not put a camera on your head to show her what you are doing all the time, and call it the pussy-whipped camera!

To set up an effective boundary, keep your emotions in check without being a stoic archaic man.

Prepare for situations before they come up. You'll see contention coming, prepare for it. Avoid your first impulse which will probably be to lash out. Start deep breathing, count backwards in your head or say a mantra in your head.

Quote: "think first or suffer for your words."

Walk away from the situation to clear your head and cool off.

Use a quick visualization strategy, think of something peaceful to pull your emotions back down. This will relax and distract you.

When you know you might need to make a threat, remember it has to be credible. You have to be able to follow through.

In business, use the intimidation factor. If your strategy backfires and you back off from the threat it will tarnish your reputation. Always have a contingency plan.

Use humor to defuse the tense confrontation

Example: The scene from "Ghostbusters" where Bill Murray resorts to an ultimatum.

Never use an ultimatum with a woman, they don't work.

Know how and when to use strong-arm tactics to be effective. How do you deal with the enemies you'll find out there?

Know your enemy – learn as much as possible about your enemy so you know how to handle them. Ask yourself:

Why is this person an enemy? Maybe they're incompetent, disloyal or with a group that's in opposition to you.

Are they a real threat or a perceived threat?



Talk to others who know the person to get a sense of the big picture, and learn how and why the function as they do.

Watch your enemy's behavior, but don't be obsessive or paranoid. See how they work. Probe into their weaknesses and bad habits.

Be patient, don't make a move until the timing is absolutely right; gather knowledge till the right moment.

While you're taking time to get to know your enemy, they are likely doing the same against you. Stay ahead of your enemy by keeping you poker face.

Watch out for your blind spots, you may be missing how your enemy and his allies are at work on you.

Sometimes it's best to get over it, because sometimes enemies can be imaginary.

Getting over awful things:

After a crisis, get busy. Don't dwell on the details of the event.

Find an outlet, it is ok for guys to cry. It pays to be passionate, when something bad or tragic happens it's an essential way to let loose that pent-up emotion in private

Don't take these bad things that happen personally. It's just a part of life and happens to everyone. You make it harder to get over if you personalize it.

Take a trip to get through things quicker.

Have that mantra you can tell yourself that 'i gotta be a man'.

Ask yourself how would someone you respect and admire, respond? Perhaps the Godfather, the President, or Clint Eastwood

Let it go, you can't stay connected to a tragedy.

What is one of the most important traits a man can have? Charm: also known as, persona, presence, enticement, allure, character. Everyone wants it and you can learn it. Seven specific tips for charm:

Project confidence, poise and grace. Create a really strong first impression with good posture.



Remember people's names and use them effectively, it creates an instant connection. Be a good listener. Ask lots of questions in social situations, especially with people you've just met. In order to be interesting, take interest in other people.

Maintain good, strong eye contact.

Stay calm. Being able to maintain composure is irresistible, and makes you seem like a safe, comfortable person to be around.

Pay attention to your tone of voice. Find a resonance that engages people, speak authoritatively without barking or being too soft. Speak when it counts. You're slow, articulate and well enunciated.

Gauge the mood of the crowd you're in. If you're at a dull, uncomfortable party, tell a funny story, be a little self deprecating. Don't take it to extremes.

How do you "bust balls" effectively? Guys with this skill who can have a little fun with people always seem to bring out the best in people. It's about what you say, how you say it and when you say it. You're keeping it real and doing people a favor by breaking down the social conventions that lead to social isolation. It's normal between friends, but when you do it with your family members be watchful for the quiet family member who doesn't defend himself – he could be breeding resentment.

Tips for busting balls:

- Make it public, do it with an audience.
- Say the right thing at the right time, with no time for the other guy to reply
- Simply mess with his head a little bit.
- Don't feel guilty for taking a poke at someone else and getting a good laugh.

Example: hinting or suggesting his girlfriend might be getting a little bit on the side.

Keep it short & sweet.

Go in on the hard angle, aim for a nerve. Does he have a crappy car, is he living with his mom, did he screw up with the most attractive girl at the bar?

Example: in the movie "Goodfellas", Joe Pesci is giving Ray Liotta a hard time about being a clown. It's so effective because you know Joe Pesci's character is crazy enough to back it up.



Never rat on your friends, this is the core of loyalty.

When putting together your crew, find guys on the same path as you.

Give respect to your elders and superiors, and don't let subordinates walk all over you.

Keep your own house in order.

Always watch out for taking things too personally

If you're confident, you won't make stupid goofs.

Every so often you need to stand out in the crowd. When you stand out, people admire you. Get yourself out of the shadows in the following ways:

Assert yourself: go after the things you want instead of sitting back and hoping to be recognized. Remind your boss about what you've accomplished.

Learn how to talk effectively. People gather around good communicators.

Dress effectively, "dress to impress", not for the job you have but for those that are 1-2 levels above you.

Be able to laugh at yourself. Make a bit of entertainment for other people. The most influential, charismatic guys didn't walk into a room and try to shrink into the corner. Entertain your audience. The people we stay away from are those with no temperament or interesting opinions. Your personality needs to be alive and energetic or you will just blend in. Too much personality can be annoying, so find a middle ground and own it. Get a really high quality woman on your arm.

Alpha Life Lessons: Part 2

Introduction

An important part of being a man is trusting your own intuition. Men are supposed to be logical, but instincts are very important to all the life dealings of the alpha man. Follow and trust your gut feelings. Your brain is for storing facts, not for making a lot of decisions.

Example: when talking to someone you see his face flinch, you think something is wrong though nothing strange is said, then you find out he wants to borrow money from



What separates you from others is the little voice in the back of your head that tells you what to do. Trust those funny feelings that come along from time to time. Figure out how your instincts fit into your life.

Recommended reading: Machiavelli's "The Prince" (be sure to temper this kind of wisdom with compassion). This book is included with this program.

Concepts

Getting things done

Example: Bill Gates. Do people love him? No, but he is feared. He gets things done and he's the richest man in the world. He had a plan and found other guys to follow along, and then came the money.

Battle, war and power strategies are included in this program because it's part of your inherent masculine identify. One of your most important traits is the single minded attitude that you get things done. History doesn't remember the non-finishers.

As a man, work on building a good **reputation**. It will carry you a long way in life. It's a product of your persistent actions over time. What gets you the good reputation?

Do good things for others

Achieve consistent results in your life

A bad reputation takes no time to build; word travels fast. Reputations stick with you and will affect your business ability more than anything else.

Test you can issue for vouching for someone: If you had to vouch for this person and you're responsible for them if they screw it up, would you do it without reservation? Would you pass that test for other people?

In the inner game program I talked a bit about **money**. It's very important to men; it's a method of interchanging your effort for what you want to accomplish. It can be too easy to focus on money, but money itself has no real value.

Quote: 'The love of money is the root of all evil' (money is not the evil, it's **love** of money)

Money will help you and others get what they want out of life, but it's only the means to the end; it can't buy peace of mind, confidence or happiness.



Money is not your method for attracting women.

Know who to surround yourself with. In business or anything else in life will require the use and help of other people. Others will judge you upon the people you surround yourself with. Choose your friends wisely. Not everyone can be trusted.

4 kinds of guys to read and categorize so you know how a man fits into your life:

1. **Smart guys** who can figure things out on their own, they have a vision.
2. **Guys that appreciate and leverage the power of others.** They can execute plans and follow the smart guys. They are the movers & shakers in the background, not always in the limelight

Example: As of this recording, who's in charge of Microsoft? Steve Balmer.

3. **Guys who are neither big movers nor can they leverage the power of others.** They're not very smart and don't have sound judgment: you want to stay away from them.

4. **The brown-noser** – stay away from them at all costs. He is manipulative and tries to get something from you for nothing. He'll use flattery to lure you in and steer you wrong.

Aspire to hang out with category 1 and 2 guys.

Keep your ego under control. A key indicator of a guy's downfall is when the ego takes rein. These men usually come from ordinary beginnings and have climbed the ladder of success. He starts to not appreciate what he's accomplished – pride steps in to become vanity, arrogance, self importance, snobbery and conceit. He starts griping that he's not getting opportunities. He starts questioning authority. His performance starts going down, he feels entitled and he won't take suggestions because he doesn't make mistakes.

7 tips for keeping your ego in check:

- Don't brag, always understate your accomplishments
- Listen to what your friends have to say, they might have better ideas
- When you're wrong, admit it quickly and get over it.

Example: nixon and clinton both made the big mistake of thinking denial makes it go away

- Respect everyone around you



- Be upfront and honest to yourself and others about your strengths and weaknesses
- Don't second guess people
- Don't be insulting to other people

When someone asks you something, have an **opinion** about it. If you don't have one, that usually means not much is going on inside and equates to weakness and stupidity. We assume that if someone has an opinion it's because they've spent time to reflect on it and come up with some conclusions.

Respect the right people.

Example: at a seminar i attended, the speaker said the saddest thing today is that most kids will have a rap star or a professional athlete as their hero. Your father should be your hero!

It's important to have the right people to look up to. You have the godfather-types in your life who epitomize some solid masculine traits:

- Keep your ears open and keep your mouth shut
- Don't flaunt your power
- Speak softly and carry a big stick.

Pick the women you want for the right reasons. Strippers are not the kind of people you should look up to, they don't command respect as being quality women.

Exercise: open up your journal and write down all the people in your life that made a difference. Write down who they were and all the positive things you learned from them. Then write down all the people who affected you adversely and why they did.

Watch out for backstabbers. They do evil through covert, underhanded means for jealousy or greed - they turn on you in a way you never expected. Spot him when his words and actions don't match up. Maybe he:

- Talked the talk but didn't walk the walk
- Over-emphasized how strong your friendship is
- Gives you a lot of insider information
- Is too political and never wants to take a side
- Is always talking trash or spreading rumors, or revealing secrets about their lives.

Talk is cheap. Saying: 'the empty can rattles the most'. The ultimate insecurity is in making up a story to cover insecurity. You have to be different – be a man of action. Don't expose your weaknesses, even to those who are close to you (in some cases). Through human nature, people will take advantage of them. Open your armor and



vulnerable to attack. Those closest to us can inflict the most damage. People feel safe around you because they feel you're strong.

Situations that will cause you to show weakness:

Fear – when you show fear, it shows you are unable to anticipate the outcome, you never planned for it, and you're not able to deal with the possible consequences in a controlled manner.

Anger – you show they hit you where it hurts, and it exposes your fragility. Have and feel the emotions but don't show them to everyone.

Your addictions – porn, gambling, drinking etc.

5 important rules to avoid displaying weaknesses:

- Never show emotions to your enemies
- Always be non-reactive, stable and calm.
- Situational awareness.

Example: jet fighter pilots have to know their surroundings at all times

- If a situation will stir up fear, do some pre-planning beforehand. Unknowns are what guys fear the most.
- If you're in a confusing situation, don't show it. Start asking questions or defer it to another person to explain.

Betrayal – what if it happens to you, how do you handle it? Definitions of betrayal:

- 1.If they tell on you
- 2.Humiliate you in public or private
- 3.Have a little side game going on, perhaps at work
- 4.Two-faced, insult you behind your back
- 5.Steal from you in some way
- 6.Steal your wife or girlfriend
- 7.Purposely deceive you or omit information
- 8.Help an enemy of yours

Betrayal can be hard to recognize. What are the clues you can use to figure it out?

Get some proof

The person you suspect is being quiet or secretive

He slips up and lets you in on it a bit and backpedals



Maybe he comes from the kind of crowd that would normally do this
Find a way to test him, put him in a situation where he has the opportunity to betray you
and see if he takes the bait

Most betrayals are made by single people. You can protect yourself against betrayal:

Watch out for those individuals that are more prone to this behavior, and use your gut.
Avoid falling into the trap of letting your emotions rule your decisions.

Example: you might like a guy so much you block the signs of a Judas.

Don't give your trust so easily, trust is earned.
Keep your mouth shut, silence ensures you won't give away too much.

How do you handle **trust**? Not trusting anyone is extreme.

There is a range – 0 is no trust, 100 is you trust them with your life. Good friends are
around 90% trust, business associates are probably in the 70's, family in the 80's
somewhere, buddies in the 30-40% range. 50% is the cutoff, below that they'll save
themselves rather than protect you.

When you meet someone new, give them a little bit (a guarded amount) of trust and let
them prove themselves.

If you don't trust someone, it doesn't mean you don't respect them. Don't be impolite or
rude. Factors that build trust are:

Time (allows you to see through the veneer to true core of the person)
Actions proven over time, only real proof of trust-ability

4 levels of **friendship**:

Let's do something sometime
Let's do something Friday
I'll help you move
I'll help you move a body

This is severe stuff, but you have to protect yourself in such a way that you can give trust
and be trustable to other people.

Your rules about trust can't be so loose & flexible that you end up not trusting anyone
because you've been burned too often



Trust is like your reputation – it takes a long time to build but can be over in a heartbeat.

Just because you share blood doesn't mean your family members are trustable.

Alpha Life Lessons: Part 3

Introduction

The cautious-bold paradigm: a confident Alpha Man has courage and bravery without allowing it to fall into stupidity. Upward movement comes at the price of taking a risk

Example: discoveries were made by taking a risk, like throwing corn on the fire and making popcorn, or accidentally let malt-barley-hops ferment for beer

The Alpha Man is cautious at the right times. When should you be bold?

Use the risk/reward formula – the money, time and emotion you put in should be justified.

Be comfortable with the element of danger in case something happens. When you approach a woman you're taking a risk, so reduce the risk upfront to avoid feeling emotionally bankrupt if it doesn't work out.

The lottery is a very low risk, but you're risking your attitude about the control you have over your own life – you're saying 'i don't think i can make it in life, the only way to make it is to roll the dice and hope for luck'

A man will never die from being cautious. Caution is the voice inside you asking you to look at the big picture and pay attention to the details, predict the consequences of your risks and be able to deal with what might go wrong. It will stop you from getting too cocky or greedy.

Example: the Indiana Jones characters who don't know when to stop, and meet their end.

When it comes to **respect**, it's always earned, never given or commanded. There are ways to speed up this process of being respected in the short term:

- Dress the role. If you look good and solid you will command respect by virtue of your appearance.



- Keep quiet. Undervalue your own intelligence, know you have a lot to learn. Be discreet and a little mysterious. The less someone knows about you the more likely they'll be respectful.
- Don't lie. Stick to the honest truth. You don't have to reveal everything in a brutal way, but avoid lying about stupid things.
- Be confident but humble. Feeling good in your own skin and competent in your own life. Humility keeps you real; acknowledge others and don't brag.
- Watch how much you're smiling. Save your smiling for women, for men give a more stern expression
- Remember things, names, people, faces and actions. When you remember a person's name you're paying attention to the details.
- Be polite, give back respect and courtesy. Have good manners.
- There's the temptation to take the easy path but short cuts don't get you respect. Trust your inner voice to tell you what you need to do.

Stages of men's development:

Physiological changes that start out at 18-months to 2 years, when a child develops a personality.

Puberty, sexual growth

Take on and assume the responsibilities of being an adult.

Philosophical changes happen too:

20-25 years: you're young and dumb and full of yourself, and impulsive. You take risks and don't know how dangerous they are. Disrespect for authority, you think you know it all. Strengths: you're fearless and have ambition. What should you be doing?

Keep control of your mouth

Be smart about your risks, don't burn your bridges.

A little older, a little smarter, but no wisdom yet. More mind control of emotions and recognizes mentors. Things start to click into place a bit and become clearer. You want to be a player but you don't know all the rules. You understand people aren't perfect.



it's not fair, but you'll adapt. You start to appreciate structure and authority, and fear certain failures and consequences. You're smarter about going after your goals, enamored of women but don't have to chase them. You start taking action based on your better judgment.

A wiser, older man – you think with your brain, little impulsiveness is left. You've come to terms with what you have and don't have, accept shortcomings and enjoy your victories. Liberated from weight of fear, full of wisdom and life experience. You learn because it's fun, now you're a teacher and a mentor. You have the opportunity to be cocky but you're too smart to do that. You're 'a made man' in mob terms. This is a turning point

The old man, you start regressing, growing down, you've lost your patience. The things you learned are getting outdated, you stop learning and it eats at you. You were once respected but now bitter and irrelevant. You have to stay sharp, stay wise and keep yourself on top.

Good things to keep under your hat:

- How much money you make.
- The people you would gladly take revenge on. Keep it to yourself who you hate.
- The bad things you've done in your life.
- The bad things your friends have done in their lives

Discretion is the mark of a true Alpha Man.

Alpha life Lessons: Part 4

Introduction

Another important skill for guys to learn is bluffing. Poker is one thing, life is another. In real life people will check you on what cards you lay. A bluff is a strategic stretching of the truth, whereas a lie is an untruth.

Example: If you tell a man who's being rough with your girlfriend that he'll have trouble walking home if he doesn't stop, it might not be you giving the beating but perhaps you have an entourage who will do it for you. You're stretching the truth.



Concepts

Don't put everything on the line when bluffing. Here are some tips on how to bluff:

- Don't just bluff on a whim. Make sure you're prepared, have an excuse thought up in advance.
- Always consider the consequences of your bluff. Alpha men think it through.
- Totally convince yourself of the bluff in order to pull it off.
- Keep your bluff very simple, the more details you put into it give you away
- Use your bluff as the last option, don't throw it out immediately
- Never underestimate your enemy, if they're smart they'll be able to tell.

Example: When asking for a \$20,000 raise during a performance review to bring your wage up to industry standards, have a shred of truth in there to back it up and make sure your boss doesn't know and/or won't check.

How do you handle your **enemies**? Machiavelli said men must be caressed or annihilated. Not everyone can destroy their enemies outright.

Tips to handle them:

- Take some time to plan out revenge – let things go when you can, but you might have to contain someone's threat factor. Naiveté will bring about your downfall. Perfect your plan to have them do the damage to themselves so you can seem blameless – that's one of the laws of warfare. Take action to be bolder, crueler, colder than your enemy.
- Don't make your enemies public. Keep your beef to yourself and those you trust the most.
- Don't let them get to you first, always be cool and don't get distracted.
- Keep your enemies close. Give them the impression you're on their side and don't turn your back on them.
- Ignore the enemies who aren't on your same playing field, the same way you're not a threat those on a higher level.
- Choose your enemies well, they will define you.



What about **fame** – we want to be a somebody. Here are some ways to work up the ladder of fame ethically:

- Become financially successful, not just to get the fame but because of the options & security it brings you.
- Work on your reputation
- Make a bold move –

Example: Al Pacino in Scarface, when he makes his big move to take out the drug dealer. Your big move might be a speech, or the night where you step out of your wallflower personality and become someone fun.

- Take a risk. Use the risk/reward algorithm discussed earlier & know the consequences, but no one gets far taking it too safe.

Example: Joe the office janitor hasn't taken risks in life to get where he is.

- Be an expert about something so everyone comes to you for a certain topic. Be a guru; expert status cultivates respect
- Have a good quality woman in your life – someone who's classy, cultured, smart, and helps you out. Saying: 'Behind every good man is a strong woman'
- Have your unique mark, it can be a look, a haircut, the way you talk to people – something original like a calling card about you
- Cultivate your power base – this is covered in extensive detail in the Laws of Power. You don't have to be the leader of a huge organization to have this
- Get connected, get a network. More doors will open for you.
- Be the guy that gets things done to become a centre of interest and attention.

What can bring about the **downfall** of a man? You see these tragedies time and time again in the media. Watch out for:

-Little habits or actions you do that eventually catch up to you. Bad habits show your weaknesses & lack of discipline. We're all weak in some area but it has to be controlled and kept out of sight. Some common weaknesses:

- Drugs & alcohol: they open your mouth at the wrong time. That's why drug lords never touch their own stuff.
- Gambling – it quickly eats away your money and puts you in debt, but even the lottery or any gamble where you tell yourself you can't make it on your own, can destroy your attitude. Gamble instead on a sure bet, yourself.



- Women and/or sex addiction. How do you think about women, what is your prediction to cheating? Maybe you've cheated because your woman isn't putting out, or she cheated on you, or you love the thrill or ego boost, or you can't get rid of your girlfriend. Let this stuff go and don't get too caught up in women.

- Letting your mouth run – you have no control over what you should and shouldn't say.

- Impulsiveness

To deal with your addictions:

- Be aware of your addictions
- Get some discipline; put all your effort into changing
- Change your environment
- You may have to feel the pain of totally screwing up before you turn it around.

Alpha men have very good **instincts**. How to work on developing instinct:

Be patient, it will take some time

Be observant and vigilant. Watch what happens in your own life, and read a lot of books about famous people. Biographies will teach you how to recognize certain human behavior patterns. When you understand how people think and act, your instincts will get sharp.

Learn from every conflict you face. Don't just solve a problem, use it as a training ground to find hidden opportunities. If you get bad results, look diligently for what went wrong.

Take a look at the actual vs. the projected. You can guess in advance what will happen and compare that to the results you actually get.

Keep your mistakes to a minimum. Unnecessary suffering is simply unnecessary.

You need a **good woman** to back you on this path.

What are some of the traits of a quality woman?

- Loyalty – her priority has to be on you

- Supportive of you – is she on your team?



- Is she smart and does she have good sense? You don't want a dumb, subservient woman for the long term. Ask yourself if she would be a good mother to your children
- Is she patient or is she a nag? Consider how she is right now, she isn't a DIY fixer upper project.
- She should have emotional calmness. There will always be storms, but by and large they should be gentle curves in emotional turbulence, not huge waves.

Some of the negative traits or qualities to recognize in a woman:

- Crazy party girl – good for fun only
- You're not feeling safe around her
- You don't feel compatible
- Emotional detachment
- Lacking natural nurturing

Turn life into your university. If you pay attention and stay aware of what's going on around you, you'll come out ahead and learn things on your own.

Some general ways to stay attuned to the study of life:

- Use your head, don't be a dumb guy
- Play it with balls. Be the decisive, confident guy who takes control of situations.
- Respect authority and those who have a lot to teach you
- Stay focused and apply yourself with discipline. That's what bosses are looking for when they say they want someone with a degree – what you learned in school may not be applicable, but they want to see you had the commitment to apply yourself for years to finishing something.
- Maintain one vital element of male power: self control. Keep your cool through an objective eye. You'll see more than when you act out of hot-headedness.

Every situation will be a learning experience and you'll come out ahead because 90% of guys out there are looking to skate by on life; you are different, that's why you're listening to this program. Just use the tools you've been given already and put in a little more energy than the next guy.



Do you want to win at the game of life? Get busy with what you see around you right now – learn from every opportunity.



MODULE 5:

Anxious to Please: Part 1

Introduction

No more Mr. Nice Guy is the theme of this program. In this one area, most guys want to take control. Being a nice guy doesn't work with women, but we can't help ourselves, even though our approach is all wrong for the result we want. In this program, we will look at nice-guy-itis, how it works, what it is, why we do it, and how to put it to rest without being a jerk about it.

Men and women both share the syndrome – an anxiety to please. Nice guys have a constant anxiety when approaching women, escalating the encounter, and in our relationships: will 'she' like us and approve of us? The real problem is the underlying reasons we behave this way. We have a crippled sense of self-esteem.

Concepts

Symptoms of this insidious people-pleasing disease:

- Disrupted family relations
- Depression
- Futility in the workplace
- Obsessive thought patterns
- Constant need for reassurance
- Undermined romantic intimacy level

Up to 30 million people in the US suffer from anxiety that's so easy to understand and prevent. It's mostly the result of flawed logical and emotional rationale.

See if you fit any of these statements. If you do, you fall into that category of being anxious to please:

- Always longing for something or someone
- You feel worried or fearful so often it seems normal
- Not knowing what you really want
- Constantly second-guessing yourself
- Apologizing frequently
- Often preoccupied with what others think of you



- You do favors for people with secret hope of reciprocity
- You seem to give more than you get
- It seems like other guys get the women rather than you
- Your emotional state tends to mirror that of your girlfriend
- It seems others are getting the attention or acknowledgement you want
- You're more prone to feel sorry for yourself than to take action to fix the problem
- You're frequently surprised others don't reciprocate your good will
- You take what you're given rather than asking for what you want
- You're constantly second guessing yourself
- You're always thinking about what you wish you had said

Most people are fairly nice, so what is so wrong with being nice? Nothing, if it's in the right context and coming from the right motives. Nice people in terms of this disorder become compulsive with being nice:

Whether or not it's called for
When they want someone to like them
When things aren't working out, we try even harder.

Remember, the definition of insanity is doing the same thing over and over and expecting different results.

Traits of the people-pleasing nice guy:

- Anxious to please, especially the core people in his life
- Clingy, ingratiating and over-adapting to situations
- Very concerned with what others think of him
- Continually surprised when they're rejected
- Doesn't have good judgment about when and to whom to disclose his judgments
- Minimizes & rationalizes faults of those he gets involved with
- Minimizes his unhappiness
- Is out of touch with the full range of his own submerged anger and aggression. Anxiety and fear form the emotional baseline for him, so his safety & happiness depends on his ability to please the woman in his life.
- Craves recognition and affirmation of how good he is
- Is troubled by romantic longings, fixations and obsessions
- Uses his relationships to mask his own ability to care about, protect, nurture & love himself
- Idealizes other people
- Their own happiness is fleeting
- Believe they'll never get what they want out of life
- Have no control over their sexual fulfillment
- Hate their own nice-guy traits



Example: Freddy goes to a coffee shop every morning and chats with Lisa the barista. If there aren't too many people they chat. He has wanted to ask her out on a date for years. Some days he fantasizes about the amazing life they'd have together, sometimes he imagines the pain of her rejection, and sometimes he avoids going there altogether because of the situation.

This is one of the few situations you can manage and conquer.

We think of nice guys as being benign, but the nice appearance covers up pain and hurt underneath.

Why haven't we dealt with this? This condition isn't regarded as a problem behavior. The world is happy to have people working extra hard motivated by inadequacy.

What do you hope to accomplish by dealing with this? Would you like a:

- Better love life?
- More satisfying relationships?
- Fulfilling sex with women?
- Stronger self esteem?
- A less turbulent emotional life?
- Optimism?

You'll have this as a result of this program.

The Nice Guy syndrome usually relates to childhood attachments to our parents. Could mom give us what we needed without rejecting us? If not, we may have developed:

Avoidant attachment - the result of emotional neglect. Even though the kid needs reassurance, he pulls away to protect himself.

Disorganized attachment – the kid is terrified and overwhelmed by the parent. He wants soothing, bonding nurturing from the same parent who's terrifying him, so he fragments internally, repressing his own rage and fear inside

Traits of children raised this way:

Child is angry & defiant
Emotionally shallow
Dismissive of interaction with people

Anxious attachment - somewhere in between the other two. This is the condition every nice guy has in common, when the mother's caring is infrequent and unpredictable. Her



uneven pattern resembles the random feedback you get from gambling, where you never know when you're going to get a reward.

Traits of children raised this way:

- Obsessive tendencies
- Hypersensitive
- Insecure
- Can't part with objects in their life
- Create mini rituals, like scuffing their feet on the rug a certain number of times before entering the house.
- Clingy/approval seeking
- Preoccupied with romantic ecstasy, imagines the euphoria of a perfect relationship

Nice guys may not look anxious but they are. Their relationship with anxiety will go from a vague sense of unease to a fever pitch of panic. We will organize our life around avoiding, softening or getting rid of these feelings of anxiety by pleasing others. The anxiety appears to be circumstantial (related to issues like finances, career, family or girlfriend), but it's a chronic underlying condition.

We want the love we never got as children.

It's not our interest in girls that's the problem, but the intensity of our fixation, which is more lasting, serious and painful. It's a pervasive preoccupation with women in general; we see them as a force in our lives to give us the security we want.

The book **Anxious to Please**, written by James Rapson and Craig English, states that many adults wrestling with anxious attachment have an unshakeable conviction there's something wrong with them.

Effects of the anxiety we feel as a nice guy:

- Guilt – we become accustomed to it, so that what we think is relaxation is already set at a hyper-aroused state. We feel guilty when guilt is not an appropriate response, taking:
 - The apologetic stance: feeling and showing shame and apology for everything and everything, making a frequent habit of saying 'I'm sorry' to avoid even the slightest confrontation. Our body language reveals we feel we've done something wrong
 - Defensive stance: preemptively acting defensive. We have difficulty admitting mistakes and are sensitive to even a hint of criticism.



- Low self esteem –nice guys don't care what they think about themselves, but are more concerned about what others think of them
- Feel at risk of rejection or abandonment
- Don't know who they really are
- Others think of this nice guy as being very confident or even arrogant because they're working so hard to suppress and hide their insecurities.
- Need to feel like we belong
- Can't feel secure even when they know they're welcome
- Over-invest in a romantic relationship and under-invest in other sustaining relationships.
- Don't have healthy friends of the same gender
- Have trouble turning down demands on their life.
- Stay too long in bad relationships.

The life and relationships nice guys have are not always such a disaster – nice guys can be patient, gentle, compassionate and understanding. As we get rid of anxious attachment we can formulate the connection we really seek.

We have to cultivate independence and strength so we can be on our own and join with others.

Two primary areas create our situation:

- Mothers are under-supportive
- Fathers who are not there

Guys need to be confident to attract women because of our expected gender roles.

We've lost a lot of the community/extended family we once had, resulting in a fractured upbringing

New problems include:

- Dual career families, where both parents work
- Single parent families
- Blended families.

We have a need to learn masculinity from other men. Men need other men to appreciate handling maleness with restraint, patience, integrity and resolve.

There is a feminine influence in our schools and therapy programs; recent research shows that girls' and boys' brains mature differently, and the process of therapy is a verbal emotive model which turns boys and men off. Other problems making it difficult to embrace masculinity:



Most guys have been taught it's not manly to be introspective or seek outside help.

There is anger & distrust towards men in the media that make it hard for a man to feel good about himself; TV portrays men as idiots or murderous killing machines, responsible for war, rape and domination.

Lack of approval from outside sources.

The book **Anxious to Please** states that men who learn about masculinity from women receive a feminine perspective of what a man should and should not be. The man may feel guilty for having a man's feelings and a man's body.

Nice guys hide their masculinity to validate themselves.

Guys need to have meaningful work or passion in their lives. Read **The Alchemist** by Paulo Coelho to find your own personal destiny. Everyone needs to find their meaningful sense of contribution.

Next section – how 'nice guy syndrome' affects us in our romantic relationships.

Anxious to Please: Part 2

Introduction

Where do we put our women? On pedestals.

Nice guys create the image of who we want to have in a relationship and no woman can live up to this over-idealization. The woman of our dreams meets every whim and creates an environment where we feel totally loved all the time. Nice guys have the hardest time handling disillusionment, and can act with unbelievable anger and denial when confronted with a woman's shortcomings. We are desperate for unshakeable security, so we can't achieve a high quality, realistic intimate connection with someone fallible like us.

The woman a nice guy is interested in experiences an overabundance of attention from them, which feels good at first but later she realizes he's not really seeing her for who she is. He has a fantasy of what she should be, and it's not her.

Quote from "Anxious to Please": "Compliments from a nice person can feel like applause from a drunken audience."



Concepts

How do you know if you've put a woman on a pedestal?

- When it seems like life without her would be dull & meaningless
- You place a high value on her positive traits
- You rationalize away her bad behavior
- People you trust don't hold such a high opinion of her
- You feel yourself getting really angry when her behavior doesn't fit your opinion of what she should be
- You wonder what she sees in you.

A guy will turn to niceness if he's in pain, not really to make her feel good, but to make her feel indebted and obligated. It turns into self-sacrifice and martyrdom.

Nice guys have a lack of self-respect for their own emotional well-being.

The other side of the pedestal is a gilded cage. We forge this cage out of indebtedness in the following ways:

- Dependence – if the other person relies on us, we feel better about ourselves
- Isolation – we cut them off from those who could threaten our relationship
- Indebtedness – continual sacrifices leave the women feeling like she owes devotion in return
- Guilt and shame – he'll be really nice, which he thinks proves that he's never to be blamed for anything. She should feel bad about herself if she gets mad at him
- Pity – he makes sure she knows how crushed he'd feel if she wanted to leave

These dynamics create an unspoken contract.

The big deceit of these relationships is the ideal of unconditional love, which does not exist. We create this fantasy to give ourselves a sense of emotional security. Any relationship can fall victim to abuse, neglect and wearing out from poor emotional intelligence.

How do we transform/change to the next level?



This is my simple 4-step method of using easy, quick universal principles to effect long term, effective behavioral change; the culmination of years of psycho-analytical work:

- **Awareness – knowing is the first step**
- **Interrupt the process – the previous patterns you’ve engaged in**
- **Rehearsed re-direct – finding ways to re-channel the normal response to the one we want**
- **Cement – reflection, look back on what we did and ingraining it fully (The ‘sharpening the saw’ technique Stephen Colby talks about.)**

There are other steps/skill sets used to rehearse and practice change. They are not ‘exercises’ or ‘work’ but fun – a way to embody new skills

Example: playing the guitar is different from doing scale exercises

Example: A doctor has a practice.

By putting something into practice it’s a real part of your life.

Awareness is the practice of being attentive and noticing what’s going on in your mind, emotions, body and behaviors. You can then take more control of them and redirect them.

Awareness is blocked all the time by your anxiety, so it can be the most difficult step.

Analogy: when I was first learning how computers worked, there were plagues of viruses every day. I would keep trying to fix a computer that was doing the weirdest things, never suspecting there was a virus at work. That was always the real problem, not the symptoms. The virus was blocking my ability to see what was happening.

With a nice guy, their fear of losing love prevents them from practicing awareness – they think they’ll be rejected if others see their defects, so they always have to appear happy and helpful.

To hold back their experience of anxiety, nice people use the following numbing methods:

- They space out when things get difficult
- Use a drug like food, alcohol, TV etc.
- They have a bulletproof cover story of their own happy, healthy life
- The body is physically tight and tense to prevent emotional feeling, turning their mental anxiety into physical anxiety
- Keep themselves preoccupied with solving others’ problems (magic trick)
- Blame difficult feelings on a constant stream of external problems



The task is to watch out for and notice these thinking and feeling patterns, bring them to the light and exposing them where they will disappear like a vampire in sunshine.

As described in one of the books in my Ultimate Inner Game program, “A General Theory of Love”, the more often you do or think something, the more probable your mind will go down these mental paths in the future - it’s now a habit we don’t even notice unless we practice noticing.

Be aware of your words. They’re the best indicator you have of what you’re thinking.

“I’m sorry” becomes a mantra we don’t notice, but nice guys aren’t really offering apologies. It really means ‘please feel better so I can feel better about myself.’

Look out for mitigating, diluting phrases like ‘maybe it’s just me, but’ which cushion the message you’re trying to communicate.

One of the best techniques to be aware of these situations is meditation. It’s discussed in my **Ultimate Inner Game program**, which makes sure you know how the meditation formula works and how to use it to balance your emotional state effectively and quickly.

Warning: the first thing that happens when you become aware is you will be more intensely anxious and self-judgmental for being angry and anxious.

With practice, we start to track down where the heart of the issue is. There will be more discoveries as we go. Practice:

Break that cycle of punishing yourself and being miserable about yourself
Move through your thoughts and emotions by being dispassionate about them
Turn unspecific emotions into something concrete so you can act with understanding,
instead of being lost in a hazy fog of emotion

It is important in this process that:

- You have compassion for yourself
- Develop patience for watching your repetitive thoughts.
- Forgive yourself for making mistakes and for being the child you think you are.
- Pat yourself on the back for looking at these frightening thoughts & emotions.
- Have a sense of humor so you can laugh at and let go of the situation.



Anxious to Please: Part 3

Introduction

The process of becoming more aware is very important to the **Alpha Man**. Understand your own inclination to be a nice guy, which feeds back on itself. The cycle of becoming more aware involves the awareness letting you grow, so you can tolerate your own fear and insecurity, which increases your compassion for yourself. You'll experience less resistance to the truth and be less likely to go into denial. That in turn increases your awareness.

The key to understanding the thoughts you have is how you shepherd those thoughts. Nice guy thinking is entrenched, so the emotions and thoughts you have will come back like zombies in a horror movie, but they're a little less powerful each time. Your thinking will be transformed by constant awareness. You can't pin anything down when it comes to anxiety or fear until you have a true cause and know what's really at work.

Example: you think your problem is the fear of one woman rejecting you, but once you bring it out into the light and examine it, you find that the real problem is a lack of skill and confidence in general when it comes to relationships.

Concepts

Things you can do to create more awareness:

- Meditation – concentrated form of being aware, unflinching examination
- Psychotherapy – be careful because there are a lot of people in the field with the most messed-up backgrounds themselves. True therapy is simple, creating an open, safe environment where you can practice your awareness.
- Healing arts, non-traditional things like acupuncture and therapeutic massage
- Men's groups, 12-step groups, therapeutic environments
- Journaling, writing down the things that happened and exploring what goes on
- Martial arts – sharpens your mind-body connection
- Isolation practice – conscious act of withdrawing from the numbing distractions we have.

The purpose is to more directly experience yourself and gain the ability to just be. You may encounter painful emotions and intense feelings such as fear, grief, and anger from the losses in your life, but you'll also discover internal resources. You'll be able to deeply accept yourself for who you are, take pleasure in taking care of yourself, increase your contentment and reduce your dependency on outside influences.



Absence practice is the act of removing some distraction from your life so you can create contemplative space: TV, alcohol, dating, anything you used to fill a vacant hole in yourself and distracting you from using your masculine energy the best way you can.

You need structure, such as a physical space to meditate or be alone in with no distractions. It can be as simple as a chair that you use. Create a time limit that lets you know this work you're doing won't go on forever; it can be 5-10 minutes or a month, depending on the situation. Be aware in that environment. Create solitude and meditate or write in your journal, work with wood or on cars. We use isolation practice because most nice guys spend a lot of energy sensing what others want from them, not what they want.

- Example: I took a sabbatical from dating to create a period of rejuvenation and energy renewal.
- Example: I was using TV as a numbing agent in my life to numb the ache of longing i've had since childhood.
- Example: using distractions to numb out is like taking cough drops, they have a numbing effect for temporary relief, but the sore throat doesn't go away

Your break from distractions is not to deprive or punish yourself but to practice loving restraint.

Example: not giving a child candy 24 hours a day is practicing loving restraint.

Be careful of taking too long of a break from physical affection.

Talk to others who will support and understand you, not those who will be critical.

Absence practice is self care at its best; you can take the time to care for your emotional well being as you would your diet. Also you'll develop your own life and the ability to enjoy your own company.

The power practice involves getting in touch with your inner warrior. Face your internal struggles first and then external struggles later. There are 3 dimensions to power practice:

VICE = values, integrity, character & ethics.

What is important to you? Most nice guys find it hard to act with conviction. When you've worked out your values in advance, your decisions come more easily.



Have a growing ability to tolerate intense emotions without running away or fighting it. Taking actions which go along with your values, integrity, character and ethics – find an active path to pursue them. Most people’s actions are driven by their anxious thoughts and feelings, but for the Alpha Man his actions are driven by a personal ethic.

When nice guys are told that they’ve acted badly, it feels like a character attack and we form reaction mechanisms:

- Give up or retreat from situations
- Confess or apologize
- Act belligerently.

To increase your toleration for emotions:

- Become more aware of it
- Look at the anxiety for what it is
- Be compassionate for that emotion. When you judge it you’ll have continued repetition of it.

Create a large space within yourself, an arena where conflict happens. Once you develop that arena, you no longer have to fear being overwhelmed by them.

Warrior skills are necessary in a man’s life.

Skills to be a warrior:

- Skillful aggression – like martial arts, or the management of your own aggressive emotions
- Set strong yet flexible boundaries – the plan vs. The strategy. Plans are rigid but strategies are flexible, you need both
- Exercise personal restraint, hold back from reacting impulsively
- Build strength in your body – exercise and train
- Practice emotional openness – the ability to be emotionally vulnerable
- Feel an assurance of power in your own sexuality
- Face conflict with confidence – without trying to diffuse it or run from it
- Embrace and hold onto your own personal power

Setting boundaries is difficult because it involves risk of making others unhappy, but weak boundaries will kill relationships and create disgust and contempt in others. It’s attractive to have strong boundaries – we like best the most independent, firm people.



This practice of building up warrior ability will build more respect among the people in your life because they can trust you to be honest, admit your wrongs and confront problems.

Anxious to Please: Part 4

Introduction

Another important practice is the brotherhood practice – bonding with other guys. Same gender friendships help you build and carry your sense of masculinity, get away from nice-guy behavior, rest and recuperate. We communicate in special ways, we have different needs in our conversations with men.

Example: the **Family Guy** episode where Peter turns into an emotional girl and he calls up Quagmire ‘just to talk’. You get an immediate sense of a difference between men and women. We do things together, not talk, in order to bond and communicate.

Conventional wisdom states women are supposed to be our best friend, lover, counselor, therapist, even business partner – this is the worst fantasy of love relationship and often why the man isolates with his girlfriend. Your best friend should be a man. No matter how well matched you are with a woman, there will be things they can’t fulfill.

Concepts

The core problem with the nice-guy situation is that we’re not getting the kind of love we want in our lives, so we try to please others to get it. Other people can actually meet our needs besides our girlfriend.

Some obstacles to creating same-sex relationships:

- Our girlfriend sees them as competition
- We were picked on by other guys as kids
- We have feelings of inadequacy in comparison to other guys
- We focus exclusively on our girlfriend, drop our friends and don’t try to make new ones.

Get into a book club, exercising, bike riding club, martial arts place. Always be asking yourself: what is the smallest change you can make that would make a difference in your lifestyle? This is where you need to start, not at the huge overwhelming goal.

Qualities to look for in other guys:



- They should be working on self-improvement: buddies don't offer growth or understanding
- Mutual respect
- They listen to you and want to be listened to
- They share common ground with you
- They have the courage to hold you accountable.

Warning: nice guys have a tendency to be submissive. This niceness will undermine any brotherhood with another guy because it relies on a mutual strength. You have to hold up your side of a friendship and support another guy yet stand your ground. Balance is best described as 'leading without dominating and following without being too submissive'

Work on self growth techniques within your family. This is where you have to practice your skills.

There are 2 kinds of relationships we see frequently within the family:

Orbiter – one person is in orbit around another person. He avoids conflict with this other person or group by appeasing and being nice. The other person or people have a strange dependency on the orbiter.

Back & forth – the two people are like two ends of a teeter-totter, they're in constant opposition.

You'll see these two types.

Things to do to feel closer with your family- practice your skills:

- Get good stories from your family – why it is the way it is. When you find out these unique ways of seeing things you'll gain understanding and learn more
- Identify the important family roles. Maybe your dad was the breadwinner? Some of the roles are more subtle, such as peacekeeper, critic, organizer... where do you fit in? A lot of dynamics are at work
- Figure out what the family alliances are, who's on who's side? Do the alliances change?

Look at the normal stages of how different people handle the 3 key stages of childhood:

18-mos to 3 years – you start to realize you're a separate person

Puberty – ages 10-14.

Child leaves the nest 18-22.



Each stage has unique milestones, but the purpose is the same – the child has to find his identity while still acting within the context of the family. Parents can react to these stages in unhealthy ways.

See the patterns passed along from person to person and find out more about how the women in your family were brought up. Get a full family story that will help you feel safer within that group and be aware of and appreciate your heritage, and reduce the likelihood of isolation.

Your parents' behavior is not about you at all, it's about the other person's defensiveness.

Realize that women are not goddesses. This is key to embed and will really improve your skills with women. I realized I was thinking way too much of and idealizing women, and that was keeping me from seeing reality about the women in my life. No matter what a woman said, I heard the goddess speaking to me and thought I wasn't worthy, which affected the sexual dynamics.

How do you know you're putting a woman up on a pedestal?

- You glorify a woman before you know her
- You're focused on fantasy rather than reality
- You give up responsibility for decision making when dating
- You continually ignore your girlfriend's bad behavior, fight her battles, and agree with her too much
- You worry about what she thinks and feels from day to day
- Do you believe in the theory of love at first sight? That's the intoxication syndrome; we jump in feet first, too far too fast, and she starts to pull away. We've over-idealized romance itself.

Cycle of destruction: a nice guy builds up resentment for being so nice. His girlfriend builds contempt for his weaknesses. The nice guy can't confront her, so he converts his resentment to self-criticisms and that builds up more resentment, which increases her contempt... the nice guy can meet a healthy woman and eventually have her acting like a complete bitch because of the dynamic of this cycle.

The nice guy hopes these types of gestures will pass for intimacy:

Brings her flowers
Does the dishes
Becomes an attentive lover
Asks her how her day was.



These things are great, but not as a substitute for honesty. Nice guys are prone to infidelity and will justify the cheating.

There are a lot of nice women out there engaging in the same habits and bad behaviors.

Let idealism go and see the reality of women, they are imperfect and not to be feared.

The nice guy asks ‘What can I do for her, how can I make her like me?’ but when you look at them with critical eyes, you lose the fantasy. A period of grief follows that no woman can live up to these ideals.

Example: Painting a piece of wood vs. Staining it – paint (like our fantasy of the perfect woman) conceals, stain (reality) brings out the character.

Highly recommended reading: **Women’s Infidelity** by Michelle Langley. This covers the flaws and traits in women that will help you take off the rose-colored glasses.

Exercise: imagine the girl you’re idealizing as if she’s sitting on the toilet with her pants down around her ankles.

We have to have higher criteria for the women we let into our lives other than looks. Push away from dream zone of fantasy and disillusionment.

Anxious to Please: Part 4

Concepts

For the nice guy who wants to change, here are some important attitudes:

- Willingness to change – we think of ourselves as willing to change the past, but in present and future we’d like others to change. It’s the one element that separates getting better from more of the same
- Willingness to accept responsibility for your own life, it’s your job to take it forward from here
- Willing to leave a bad relationship. My mantra: I’m always better off alone than I am with the wrong woman. There are only healthy choices: either both parties commit to making it healthy again, or you let it go.



- Life is rich with learning opportunities
- Transformation will be an ongoing lifestyle change for the rest of your life
- Learn how to practice compassion towards yourself and others –they’re going through the same things and they don’t have the tools to change
- Trying your best to be as non-judgmental and aware of all the areas of your life that you can
- Learn to tolerate unresolved feelings in yourself and others.

You are more self aware than you think; you already know something isn’t quite right.

What is it about conflict that scares the nice guy? As a kid I hated it, I wanted things to be smooth, flowing, natural and relaxed. I was insecure because I wasn’t getting the love I wanted from my family so I started seeking it in girls.

The nice guy never really learns how to handle conflict maturely and it hangs over our relationships. He responds with the reflexes practiced at an early age to protect him from harm, such as:

- Submitting to the person
- Apologizing
- Getting silent, surly or bitter
- Appeasing the other person.

Example: Your knee jerks involuntarily when the doctor hits it

These reactions don’t work anymore

True love has to involve conflict. In order to have a strong relationship there has to be contention.

Even when meeting women for the first time, conflict will happen. When experiencing conflict, you have to be able to:

- Speak the truth
- Express difficult emotions
- Hold two or more conflicting emotions at the same time
- Receive and handle other people’s difficult and frightening emotions with the right response
- Use active listening skills
- Respect the conflict and know it doesn’t reflect on your value as a person.

We as Alpha Men have to be the leaders. We have a sense of excitement and passion that has to be experienced separately from a woman.



Relationships are conditioned upon a continued sharing of goals and values and certain behaviors; there's no such thing as unconditional love.

Nice guys suppress their urge to change because it might lead to losing a partner, but that same inactivity causes the death of the relationship. Take the chance on doing, set boundaries because it's good for you both.

Women need to feel your edges, and to know you won't give too much, then resent them for it later on. Rescuing women undermines their confidence. The most important message you can give to a woman is: "I think you can handle this yourself."

Anxious to Please: Part 5

Concepts

For the nice guy who wants to change, here are some important attitudes:

- Willingness to change – we think of ourselves as willing to change the past, but in present and future we'd like others to change. It's the one element that separates getting better from more of the same
- Willingness to accept responsibility for your own life, it's your job to take it forward from here
- Willing to leave a bad relationship. My mantra: I'm always better off alone than I am with the wrong woman. There are only healthy choices: either both parties commit to making it healthy again, or you let it go.
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MODULE 6:

Power Laws: Part 1

Introduction

The laws of power take on various edges depending on how you view masculinity. Some men wish to separate ourselves from the more violent aspects of our nature and shrink from embracing power as a masculine skill. You may not have embraced or cultivated power and that may lead to frustration.

The fact is, some things are more attractive to women that define your masculinity better and make you more happy. Power is essential – if you don't have power you're more prone to:

- mental illness
- social problems
- personal problems

An essential part of masculinity is the acquisition of power. Some strategies to get, keep and maintain power will be reviewed, from Robert Green's book **The 48 Laws of Power** as well as other words of wisdom.

The game of power among men is inescapable.

Better to be a master of the art of power than a denier.

Example: The well-planned use of honesty is a power strategy to convince others of your good hearted nature.

Concepts

Reacting emotionally is the single greatest barrier to power - emotions cloud your reason and your ability to see the past and future clearly

Your new motto is 'no days un-alert' - nothing will catch you off guard anymore.



Deception will be a powerful element in your arsenal – it's not immoral, but required on certain levels.

Patience must be cultivated, it is your most vital shield. Impatience is your main impediment to getting power.

Power is neither good nor evil, it's a game.

Knowledge of the hidden motives of others is key in getting the power you want.

Power Law #1 – never outshine the master. Make your superiors feel comfortably superior to you in intelligence, wit and charm by:

1. Presenting your ideas in a way that they seem to be ascribed to your boss or viewed as an echo of their thinking
2. Acting as if you are less intelligent than your boss
3. Never taking your position for granted
4. Never letting favors from others go to your head
5. Flattering people discreetly as though you want to seek their expertise & advice
6. Appearing respectful

Never imagine that just because your boss loves you, that you can do anything you want. You can always fall out of favor or become a threat

Power Law #2 - never put too much trust in friends, and learn how to use your enemies.

Honesty rarely strengthens a friendship, so you may never know what your friends really think.

Judge who can further your interests in every situation.

Work with those who are skilled at what they do – sometimes friends aren't the best choice because there should be a distance in a working relationship.

Enemies are great opportunities to keep our wits sharp and keep us focused and alert.

Declared opponents are better than not knowing where really enemies are. Conflict helps define you.

Power Law #3 - conceal your intentions. Keep people in the dark by never revealing the purpose behind your actions so they can't prepare a defense.



One of the grand laws of seduction is that a woman interested in a man wants to see that other women are interested too. Women sense and know when they're being seduced, but they give in because it's a pleasure to let go and allow the man to detour them into a strange land.

Most people are open books for several reasons:

1. it's easy and natural to talk about your plans and intentions
2. it takes effort to control your tongue
3. many think that by being honest, they're winning people's hearts

Honesty is likely to offend – it's better to tell people what they want to hear.

By being open you're so familiar it's almost impossible to respect or fear you.

Hide your intentions by talking about your goals, thoughts and feelings in another area.

Use a bland, inconspicuous front as a smokescreen, a.k.a. a poker face or unreadable face. Blend in and people will be less suspicious of you.

Use patterns to confuse people into thinking you're going to always behave the same way (psychology of assumption).

Power Law #4 - always say less than is necessary. The more you say, the more common and less in control you appear.

The less you say, the more profound and meaningful you appear.

The less you say, the less risk you run of saying something foolish and possibly dangerous.

Keeping silent makes people reveal more about themselves and you can use this information later.

Power Law #5 - Everything depends on reputation, so guard it with your life. Reputation is the keystone of your power, and once it breaks you'll be vulnerable.

Open holes in the reputations of those who would attack you, then let public opinion do the work for you. The best way to do this is to install doubts about their abilities.

Work to have a great reputation for a single outstanding, powerful quality about yourself, then make your reputation known subtly to as many people as you can.



Use subtle rumors, satire, humor, gentle mockery and ridicule to weaken opponents. Never appear desperate in your self-defense by attacking detractors too much.

Power Law #6 - get attention at all costs. What is unseen, counts for nothing.

Focus on getting attention - the quality of that attention is usually irrelevant (there's no such thing as bad publicity – even serial killers have power over society because of their notorious exploits)

Play against expectations to gain more respect. People are enthralled by mystery and what cannot be seized and consumed creates more power. Mysterious people put others in an inferior position – that of trying to figure them out

Never appear overly greedy for attention.

Power Laws: Part 2

Power Law #7: get others to do the work for you and take the credit for pulling it all together as the leader. Use the wisdom, knowledge and efforts of others to:

- further your cause
- save you time & energy
- give you efficiency & speed

This is the principle of leverage. Leverage other people's findings and work and keep your own plans quiet so others cannot thrive off your creativity. "Fools say they learn by experience, I prefer to profit from other people's experience" – Bismarck.

Power law #8: make other people come to you, and use bait if necessary. It's always better to make your opponent come to you – lure him in with the prospect of gain, then attack. Two things have to happen:

master your own emotions, never be influenced by them
play on others' tendency to react with anger and be influenced by emotion.

Manipulation can be dangerous, once someone suspects they're being manipulated. When someone comes to you, they feel like they're in control.

Example: Pickpockets often do their work under posted signs that say Beware of Pickpockets, because people reading the signs will automatically reach for their valuables, showing the pickpockets exactly where they are.



The reverse of this rule is making a rapid and unforeseen move – it can be terrifying and demoralizing to your enemies.

Power Law #9: win through your actions, never through argument. Demonstrate, don't explain. You can argue and others may appear to agree, but inside they could resent you. Words are common.

Example: a heckler interrupts Nikita Khrushchev in a speech when he was denouncing Stalin's crimes, asking why Khrushchev did nothing to stop Stalin when he worked under him. Khrushchev barks "Who said that?" and after a total silence, remarks that now the crowd knows why he didn't intervene. Instead of arguing against Stalin, he made them feel the terror of confronting the dictatorial leader.

No one can argue with demonstrated proof.

Power Law #10: infection: avoid the unhappy and the unlucky. Emotional states, moods and ways of thinking are just as infectious as diseases.

In a game of power the people you associate with are critical. Quarantine is the only solution for unhappy, unlucky people – don't get stuck trying to help them.

Don't associate with people who have the same defects as you, they will only reinforce them.

Quick recap: These principles aren't meant to be taken too literally; they are the foundational understandings for acquiring one of man's most important traits: power. Always adhere to your own morals of doing the right thing. These principles can help you see where you're currently making mistakes.

Power Law #11: learn to keep people dependent upon you. If people don't need you, you'll be done away with. The ultimate power is to be able to make people do what we want: power involves a relationship between people.

Attain a position where you possess a talent that cannot be replaced. There are two ways to do this.

Intensive power:

Example: Michaelangelo had one ability that was so strong, he had the great freedom of not having to rely on anyone – but if he lost his ability through injury for instance, he would no longer wield power.

Extensive power:



Example: Henry Kissinger was so involved in so many circles that his very involvement became his power

Power Law #12: use selective honesty and generosity to disarm your victim. Open hearted gestures bring down the guard of even suspicious people.

The entire principle of magic is based on distraction and misdirection.

Be careful –others’ feelings will turn on you violently if they sense insincerity.

Power Law #13: when asking for help, appeal to people’s self interest, not their mercy or gratitude. Don’t remind allies of your past assistance; instead, understand their self-interested motivations and show something that will benefit them. “Never talk about your misfortunes to your friends; half of them don’t care and the other half are happy it didn’t happen to them”

Power Law #14: pose as a friend, work as a spy. Using spies to gather information or doing it yourself by probing indirectly, help you gain control over future events. Mislead others by giving out false info (“Give them a false confession and they’ll give you a real one”) and then seeing how they react to it. “Truth is so precious, she should always be attended by a bodyguard of lies” - Winston Churchill

Power Law #15: crush your enemy totally. All the great leaders know that a feared enemy must be crushed completely. More is lost through stopping halfway than through total annihilation, because enemies will recover and seek revenge. Banish these defeated enemies, making sure they have no power within your realm of influence.

Power Law #16: use absence to increase respect and honor. If you disappear temporarily from a social group you’ll be talked about.

Value through scarcity – this is often appreciated in seduction and relationships: make yourself too available and your presence is taken for granted

Example: In the Middle Ages ladies would play the absence & presence game by sending their knights off on a long quest

Example: in business an early retirement at the height of your career will keep people waiting for a comeback

“Absence diminishes minor passions and inflames great ones as the wind douses a candle and fans a fire”



“Love never dies of starvation but often of indigestion”

Power Law #17: keep others in suspended terror – keep others in a state of unpredictability. We need familiarity and patterns to feel in control. Nothing is more unsettling than the unpredictable.

Animals behave in set patterns so we can hunt and kill them, but only man can overcome his routines and habits, improvising behavior.

Scrambling your patterns will stimulate interest in you.

Robert Green: ‘only the terminally subordinate act in a predictable manner.’

Do not disturb people too much, or you can be seen as being eccentric, indecisive, weak and having psychic problems.

Power Law #18: don’t build fortresses to protect yourself: isolation is dangerous. You do need protection, but isolation creates more dangers. It will:

- Cut you off from information & knowledge
- Make you an easy target.
- Make you lose contact with your ear and your sources of power
- Become a prison
- Your enemies will know exactly what to attack
- You will lose proportion and the ability to communicate

Power is a human creation and increases with contact with others. It depends on social interaction, so isolation is deadly for the creative force.

Power Law #19: know who you’re dealing with – don’t offend the wrong people. Don’t assume everyone will act the same way. Here are the most dangerous types of people when offended:

Arrogant and proud man. His reactions aren’t sane

Hopelessly insecure man. Fragile ego; his hurt at the offense will simmer and he’ll attack you in little bites.

Mr. Suspicion – sees what he wants to see (the worst in other people). He’s paranoid and easy to deceive.

The serpent with a long memory – shows no anger on the surface but waits till the right time to turn the tables. Very cold & unaffectionate



Plain, unassuming and unintelligent man – doesn't take your bait because he doesn't recognize it. He'll waste your time, energy and resources if you want to get somewhere with him.

Power Law #20: don't commit to anybody. This sounds cold and Machiavellian, but only fools rush to take a side; don't commit to any side but your own.

Keep yourself inwardly disconnected from emotional attachments.

If your help is easy to get, you lose respect.

Don't let others drag you into their petty fights, remain neutral.

Stir up a fight between others and then mediate, you'll get power as the go-between.

Power Law #21: play a sucker to catch a sucker – seem dumber than your mark. Make your victims feel smarter than you, and they won't suspect you might have other motives. Reassure people they're more intelligent than you to disarm their suspicions.

Power Law #22: use the surrender tactic – transform weakness into power. When you're weaker than your opponent, never fight for honor, but choose surrender to gain time.

Measure your power over time; never sacrifice long term maneuverability for short term martyrdom.

Don't overreact to rivals, be reasonable. Your surrender is part of a larger plan to lull them.

This can neutralize their aggressive behavior

Example: Guys use this in bars when a guy becomes obnoxious with them: "Hey dude, I'm not here to start trouble, let me buy you a drink".

Power Law #23: concentrate your forces. Conserve your forces by keeping the opponent concentrated at their strongest point.

There are three words that describe the most dangerous things in a power bid:

- Diffusion - making weaker by spreading too thin
- Division - splitting it up
- Dissentation - creating conflict from within.



Single mindedness of purpose & concentration on one goal will overwhelm the enemy.

Power Law #24: play the perfect courtier. Courtiers were court politicians under the King, serving in many ways but mostly glorifying the ruler.

Learn to thrive in a world where everything revolves around power. Master the art of flattery, yielding to superiors and wielding power over subordinates in an oblique manner.

The royal court may have disappeared but its rules haven't lost their power. Some of the laws of the courtier that might help you are:

- Avoid ostentation; you stir up envy
- Practice nonchalance; your talent has to appear to flow naturally
- Be frugal with flattery. Too much of a good thing loses its value & stirs up suspicion among your peers.
- Arrange to be noticed. Don't display yourself too much, but get noticed or you won't stand any chance of rising. Pay attention to your physical appearance & cultivate a subtly distinctive style and image
- Alter your style & language according to who you're dealing with. There's a distorted belief that equality has some merit, but the people below you take it as condescension and those above you will be offended.
- Never be the bearer of bad news. Get someone else to do that for you. Bring only good news.
- Never effect friendliness & intimacy with your master. Your boss doesn't want a friend, but a subordinate. Don't act like you're on the best of terms, that's his prerogative.
- Never criticize those above you directly. To say nothing or give no advice would open you to other risks, so keep criticism as indirect & polite as possible.
- Be frugal in asking favors of those above you. A boss feels irritated at having to reject your requests, so ask rarely and know when to stop. Earn your favors so they can give them willingly. Don't ever ask for favors on another person's behalf.
- Never joke about appearances or taste. Wit and humor are good, but avoid jokes about appearances and taste.
- Don't be the court cynic. Express admiration for the good work of others rather than constantly criticizing them
- Be self observant. Are you being too ingratiating or people-pleasing/desperate for attention?
- Master your emotions. You have to learn how to cry and laugh on command when it's appropriate. Disguise anger & frustration and fake contentment & agreement. Be the master of your own face.
- Fit the spirit of the times. Wearing the fashions of 10 years ago is never a good idea. Your way of thinking must keep up with the times



- Be a source of pleasure. Charming things draw us in, so make yourself attractive and you'll be a rare and sacred form of indispensable pleasure in other people's lives. We can all control our unpleasant qualities.

Power Laws: Part 3

Power Law #25: recreate yourself. Don't accept the roles society puts on you. The world wants to give you a role in life and once you accept it, you're stuck with it – your power will be limited to this role.

There are two steps in recreating yourself:

- be self aware – self consciousness.
- create a memorable character that stands out above other people.

Example: Movies know how to play with time, draw things out to create suspense, then rush you through something to a climactic action at an important moment.

Example: Julius Caesar incorporated theatrics into his actions, and timed his entrances and exits. The masses loved him, his rivals feared him.

Power Law #26: keep your hands clean. Seem civil, polite and efficient. Occasional mistakes are inevitable, but it's the way you deal with the mistakes that could prove your undoing

Example: Bill Clinton

Example: Richard Nixon

Example: fable of the cat's paw – where a monkey grabs the cat's paw and uses it to fish the chestnuts out of the fire to avoid hurting himself

Foolishness, rashness & recklessness is not in making mistakes but in being incapable of concealing these blunders.

Use others for two uses:

- to save appearances
- to save energy & effort

Example: Good cop/bad cop – the good cop keeps his hands clean.



As a leader you might think that constant diligence shows your power, but it actually makes you look weak, as though maybe you're incompetent or can't delegate. Get others to do your dirty work.

Power Law #27: play on people's desperate need to believe in something, to create a cult-like following. If you become the focal point you can offer people a romantic cause, a new faith to follow.

Keep your words vague, enthusiastic, simple and full of promise to attract attention.

Create your own special language (i.e. pick up artists use certain words) as well as creative titles, names, hierarchy, rituals or ranks.

1. Total vagueness yet the promise of something great and transformative (as politicians and leaders of companies do)
2. Emphasize the visual and the sensual over the intellectual – connect to people's emotions. When people gather around you there can be two dangers: boredom (which makes people go elsewhere) & skepticism (which lets them think rationally about what you're offering so they can have time to refute it). Amuse the bored and ward off cynics.
3. Borrow the forms of organized religion – make it elevated & comforting for people to belong to the group.
4. Disguise your source of income. Some organizations do this too obviously, showing off how much they hunger for money and power. Instead redefine this step as 'show them a vision of what they can accomplish' by using yourself as an example

Example: Multi-level corporations where the leaders show off their wealth all the time to inspire those below them
set up an us-vs.-them dynamic. Inertia can set in as more people join the group, so keep people united by proving they're part of an exclusive group with common goals rallying against an enemy.

Example: Social group that goes out on the weekends – common enemy is boredom and lethargy.

Example: exercise group - enemy is being overweight.



Power Law #28: enter action with boldness. If unsure of a course of action, don't try to do it at all. If you have less than total confidence you set up obstacles in your path.

Timidity is dangerous.

Example: Lions circle the hesitant prey to pick off the weak of the herd

Boldness is less self conscious and repressed than timidity, and people admire the bold because their self confidence give everyone more self confidence

All great seducers succeed through boldness.

Power Law #29: plan all the way to the end. Take into account possible obstacles and consequences.

Most men are ruled by their heart, not their head, so they never know when to stop the attack. They have no concrete idea of their goal, and get caught in the trap of constantly improvising.

The end determines who gets the glory, money, or prize. The more you plan, the more options you have.

Power Law #30: make your accomplishments seem effortless – natural and full of ease. Conceal all the hard work, practice and effort it took

Example: Magicians make their craft look effortless
Graceful, calm performers set us at ease, showing they're almost beyond being mortal.

Avoid the temptation of revealing how hard you've worked, you won't look as clever. Nature doesn't reveal its tricks, and it's full of power.

Don't teach anyone your tricks unless you truly believe in them and trust them.

Power Law #31: control the options. Get others to play with the cards you deal. Seem to give others a choice, but make it so that in reality they're actually giving in to your plans whatever option they choose.

Application: withdraw from the public eye to give people a sense of how things would be without you. Then offer them a choice between staying away and letting them experience the consequences, or returning under certain circumstances of your choosing.

Too much freedom creates anxiety and paralyzes us (see great book "The Paradox of Choice")



Some methods of controlling people's options:

1. color the choices as Kissinger was famous for, by presenting courses of action in such a way that your favorite choice is the one that seems most appealing
2. reverse psychology – push someone into choosing the opposite of what you ask them to do

Example: telling a child not to clean their room so they will do it

Alter the playing field

Example: In the 1960's, Rockefeller tried to create an oil monopoly. Instead of buying up all the small oil companies which would have created resistance, he bought all the railroads that transported the oil so the only option the oil producers had was to sell to him – because they relied on his railroads.

Case of the shrinking options – as time goes by, people start losing their options, so they'll act

Example: A 'fire sale' with prices increasing daily, so every time a buyer hesitates the price goes up a bit

Power Law #32: Play to people's fantasies. The truth can be pretty ugly and unpleasant, so people who can conjure up fantasies are like an oasis in the desert. People need a fantasy to escape.

Never promise a gradual improvement through hard work, instead promise the moon, the sudden transformation, the pot of gold.

Example: The US economy is based on the concept of instant gratification rather than slow, gradual change brought about by self sacrifice & patience.

The fantasy must always remain unrealized, this is the same principle as the promise & power of exotic dancers. As you get closer, it gets further away. The key to fantasy is distance.

Power Law #33: discover each man's thumbscrew. Everyone has a weakness, an insecurity, a need or a secret pleasure.



Find & access a person's hidden weakness by:

being a sympathetic ear
appearing to open up to the other person to solicit a genuine response
watching for the little things a person does
knowing about their childhood needs

Learn to fill the two voids everyone has - insecurity and unhappiness – in a moral and ethical way, and they will follow you.

Power Law #34: be royal in your own fashion – act like a king to be treated like a king. You teach people how to treat you. A king respects himself and inspires this sentiment in others.

Set your own price

Be overcome by your own self belief and this radiance will affect the people around you, who will give you the power you want.

Have a façade of dignity, as if nothing can affect you.

Power Law #35: master the art of timing. Always be patient; hurrying betrays a lack of control over yourself.

Emotions make time move faster when we have inner turmoil, but once we control our emotional responses to events, we can deal with them on our own time.

Robert Green talks about 3 types of time to manage:

1. long time, which is managed with patience & guidance

Example: the length of a Roman emperor's rule
Example: the time it takes to raise a child.

2. Forced time – short term time, where you can make constructive use of deadlines and force the other person to make up their minds

Example: Houdini could get out of a handcuff in minutes, but reeled it out to make the audience sweat.



3. end time, when a plan has to be executed with speed & force. Play the game with as much artistry as you want, but know how to act quickly to force the end game.

Managing time means you:

- Resist the baiting people do to draw you in, so you won't become an impatient sucker
- Have more room to be flexible
- Don't move from one deal to the next without completing the first one
- Gain perspective and find the spirit of the times.

Power Law #36: disdain things you cannot have. The more attention you give an enemy the stronger you make him.

Show contempt for things to seem superior. When attacked or offended by an inferior, show it hasn't even registered

Always remember you choose to let things bother you. It's not the thing itself that bothers you, it's your choice and focus

Example: The more you wave off a bug or a bee the more it keeps coming back.

The more interest you show, the more you repel the object of your desire (for instance, women).

Uncontrolled desire makes you seem weak, unworthy and pathetic.

Power Law #37: create compelling spectacles. Stage spectacles to those around you, dazzle by appearances and no one will notice what you're really doing.

Words are dangerous, subjective, and put you on the defensive. Images, on the other hand, impose themselves as being a given and bring people together.

Example: the use of symbols in the use of power: an American feels pride and patriotism in seeing the US flag.

Example: symbolism of the cross to a Catholic

Example: symbolism of the Star of David to a Jewish person.

“The truth is generally seen, rarely heard”



Power Law #38: think as you like but behave like others. If you flaunt your unorthodox ways, people will think you want attention and will punish you for making them feel inferior.

Share your true beliefs only with tolerant friends.

When you challenge people's ideals, it provokes a hostile response as it implies your superiority.

Outward appearances are what people judge you by. Blend in to avoid their disdain.

Power Law #39: stir up waters to catch fish. Anger and emotion are counterproductive. If you can make your enemies angry while you stay calm, you gain a huge advantage.

To show your frustration is to show you've lost the power to control yourself & events

Example: a hysterical child having a tantrum

Play on your enemies' pride, vanity, love and hate

Do not provoke an impossibly strong enemy

Use anger too often and it will lose its influence.

Power Law #40: despise the free lunch. What's free is dangerous and usually involves a trick, compromise of quality, or a hidden obligation.

What's valuable is worth paying full price for.

By paying your own way you stay clear of gratitude, guilt and deceit.

Generosity is a sign and magnet for power. It attracts others and makes allies, but use it strategically (don't be indiscriminate or it looks insecure).

Powerful people judge what things cost in pride, dignity, peace of mind and opportunity. If you make power your goal, money will find its way to you.

There are two properties of money:

1. it has to circulate to bring power, having no inherent value



2. money is valuable as a gift, making you equal or superior to the person receiving the gift

Powerful people give freely, buying influence rather than things.

Money is instilled with meaning and value by humans.

With objects and money, what we value most are the sentiments embedded in them. You can use money to bring pleasure to other people & win them over to your side.

Power Laws: Part 4

Power Law #41: avoid stepping into a great man's shoes. You have to outshine others, not follow them or get lost in their shadow. Establish your own name, style and identity.

Power depends on the ability to fill a void.

Break from the conventional and don't rest on your laurels. Prosperity makes us lazy; struggling writers produce the best work.

Power Law #42: strike the shepherd and the sheep will scatter. Find the single strong individual who's sowing discontent and poisoning good will. Don't negotiate with them; instead, isolate them and neutralize their influence by banishing them.

Cancer begins with a single cell.

Power Law #43: work on the hearts and minds of other people. Coercion will work against you, instead seduce people by appealing to their self-interest to move in your direction.

Attend to those around you, gauging their psychologies to entice them and draw them in.

The key to persuading people is to soften them up and break them down gently.

Aim at people's primary emotions of love, hate, and jealousy to make them vulnerable to persuasion.

Power Law #44: disarm and infuriate with the mirror effect. When you mirror your enemies, they can't figure out your strategy, and it mocks & humiliates them



Example: the game kids play where they say and do everything the other person does – mimicry can infuriate

Give others a taste of their own medicine by imitating their tactics

The shadow strategy is effective because following others' movements gives you a knowledge of their routines.

Women will mirror men to experience the physiology and the psychology a man has so they can predict us better than we think.

Most seductions fail because the first step is too aggressive. The first move you make always has to be a retreat to study your prey.

Power Law #45: preach the need for change, but never reform too much at once. On a day to day level, people resist change and uncertainty, though they appreciate the abstract idea of change.

If you're new to power, make a show of respecting the old way of doing things, make change feel like a gentle improvement of the past.

Never underestimate hidden conservatism of people around you.

Example: The whole issue of fossil fuels and how we derive our energy is being rethought, but we're incredibly entrenched in traditionalism. People love their cars and aren't willing to give them up.

If you destroy the familiar you create a void that must be filled and people are afraid of the chaos that might ensue.

Power Law #46: never appear too perfect. It is dangerous to appear to have no faults or weaknesses. Occasionally display defects/harmless vices, dampen your brilliance purposefully or attribute your success to luck to appear more human and approachable.

Several strategies to cope with envy, as discussed by Robert Green:

accept that some will surpass you and you will envy them. Use the envy to try and eventually surpass them; envy can poison your soul if turned inward.



as you gain power, those below you will feel envious. Half the problem of envy comes when we don't recognize it the signs of their envy, such as resentful looks and snide remarks.

expect that envious people will insidiously work against you. It's hard to defend yourself against these attacks, so avoid creating envy in the first place.

Don't think you're creating admiration by flaunting your superior qualities.

The appearance of superiority is inconsequential next to actually having it.

The worst form of envy is held against natural talent and ability. Subtly emphasize how lucky you are to get where you are, and be genuinely humble.

Example: Part of the allure of Harry Potter is that he is resentful about his situation, but makes it what he wants.

Disguise your power as a form of self sacrifice.

Hint that your good fortune will benefit those around you.

Don't do favors for those who envy you, they'll take it as condescension.

Power Law #47: do not go past the mark you aim for in victory: know when to stop. Arrogance can make you go too far and make more enemies. Don't let success go to your head.

Old Japanese saying: 'when you've won a victory, tighten the straps of your helmet.'

The essence of strategy is controlling what comes next.

Power Law #48: assume formlessness. By taking shape you open yourself up to attack. Be as fluid and formless as water (Bruce Lee).

People weighed down by inflexibility can't adapt or change

Example: Companies with huge infrastructures

Example: dinosaurs

The First psychological requirement to achieve formlessness is emotional control: don't act defensive. Enemies will know they've hit a nerve and will prod it.



Be slippery and let no one know your weaknesses.

Formlessness is a strategic pose, not a 'go with the flow' style or resignation to fate. Morph & adapt, but keep your long term strategy in mind at all times.

How to be Cool

Introduction

What does it take to be cool? A lot of guys have a strong opinion that if you're trying to be cool, you'll never be cool – the more you try, the less you are. What is being cool? The wikipedia definition: 'cool is an aesthetic of attitude, behavior, comportment, appearance, style and zeitgeist'. Zeitgeist means the spirit, ambience and morals of the times

Example: In the 70's it was plastic furniture, polyester clothes and being hip.

Example: In the 80's it was being upwardly mobile.

With coolness you will gain more friends, increase your social network and create a unique identity for yourself as an Alpha Man.

Concepts

Cool has no single meaning.

Characteristics of cool:

- Self confidence
- Used as an expression of admiration and approval
- Self conscious ability to be relaxed in behavior
- Situation dependent and peer dependent.
- Has the ability to change or alter itself
- Once an attitude fostered by rebels like bikers and political dissidents who are defiant and ironically detached from authority and conformity
- Widely adopted by artists & intellectuals.
- State of transcendent internal peace and serenity, harmony & balance
- Composure in a time of stress
- Aesthetically appealing.



- Confident, unique and on friendly terms with everyone

Quote: “Cool cannot be manufactured, it can only be observed”.

If you don't know what cool is, trying to be cool will defeat you. The only way to see it is to take various glances at it.

Example: A star in the midnight sky you can't see by looking at it head on.

We all have a blind spot, so observe as many examples of cool as possible and work them into your lifestyle.

Difference between being cool and being popular: You aim for cool as a man so you'll be more socially acceptable, and because it defines something irresistible about men by virtue of being a more unique individual. Trying to be popular is to meet some social norm, be recognized and accepted and approved of. The Alpha Man isn't after popularity.

Be comfortable with yourself and create a branding of yourself that will be the unique version of you.

Let the cool part of you out, the part that's fun and friendly to be around, not self serving and not too weird.

You can't be cool to everyone, and you can't be cool to anyone if you need to be cool to everyone.

Some of the essential character qualities imbued in the coolness factor:

To be a cooler guy, don't chase the attraction of women, but chase being happy with yourself.

Act like you don't care what people think of you, let go of their opinions and become immune to the ways people can get under your skin

Be aware of how others perceive you – don't let their judgments affect your self esteem, but be aware of their perspective. Some rules:

- Don't have food in your teeth
- Don't stare too much
- Do stand & sit up straight
- Do smile every so often
- Do let people in



- Do have a relaxed facial expression
- Do be polite and show consideration.
- Don't be hyper attentive to your body language but do check in with it
- Do present yourself in a positive way to others.

Find genuine friends you can connect with, who see and accept you for who you are. Don't be afraid to be different – stand up for yourself and others, have unique interests, speak up and act confidently. Being reactive to others is uncool, but make sure your statements are relevant.

Learn how to laugh at yourself, be confident enough to be self-deprecating remarks, especially when you do something dumb like stumble. Don't separate yourself from others, appear human

Have an identity. Take a few minutes to write down all the things that make you unique & special, that you can talk about in public

Be relaxed & comfortable in any situation – don't panic, take a deep breath. If you have wild mood swings or temper, you won't seem very cool.

Be friendly but don't be excessively eager/overly excited. Don't force yourself on people, just smile & start up conversations.

Take a look at the language you're using. Swearing shows you're trying too hard. Are you trying to impress people or blend in? Find unique ways to mix words that normally don't go together

Example: "Her hair was *babooning* down her back"

Be a good conversationalist, but also hang back and enjoy the conversation.

Example: Scene at the start of the movie Iron Man, the Iron Man puts tense officers at ease

Dress cool, but don't dress to be cool. Your personality will shine through your clothes.

Trendy does not equal cool, but that morphs depending on who you're hanging out with.

Be humble – being vain is not cool. Cool people do cool things they're genuinely interested in. Experience new things that will become cool stuff.

Watch your attitude – cool people have a positive attitude. Even negative people don't like other negative people. Your coolness is rooted in liking and being yourself



Don't base your coolness on making other people seem uncool. You just make more enemies. The more people you make seem cool, the more you become cool.

Cool is having something decent to say to a woman when you walk up and approach her. That's where my other programs fit the bill, showing you how to relate to women without seeming to need them too much.

Get yourself a nickname or let other people in on yours

Refer to yourself in the third person occasionally.

Example: Seinfeld episode – Jimmy talks about himself in the third person. Don't overuse it.

Being able to pull out the most far-fetched thing at the right moment. Memorize a few lines of Shakespeare and throw it out there. Dig up a pop culture reference you can create or revive yourself; it's cool in the right context.

Example: 'where's the beef' or 'yabba dabba doooo'

Being prepared – pull a plan out of your butt on any situation to get you through the moment.

Example: Indiana Jones

Playing an instrument, especially an obscure one. The more serious you get about it, the less cool it becomes. Never flaunt it, let people find out by mistake.

10 basic rules of coolness:

- Learn to manage with a lot less attention than you'd like at the moment.
- Don't ever compete with other people for attention
- Learn from people who don't know how to do what you want to do
- Say a little less than you need to
- Don't be a freeloader and don't overstay your welcome, always leave them wanting more
- Always be relaxed, you're never in a hurry
- You're never a whiner
- Don't look like you want things you can't have
- Ride that fine line of being different but not too different
- Always be courteous and tactful.



A certain amount of popularity is good for a wider social network, but you're not chasing after it. To break out of unpopular habits and gain popularity:

- Step out of your comfort zone
- Start up conversations
- Flirt
- Crack jokes
- Engage people
- Take social chances and be bold
- Be friendly
- Talk to everyone you can, in a casual, relaxed way
- Stop thinking about yourself, how you look and sound, and start relating to others
- Help people out –establish good terms by doing little things to establish rapport
- Be yourself. Being yourself is about knowing what you really want out of life.
- Look approachable
- Listen to people when they talk
- Call up other people, make plans, make friends
- The next time you go out, take up a little space, be a little louder, put your feet up, slow down your speech to show you value what you're saying.
- Make good eye contact, be clean, brush and floss.
- Get a cool hairstyle, have fun with your overall look.
- Never judge and criticize others
- Don't accuse people and argue or put people down, instead build them up.

Women love to hang out with cool guys because they make them feel good. Aspects of coolness:

Independence

Socially adjusted & connected

Be a little funny, work on sense of humor

Being indifferent – not connected to what others think about you and not reactive

Independent is the opposite of dependent. When you're independent you'll decide for yourself what you want to do.

Every guy wants to be cool but there's no real secret other than seeking your own cool path. Tips:

- Be fashionably late to parties
- Hang out with more cool people
- Be a little mysterious, hold back a bit, be a little scarce
- Have different circles of friends



- Introduce people, bring them together.
- Don't be the last guy to leave
- When out, buy the first round
- Be the organizer, plan something like an outing
- Don't call people just to chat.
- If a person doesn't return your call, don't call them back right away, don't chase. People should be calling you.
- Let go of past pretentious & neurotic behavior.

Being cool is more than being liked. You also want to command respect and influence people. This is part of the big picture of the Alpha Man. Coolness is a side project to seep into your life and become a part of you.

Some cool guy movies to infuse you with cool:

- The Good, The Bad and The Ugly
- Terminator movies
- Stripes (Bill Murray)
- Pulp Fiction – best casts & screenplays
- Rocky – Alpha Man going after what he wants
- The Great Escape with Steve McQueen
- Butch Cassidy and the Sundance Kid
- High Plains Drifter – enigmatic tough silent type
- Lethal Weapon movies
- Hard Boiled, anything by John Woo
- Risky Business
- True Romance
- Any of Guy Ritchie's movies: try Lock, Stock, & Two Smoking Barrels and Snatch
- John Travolta in Get Shorty



MODULE 7:

Rules of Conflict & War – Part 1

Introduction

Examining the book [The 33 Strategies of War](#) by Robert Green, who wrote [The Art of Seduction](#). This very rich dense book is full of information and examples on how a lot of the principles of war are good for every area of your life. Conflict is inevitable in everything a man works on – we do have a warlike nature and are much more prone to conflict, and needing to manage and resolve that conflict. The book offers major principles you can hopefully apply to your lifestyle.

Concepts

Many psychologists argue that successes and failures can be traced to how well we deal with conflict. Some common ways to deal with conflict are:

- Avoid all conflict
- Get sly & manipulative
- Get angry and out of control.

Strategic warriors plan things out toward long term goals, deciding which battles they must confront.

You have to control & channel emotions and when forced to fight, do it with discretion.

The word strategy comes from the Greek *strategos* meaning ‘leader of the army’. It means commanding an entire effort of war - big picture thinking.

Great strategists such as Alexander the Great and Genghis Khan learned to face opponents using a strategy to be effective

Perhaps the greatest strategist of them all was Sun Tzu, author of ‘The Art of War’, written approximately 400 years before Christ. It describes how to win without shedding blood, how to maneuver others and break them down mentally to get your victory at a much lower cost.

You go to war only as a last resort.



The strategic ideal is to be supremely rational and balanced.

Inevitably there will be people who are more aggressive than we are. We have to know how to defend ourselves and fight for what we believe in. Being a pacifist in the face of violence and anger is the biggest source of tragedy in our history.

There are **6 fundamental ideals** to transform yourself into the strategic warrior.

1. Look at things as they are, not as your emotions color them. The emotional response is like a disease. Fear will make you overestimate your enemy & act too defensively. Anger & impatience draws you into harsh and fast reactions. Being overconfident makes you go too far. Love will blind you to treachery. The only remedy is to be aware that emotions are inevitable, and compensate when you see them. **War demands the utmost in realism.**

2. Judge people by their actions. Strive to apply this standard in daily life, judging others and yourself by deeds, not words – and look at the real results your actions are getting you.

3. Depend on your own arms. Be self reliant. Everything can be taken away from you, (your wealth, your gadgets, your friends), but if your mind is conditioned and understands the art of war, in a crisis you'll get to the right solution. Sun Tzu says 'Being unconquerable lies with yourself'

4. Worship Athena, not Ares. In the mythology of ancient Greece, Athena was the goddess of strategic warfare. Ares was the god of war in its direct and brutal form. She fought with intelligence & subtlety and was worshipped for it, where Ares was hated. War isn't about bloodshed, but rationality and winning without harm wherever possible. Use intelligence to turn violence against the aggressors by blending philosophy and war, wisdom & battle.

5. Elevate yourself above the battlefield. Strategy is the art of commanding the entire big picture operation; tactics is the skill of dealing with immediate battlefield needs. Most people are tacticians, they don't know strategy. To think strategically you have to pull back, elevate yourself & focus on long term objectives. Get out of the reactive mode.

Example: a pinball in a pinball machine rattling around, caring only about racking up points, but what happens when the ball drops? Strategy is knowing when not to fight, when to walk away.

6. Spiritualize your warfare. Every day you will face battles, but the greatest battle will always be with yourself (your own weaknesses, emotional failings, and lack of



resolution). Declare unceasing war on yourself. Welcome combat & conflict as ways to prove yourself, better your skills, & gain confidence and experience. You have to face your doubts and fears and battle them.

Example: Only constant pounding on metal will forge a sword.

The course of the book draws on the greatest strategists of all time, including:

- Sherman
- Alexander the Great
- Napoleon Bonaparte
- Hannibal
- Sun Tzu
- Shaka Zulu
- Rommel
- Miyamoto Musashi

The book is divided into 5 parts:

- Self directed war (how to prepare your mind and spirit for battle)
- Organizational war (how to structure & motivate your army)
- Defensive war
- Offensive war
- Unconventional or 'dirty' war.

Next section: the polarity strategy.

Rules of Conflict & War – Part 2

Introduction

The theme of the polarity strategy is 'declare war on your enemies'. Enemies will come at you from everywhere, both explicitly and subtly. Recognize your enemies.

Concepts

You must program yourself to be in battle mode most of the time



Life is conflict, and even the nicest interactions with friends contain slight areas of conflict. If you don't anticipate this, you can be overpowered and end up the loser.

Don't worry about antagonizing people, without battle to keep you strong and alert you can't win what you want.

It's better to be respected, sometimes even feared, rather than liked and approved of.

Register changes in the emotional temperature of your interactions:

- Excessive praise
- Desire to create an alliance with you
- Unusual chumminess
- A strange new desire to exchange information.

Trust your instincts, this might turn out to be benign but it's better to be on your guard.

We tend to avoid arguments because of discomfort, but if you get people emotional, they're more likely to be sincere with you.

Avoidance of conflict can become a bad habit.

Everyone has enemies, it's up to you to take control of them.

Do not fight the last war. People tend to linger on successes of the past. There is nothing wrong with celebrating past achievements, but past strategies are not always effective, and should not be the sole basis of your thoughts and actions. Look at present endeavors and conditions.

To restore your mind's natural course forward there are some tactics you can use:

Reexamine all your cherished beliefs. Get out of old paradigms and think outside of your pre-established thought patterns. In comfort lies ruin.

Erase the memory of the last war – make each one a fresh new start.

Example: tennis players walk away from the net immediately, rather than lingering too long on the last point.

Keep the mind moving. Be as sensitive as you can to current circumstances.

Absorb the spirit of the times & adapt to the present. Old victories can be helpful, but you must look at current sophisticated climate.



Reverse course. In certain transactions, actions and reactions may be very predictable.

The problem with hindsight is that we imagine that knowledge is what was lacking last time – that's the wrong approach. The reason we go off the path in the first place is that we're not attuned to the present moment or our current predicament. More books and theories only make the problem worse.

Think of your mind as an army which much adapt to the chaos of modern war – guerilla warfare, which exploits chaos. Don't let your mind settle into the static rigidity of plans; instead, attack from new angles.

Strategy # 3 – Don't lose your presence of mind amidst the turmoil of events. Presence of mind is armor, boosting your confidence.

Too much cautiousness and carefulness is a manifestation of fear. Don't be afraid to take risks.

Preparation is the key, you have to dive into battle in advance to see ahead of the possible scenarios and courses of action.

Don't lose your confidence or allow pessimism to affect you. Try to influence others with your tranquility.

How to enhance your mind strength in any situation:

- Expose yourself to conflict & confront your fears; practice this
- Be self reliant – equip yourself with skills, so you don't have to depend on others
- Suffer fools gladly – you encounter them everywhere. Don't expend your resources on them because they can drain you.
- Crowd out feelings of panic by focusing on simple tasks. Visualize easy familiar things. This is a good strategy for approaching women: keep your mind focused on simple tasks to keep it free from worry and doubt.
- Un-intimidate yourself – picture your enemy as inferior
- Develop your fingertip feel – follow your intuition and make quick decisions based on it.

Cultivate presence of mind, confidence, fearlessness and self reliance all the time.

Strategy #4 - Create a sense of urgency and desperation. The present offers no gray area – it's make or break, you must act without much thinking.



If you can't afford to lose, you won't

Example: Cortez, who ran his ships aground and burned them, leaving only one option: succeed or go down trying.

Get rid of the safety net. Important saying: jump and the net will appear.

5 actions to put yourself on death ground (zero options):

- Stake everything on a single throw – there's no room for failure
- Act before you're ready – move forward & take advantage of pressure
- Enter new waters – get out of your comfort zone
- Make it you against the world – your whole person is at stake
- Keep yourself restless & unsatisfied – get out of complacency. When we're tired, we're bored, and mental & physical rigor mortis comes in. Quote: 'death comes from lack of energy' (Napoleon).

Organizational or team warfare – the team is a whole as well as its composition. Some strategies to attain the team's purpose.

Strategy #5 - Avoid the group think.

You as a leader must be aware of the team's strengths & weaknesses. Further your knowledge to see if everyone is moving towards the same goal.

Be careful in assembling the team – don't be seduced by expertise and intelligence. Character is key.

Example: Napoleon created a "Shadow brigade" of younger officers chosen for their loyalty, energy and intelligence. At a moment's notice he'd send them off to gather information.

The single greatest risk in your chain of command comes from the political animals in your group - selfish people trying to build their own power structure.

Strategy #6 - Segment your forces.

(the controlled chaos strategy). Controlling a huge team means you have no speed or adaptability, which are the crucial elements in a battle; smaller teams are more effective. You must delegate control for more mobility.



The world is full of people attracted to strategy as a set of simple steps to follow. A lot of guys follow a seduction game plan to get what it is they want. But strategy isn't to carry out a brilliant step by step plan, it is to have more options than the enemy. As Sun Tsu states, you should aim for a position of potential force

Example: a tautly drawn bowstring

Example: a boulder on top of a hill

Strategy #7 - Transform your war into a crusade.

Man will protect his own interests. As a leader you must encourage the team to put aside individual concerns and fight a common enemy. Here are 8 steps to focus and convert a group into an undivided system:

Unite your troops around a cause so they can fight for an idea. People hunger to believe in something—channel their energy into a cause.

Keep their bellies full. Don't take their needs for granted or their selfishness will reassert itself.

Lead from the front – be a leader of action, not just words. Practice what you preach
Concentrate their *chi* – the energy that all living things have. Not having much to do will lower *chi*, so keep people active.

Play to their emotions but don't target their emotions right away, find the right timing first. Make them bond as a group; use a story to get people rallying to your cause.

Mix harshness & kindness in a punishment/reward balance. Don't spoil them with too much kindness or destroy their morale with too much punishment.

Build the group myth. Build a tradition of success so members appreciate their belongingness

Example: War movies where a company of men bases its bond on past victories
Be ruthless with grumblers, or they'll influence others and bring them down. Isolate and get rid of them.

The next section is about defensive warfare: the principle being 'attack only when necessary'.



Strategy #8 - Pick your battles carefully. At some point you'll have limitations. Don't be impulsive or blinded by benefits only. Sometimes it's better to wait.

If battle can't be avoided, get them to fight on your terms.

It's not what you have that brings victory; it's how you use it. Creativity will give you an edge over your enemies and help you outsmart them.

Strategy #9 - Turn the tables. Warriors often consider 2 ways of fighting:

offensively (which creates an enemy)

defensively (encourages passivity and avoidance of enemies)

When enemies sense weakness, they lower their guard, and you can catch them off guard by reacting suddenly and making your actions unpredictable.

Patience pays unlimited dividends.

Master yourself, particularly your tendency to get emotional when in conflict

Example: Martial arts teaches you how to control your emotions even in extreme panic and life threatening situations

Stay calm while your opponent gets frustrated.

If you react in anger to difficult people, you're doing exactly what they want and letting it control you. If you let them run loose you put them in more control. But if you encourage their behavior you actually turn the dynamic around. This is the *Aikido* principle – using your enemies' energy against them, provoking them into a rash attack.

Strategy #10 - create a threatening presence (Deterrence strategy) – this keeps your enemies from attacking you in the first place.

Uncertainty is better than an overt threat. People are more likely to attack if they sense you are weak or vulnerable

5 methods of deterrence and reverse intimidation:

- Surprise with a bold maneuver. Take risks.



- Reverse the threat. Identify where your enemies are vulnerable, and attack there.
- Seem unpredictable & irrational. Don't establish patterns
Example: *Lethal Weapon* movies where Mel Gibson acts in crazy mode to scare off attackers
- Play on people's paranoia with vague misinformation. Reputation is the key. Being seen as nice isn't going to work for you in war. Machiavelli's quote 'it is more useful to be feared than loved'
- Play space for time. Advancing may not always be the best thing to do. Retreat can allow you time to think, recover and gain perspective. When you refuse to fight you feed enemies' arrogance & infuriate them.

Time is not an abstraction, it's your only true commodity. No one can take away your time unless you let them – it's your most valuable ally.

Rules of Conflict & War – Part 3

Introduction

Offensive warfare: you can't always anticipate things. By practicing offensive strategy, you start the war.

Concepts:

Strategy #12: lose battles but win the war. What do you want the destination to be? Think several steps ahead. The ultimate result is more important than each phase of what you're doing along the way. Be patient enough to plot ahead and think of the whole, campaign, not individual battles. There are 4 main principles:

Focus on the greater goal, your destiny. Create a specific, defined goal in line with reality.

Widen your perspective – be realistic, but capture much of reality

Sever the roots – look beyond what is obvious

Take the indirect route to your goal. Don't be reactive to your enemy's every move.



Strategy #13: know your enemy (intelligence strategy) The superficial doesn't always reveal the entirety of people's thoughts. People aren't always in accordance with your values and goals. We fail to understand the ways our opponents are not like us. If you let narcissism act as a screen, you will misread and misjudge others and your strategies won't work as you planned.

The most powerful army in the world can be beaten by a leader's mind being unhinged.

Use the 'close embrace' – behind a friendly front, you can observe your enemies up close and get inside their skin.

All of us learn to disguise our true feelings and intentions. This makes the intelligence game very difficult but not impossible, because people unconsciously desire to reveal themselves, even their dark side.

It's easier to observe people in action, especially in a moment of crisis.

Strategy #14: overwhelm resistance with speed and suddenness (the blitzkrieg strategy). Come up with a plan to catch your enemies off guard, attacking when your enemy least expects it.

Note: Life should not be treated as a constant battle – it's the ability to recognize other people's tactics that you have to develop. By understanding these strategies you'll see how power & influence are wielded. There are 2 ways to see things:

- the way they really are
- the way you want to see them

The opportunity will always be there for people to manipulate and use you. I am giving you the power, choice and alternative to either avoid their ploys and counter, or walk away.

Life is perceived as unforgiving and ruthless, so people withdraw from reality & avoid risk. Blitzkrieg warfare is most effective in today's times: your opponent must act forcefully and you can then follow up with the response that you want.

Strategy #15: control the dynamic (forcing strategies). People want to exercise control over you. Reverse this by using the following 4 principles.

Keep them on their heels – keep up the pressure. Take initiative before an enemy does, don't be in react mode. You can be on the defense all the time or make others be on the defense.

Shift the battlefield. Make factors unfamiliar to them.



Compel mistakes. Your enemies have plans and you want to push them to become impulsive.

Assume passive control – let them believe they're in control so they lower their guard.

One of my most important strategies for the Alpha man is for you to lose your fear, whatever it might be. That change will open up a new life for you and as always, in the end, whatever side has the most options has greater control.

Make it seem like whatever the other person does is cooperating with your desires. They won't be able to take action because anything they do will benefit you.

Strategy #16: hit them where it hurts (centre of gravity strategy). Look for your rivals' source of power that holds everything together. You will inflict a disproportionate amount of pain.

Strategy #17: Defeat them in detail (divide & conquer) Examine your enemy's parts and how to defeat each one of them. The parts are easier to overcome. Also take into consideration the joints that connect them so you can tackle and break these joints.

Strategy #18: expose & attack your opponent's soft flank (turning strategy). Distract your opponent's attention to the side and create weakness for you to exploit. Attack indirectly in areas they least expect it, instead of targeting their strong front.

Strategy #19: envelop the enemy (annihilation strategy). They will lose control of the situation through mind manipulation; envelopment doesn't have to be accurate, you can just create a feeling of being caught without escape.

Strategy #20: maneuver them into weakness (ripening for the sickle). A wise strategist has to think of ways to weaken the opponent first. There are 2 distinct types of warfare:

attrition (surrender because you've killed so many of their men)

maneuver warfare – the emphasis is not on destroying, but weakening and unsettling the enemy.

There are 4 main principles to engineer this weakness:

- craft a plan with branches – equip yourself with different options
- give yourself room to maneuver
- give your enemy dilemmas, not problems (any option they take is to your advantage)
- create maximum disorder – only send out ambiguous information.

The greatest power you have is the ability to confuse your opponent as to your intentions.



Strategy #21: negotiate while advancing – when battle doesn't resolve things, resort to negotiations while maintaining your strength. Study your opponents. Remain as unpredictable as possible. People will try to take from you in negotiation, using appeals to fairness. Don't be taken in. Always put yourself in the lead position so no one can reduce your benefits and keep pressure on them so they settle on your terms.

Strategy #22: know how to end things (exit strategy). See if you attained what you wanted in the end. It's how you win the war, and what the war made out of you, that are most important. If you're not reaching your goals, you might as well retreat.

Ending is not a dead end, just the beginning of another opportunity.

War should end on a positive note. In social relationships, ending badly can be a bad situation for you:

Example: Overstaying your welcome

Example: boring people with your presence

Example: telling a story that goes on too long.

Since defeat is inevitable, master the art of losing well and losing strategically.

Rules of Conflict & War – Part 4

Introduction

Unconventional or dirty warfare: a warrior must adapt to changing times by constantly thinking of new ways to fight. You won't use all these tactics in your everyday life, but you need to be aware of how they work in small groups, organizations and politics.

You'll reduce the hostile tactics directed at yourself by being aware of the dynamics of conflict between people – because conflict cannot be avoided.

Concepts

Strategy #23: weave a seamless blend of fact and fiction (misperception strategies) Make it hard for your enemies to fathom what you're actually doing – disturb their focus. Manufacture a reality that matches your enemies' emotional desires. The best deceptive tactics are ambiguity and mixing fact with fiction; stay as close to the truth as you can.

There is no morality or goodness in losing a war.



There are 6 main forms of military deception:

- False front – making your enemy believe the army is weaker than it really is. In day to day life, letting people think they're better than you is often the best path. This disarms people's suspicions.
- Decoy attack – pretend to do one thing while doing another. Your deception has to look like concrete action – they have to believe.
- Camouflage – the ability to blend into the environment. Always blend into the social landscape, don't call attention to yourself unless you deliberately want to.
- The hypnotic pattern – we see things conforming to our expectations. Machiavelli called it 'acclimatization'
- Planted information – people will believe what they see or find for themselves, over what they are told. The same thing is true in sales: we don't like to be sold but we love to buy.
- Shadows within shadows – make it impossible for your enemies to distinguish between fact and fiction by concocting something ambiguous.

Use deception with caution to avoid leaks. Leave yourself an escape route.

Be careful not to fall in love with the power deception brings, it's just part of your overall strategy.

Strategy #24: take the line of least expectation (ordinary/extraordinary strategy). Be as unpredictable as possible. Be conventional initially and then work in extraordinary ways to produce confusion and disorder on their side so they are caught by surprise.

There are 4 main principles to this strategy:

1. Work outside the enemy's experience – do things they can't understand.
2. Unfolding the extraordinary out of the ordinary – create something new that has no reference to ordinary life, something strange
3. Act crazy like a fox – this randomness of behavior is very disturbing to people
4. Keeping the wheels in constant motion – Psychological aging must be watched out for lest we fall into a rut. Be careful of your own habits.

Strategy #25: Occupy the moral high ground (righteous strategy) Build up your own cause as being more ethical and just. Position yourself as being the underdog/victim



right way. Don't be subtle – make your distinctions of good & evil, black & white, as clear as possible. Reveal your opponent's hypocrisy to narrow their base of support.

Strategy #26: deny them targets (avoidance strategy). Don't give your enemies any target to attack - let them go home empty handed. Your enemy will do anything just to achieve something. That's the essence of guerilla warfare – fluidity, presenting an irritating but damaging and exhausting side attack. We hate silence, inactivity and a void. It's when your enemy is infuriated that they will go crazy and lose all power of strategic thinking. The elusive side controls the situation. You can win in 1 of 2 ways:

increase the level of your attacks & finish them off
turn exhaustion to your advantage so they give up

2nd century quote 'Anything that has form can be overcome. Anything that takes shape can be countered. This is why sages conceal their forms in nothingness and let their minds soar in the void.'

Strategy #27: seem to work for others rather than yourself (alliance strategy). There must be a balance between quality and quantity of allies. Get others, who compensate for your deficiencies and can best advance your interests at the moment, do your dirty work. The art is in choosing the allies who fit the needs of the moment. Alliances between great powers are usually the least effective

Example: US/Russia alliance fell apart over the nuclear issue

Strategy #28: give your enemies enough rope to hang themselves with (the one-upmanship strategy). Don't freely give up your trust – some people who appear to be working for you are actually working against you. Isolate them and their self destructive tendencies will do the rest.

'Never interfere with an enemy that's in the process of committing suicide' – Napoleon

Strategy #29: take small bites (the fait accompli strategy). Conquering isn't straightforward, it's very subtle and does not capture much attention. This approach requires you be very clear of your objectives in the start. If you seem too ambitious you'll create resentment, envy, distrust and suspicion; so don't lower your ambitions, disguise them by slowly taking bites out of 'self-defense'. This is the piecemeal strategy.

Strategy #30: penetrate their minds (communications strategies). Communication must appeal to your enemies' emotions to be effective. As soon as you've penetrated their minds it's over. The goal is to advance, move forward.



Strategy #31: destroy from within (inner front strategy). Take your enemy's side and appear as a supporter. Use the inside information to get what you want. Instead of fighting people who have what you want, join them and make it slowly your own or take it at the right moment. Burrow your way in (what was known as the 'blooming lotus' maneuver by the Vietnamese).

The main weakness in any conspiracy is human nature 'Three may keep a secret if two of them are dead' - Benjamin Franklin

Strategy #32: dominate while seeming to submit (passive-aggressive strategy). Pretend submission to your opponent. You get zero resistance while you go about your business. Opposing people directly or trying to change their ideas may have the opposite effect.

The phrase passive-aggression has negative connotations because it's a powerful way of manipulating people.

It's never wise to seem too eager for fame, wealth and power – you'll be disliked and that will eventually bring you down.

Strategy #33: sow uncertainty and panic through acts of terror (the chain reaction strategy). Terror is the ultimate way to paralyze people's will. The goal is to cause maximum chaos and force the other side to action.

Terrorism can be used very effectively:

- to get publicity
- to allow a smaller group to fight an unconventional war

The only counter-strategy is to channel energy away from fear and terror and towards hope, otherwise the terrorists gain in power.

You can find little terrorists in social groups. Watch for them most.



MODULE 8:

Model of the Samurai as the Perfect Masculine Man

Introduction

The Samurai were highly paid Japanese warriors serving in close attendance to the nobility. Living according to the *bushido* ethical code – a set of key principles most men should use in their own personal and professional lives.

Loyalty
Self discipline
Ethical conduct

Covers

The 8 virtues of *bushido* – described in the book “The Compassionate Samurai” by Brian Klemmer – how to be extraordinary in an ordinary world by embracing the old world virtues of honor and respect.

- Rectitude or justice – the strongest virtue – one’s power to decide upon a course of conduct
- Courage – doing what is right
- Benevolence or mercy – demonstrating love, sympathy etc.
- Politeness – courtesy & good manners, benevolence. In its highest form, politeness approaches love.
- Honesty & sincerity – disdaining money, for in the Samurai code, riches hinder wisdom. Thrift; exercising abstinence.
- Honor – one of the two core virtues of men. Personal dignity & worth, valuing duties & privileges.
- Loyalty – remaining loyal to those to whom you’re indebted.
- Character & self-control – holding yourself to an absolute moral standard.

Concepts

A samurai is a man of action.



You don't want to have to choose between riches and spirituality. You want exponential, off the charts growth. Using these 10 principles will help you integrate the principles of the Samurai into your life.

Value 1: Commitment – say what you mean and mean what they say, whether or not it's convenient. Follow through on your word even if it's not comfortable, instead of making excuses. Mediocrity is just an excuse. When you say YES, you are committed and you must follow through. As the famous quote goes, 'You will either have reasons or results'.

Ask yourself... What in life would you die for?

What values do you believe in that you'd do anything not to sacrifice?

How far would you go to prove your devotion to your heart's most passionate purpose?

Are you in it for results?

The person that has the most commitment tends to win, and this applies when you're talking to a woman. Your commitment to that conversation will prove far you'll go.

Average people do things because they're motivated by:

- looking good
- being comfortable
- being right
- being accepted

How many compromises have you made in your life for these 4 reasons? Is comfort your main goal in life?

People are committed to either following through or not following through
You need clarity & integrity so that your conscious mind & subconscious mind are working together on the same path.

Example: Subconsciously you won't go into situations where you feel fear, but consciously you say you want to talk to women.

Value 2: Personal Responsibility - Everything you have, don't have, or ever will have is because of your choices. Average people are victims of the world but the Samurai makes things happen, takes control.

You can always choose what you want in your life

Our thinking turns things into problems, problems aren't really problems



Being a Samurai means enjoyment even in deep problems – that’s true liberty & freedom.

Lots of people don’t take responsibility for their lives, it’s easier being a victim. You pay a horrible price: it exempts you from having to take action, gets you pity from others, you never have to make any tough decisions or do anything great in life, and you can believe that your failures are directly connected to what was done to you. Give that up, take personal responsibility.

Bad luck & good luck don’t play a part!

Value 3: Contribution – Give for no other reason than to give. You are part of something bigger & much more important than just yourself. Benefits of giving:

- feel good
- know you’re benefiting others
- builds loyalty
- builds power base
- gives you personal power to give without recognition
- increases spirituality.

We demonstrate power by how much we’re giving. Give in terms of what others need, not just what you want to give. 5 reasons people don’t give:

- they think there isn’t enough – scarcity mentality
- they’re selfish & self centered
- they think other people aren’t worthy
- think they’ve already given enough
- their ego tells them this is beneath them

One of the most important things you can do is give something you have little of. Give away something you don’t think you can afford – that’s the true test.

Value 4: Focus – a Samurai anchors reality to their vision. Direct your attention in a desired direction, no distractions. Choose to focus & maintain concentration. It doesn’t take much time or resources, but it produces huge leverage. Focus will make or break you and determine if you will achieve greatness. Most people:

- are not focused because they’re unwilling/unable to focus
- focus on the wrong things
- focus but are unaware of what surrounds them



Samurais focus on service or contribution regardless of their circumstances, living each day to the fullest. Average people focus on themselves and put off experiencing the here & now.

Exercise: Sit down, pick a problem or something you want to do but you don't have the time, – like finding a new job, buying a house, weight loss etc. Commit to spending 1 hour to solve that problem.

How do you get focused – can you? It's a habit. You must have an awareness of what's going on around you.

Example: Martial arts – teaches you how to throw an effective punch, but don't let that blind you to someone behind you attacking. Awareness must be spread out, but action must be focused.

Value 5: Honesty – average people are honest when it's convenient. We have mental filters regarding our own honesty. Honesty is a lifestyle. When we talk about pickup – it's not something you do only on the weekends, you're always approaching, every minute of every day. Lifestyle creates the man.

Here are some common ways to be dishonest:

- telling something untrue. Example: body counts inflated during Vietnam. Person is aware of the lie and lies to look good or avoid consequences.
- giving the illusion of what's not true. Example: Inflating numbers when making sales calls.
- not telling what is – lie of omission. Withholding information to escape consequences.
- pretending not to know – the denial factor. Being dishonest with yourself.
- transparency vs. honesty – 'free from pretense or deceit' is different from 'fair & honest conduct'. Honesty has to do with integrity, character, trustworthiness. Transparency is what you want to have visible.

I don't walk up to women and tell them I've had 1 night stands. That would be self-sabotaging, and it's not required of my honesty & character.

Benefits of honesty:

- increases intimacy
- brings more people & their creativity into the process
- speeds things up, makes things less confusing



You have to be diplomatic, and use tact. You can't lower others to make yourself feel higher/better.

Model of the Samurai as the Perfect Masculine Man: Part 2

Value #6 is Honor - Principles above personal benefit. There is a lack of honor in society today that we've come to expect:

Example - how children treat their parents because they aren't taught better

Example - people swear

Example - athletes hit and spit on referees

Example - politicians

Example - lawyers.

One of the most honorable things you can do is simply listen to a person and let them feel they've been heard. Honorable listening involves:

1. No interruptions
2. No head nodding

Being late is dishonorable.

Honor is about respect for others and yourself.

Serving is a bottomless pit - don't think you can finish or complete your duty, you'll always be serving one way or another.

The average people in life see their lives in terms of independence. This is at the cost of having a good solid friendship network. Samurais see life in terms of interdependence - everyone is connected.

An important tenet of honor is **always seeking a win-win result**. When you approach women you know you're giving them a win at the same time you're getting a win.

Value #7 is Trust. Samurai can trust other people and themselves with their lives and they have the wisdom to know when to do it. Average people either have a problem with trust or trust blindly without due diligence. Why should you trust others?

1. It's the only way to really access the synergistic power of teamwork
2. It builds relationships and intimacy - you can't have a long term relationship with a woman without it



3. It releases time freedom and efficiency
4. It's the primary tool for making a difference and being of service
5. It gives you a feeling of exhilaration and a strong sense of connection.

The samurai's approach to broken trust is to learn what happened and move on, not to use it as an excuse to never trust again and throw up a defensive wall. To protect yourself from pain, you deaden yourself so you don't really live.

Trust is one of the components of succeeding with women. When approaching a woman you must trust she is a good person – she will respond in kind. If you don't trust her and start a conversation it will color your words and body language; it will feel to her like you're just testing the waters.

A lot of people think if you check in on them, you don't trust them. This happens a lot at work. Inspecting means you're being a good steward over your time & investments. We are responsible to check out the situation to make sure the person has carried through.

Example - Scuba divers always dive with a partner & check each other's tanks, because you can easily die if this is not done correctly

Example - Pilots have a checklist to inspect everything even though they've flown the aircraft a thousand times. It's the whole risk-reward ratio – the pilot has a lot at stake, a small oversight could kill innocent people.

An Alpha man or Samurai is a long term thinker, considering the relationship, not just the immediate deal but the long term effects.

If you've lost trust with somebody you can rebuild it by:

1. Start making commitments and keeping them. You are no better than your word.
2. Start making yourself accountable to others.

Value #8 is Abundance. The real benefit is you don't think from scarcity. Scarcity is the position that there's never enough and that you yourself are not adequate. When you think from scarcity you start acting as if every approach with a woman is the last opportunity you'll have, that every girlfriend will be the only one so you can't afford to lose.

Average people take shortcuts, bypassing years of learning and training, taking the fast and easy path they want to go. You can't skip the basics and go right to the advanced skill sets.

Example - in martial arts, a man barely learns a technique, then tries to do it a hundred miles per hour)



Abundance is an incremental reward.

A Samurai realizes **his wholeness does not depend on external circumstances**. You came into this world totally complete. You just didn't have the learning you needed.

Using material things to fill the spiritual hole, you can never acquire enough stuff because happiness was never about that in the first place.

Every act of giving that you engage in combats scarcity thinking and puts you more into an abundance mindset.

Start giving away the things you think are scarce in life. For a lot of guys it's compliments. I go into a conversation with a woman with the pedal to the metal because I don't care if I come away with anything. They end up giving me back just as much.

Most people can't receive or accept gifts from others and the world. So many are tithing to their church but they won't invest that in themselves. What about taking a third 10% of your income and investing it in stocks or real estate?

Humility is understanding that you're worthy of the nicest things in life. It's essential not to deprive yourself of you'll go back to scarcity thinking.

Value #9 is Boldness. The Samurai asks: What will happen if I don't take this risk? The average person asks: What will happen if I fail? Courage is an opportunity we have to find every day.

Courage is the recognition that you have potential and ability. The dictionary definition of courage is the attitude of facing & dealing with anything dangerous, difficult or painful instead of withdrawing from it. It doesn't even mean overcoming it, it means confronting it.

Low self esteem is connected to a lack of courage.

Courage is not the absence of fear, but acting in spite of it.

When you fight your fear, you actually lose courage. You stop acting because to act would mean confronting the fear.

How do I enable boldness?

1. Practice – the more you do, the more you'll feel prepared and capable
2. Put the right rewards out there. What's the reward for being courageous? That reward will motivate you



3. Get a support group of some kind, a group of men or people that can support whatever it is you're trying to do (i.e. Toastmasters group, improv class or boot camp).
4. Leverage your strengths. Rely on what you're good at, those are the things you already have a sense of confidence in.

There are 2 kinds of confidence:

1. Ambient confidence - the overall feeling of confidence I have that will fluctuate
2. Skill-specific - when I walk up to a woman, I'll feel a certain amount of fear based on how often I've done that specific thing (approached a woman).

Courageousness is never optional

Value #10 is the value of Knowledge. Samurai are satisfied without being settled, average people are settled without being satisfied.

Knowledge is about the eagerness to keep learning, growing & applying wisdom to new situations.

It's not about changing as much as it's improving what you already have, increasing your capability.

Become happy with what you have but still wanting a little bit more.

The average person confuses gratification (sense of achievement at an accomplishment) with satisfaction (being aligned with a bigger purpose).

You can never connect material things back with your purpose, so happiness will elude you.

When you look at your life, do you think you're done with learning, reading, growth? The plant that's not growing is dying. You want to always have a beginner's mind in everything you do.

The arch-enemy of knowledge is low self esteem. It is the biggest enemy of becoming a man. People with low self esteem try to disguise it, which blocks them from having a beginner's mindset so they don't learn more about themselves and the world.

At some point you will encounter the story 'Message to Garcia', it's an e-book available with this coaching program. I urge you to read it, to learn how a person can fully actualize themselves and have the right mindset of accomplishment.



Some exercises that Brian Clemmer includes in his book “The Compassionate Samurai” are listed below. Your willingness to do the exercises will make all the difference in how fast & strong your growth is in terms of masculinity & discovering your purpose.

It’s best to do the exercises in your own handwriting so you can see them visually, hear them in your mind and experience them kinesthetically.

Commitment Exercises:

List 3 commitments that you should have made but put off, or describe your plan of action to follow through on the commitments you have made.

If you over-commit, what were the last 3 commitments that you made and then broke?

Why did you break them? What did you get in exchange for the broken commitment & what price did you pay? What can you do now to start making good?

Keep a log of all the commitments you promised to yourself and others and follow through on them.

Personal Responsibility Exercises:

In what areas of your life do you play the blame game?

Break down each time you felt you had to do something and immediately say to yourself ‘I choose to do this’.

What choice can you make today that will make a difference in your life an the life of others?

Contribution Exercises:

Make a list of the sources of giving and where you can give from each of these areas –

- encouragement
- time
- money
- knowledge
- your heart

Focus on a different area of giving
Who did you give it to and how?
How difficult was it to do it?



What can you do today to jump start your efforts?

Focus Exercises:

Write a paragraph on your life's purpose: why are you here? Listen to the section on Focus in this program, go deep.

Start each day with a list of the 3 most important things you have to do that day.

Write a paragraph each day on what blocked you from accomplishing those 3 things.

Honesty Exercises:

Remember the 4 ways to lie:

1. Telling something untrue
2. Giving the illusion of what's not true
3. Not telling what is
4. Pretending not to know

Here are the Honesty exercises to do, one per day for 5 days:

Day 1 - Write a page on what you pretended not to know

Day 2 - Where were you holding back the truth?

Day 3 - Write instances of where you didn't mean what you said

Day 4 - Where were you transparent? Where did this work for you or undermine you?

Day 5 - Where were you deliberately vague?

Honor Exercises:

Day 1 - Use listening to honor someone, and record the impact you have on them

Day 2 - Write a paragraph on what honoring yourself would look like

Day 3 - Honor 10 people by edifying them in language to others

Day 4 - Honor 3 people by soliciting their opinions

Day 5 - make a list of your actions at work today and how they either honored or dishonored your co-workers.

Trust Exercises:

Day 1 - look for 3 ways to display your trust in other people today (for instance, giving them the authority to make a decision)

Day 2 - look for 3 ways to display trust in yourself

Day 3 - what task can you tackle to increase trust in yourself? (it should be one that tests your capability)

Day 4 - have an open conversation with someone who has violated your trust and discuss what they can do to rebuild that trust.



Day 5 - have a conversation with someone whose trust you violated. Was the breakdown in trust over a spoken or unspoken expectation? Make an agreement to restore the lost trust.

Abundance Exercises:

How can you operate from abundance with regards to time?

Spend 15 minutes looking for ways to leverage your time to solve something that you didn't think you could do

Keep a log of when you felt rejected. Can you operate from a mindset of having unlimited friends, love, clients?

Operate from a standpoint of abundance: give an amount of money that might be a stretch for you, buy someone lunch, identify ways to generate more income for yourself.

Identify where you see a limited number of ways to do something, and ask yourself, how can I solve this in some other way?

Operate from a solution orientation, not a failure one.

Boldness Exercises:

Day 1 - have a courageous conversation with a co-worker or boss and write about the experience

Day 2 - what risky project can you take on at work today?

Day 3 - what is a risk for you in your personal life, and are you willing to take it on?

Write about the experience whether you do it or not

Day 4 - how many times and in how many ways can you risk being wrong today?

Day 5 - How many times and in how many ways can you risk being foolish today?

Knowledge Exercises:

Day 1 - take 15 minutes to write down all the areas you've been settling for the good you have instead of moving on to greatness (in areas such as health, marriage, personal growth) Pick 1 area you're committed to a spectacular level of achievement.

Day 2 - identify 1 area you consider yourself an expert in. Approach 3 people who may not have your level of expertise in that area and be completely open to receive valued insight from them.

Day 3 - identify one area where you've confused your results with who you are. Your self esteem suffers because you don't have the results you want (ex. Your weight, job performance review etc.) Write down 'This is it, and I'm satisfied'. Write how non-resistance to this looks different from resignation and spend 10 minutes looking at how this circumstance could be in alignment with your overall life purpose.



Day 4 - Look for 1 discussion where you had to be right and write a page on how you could have had this discussion outside the whole right/wrong paradigm without giving up your point of view or your dignity

Day 5 - what area of knowledge would make the most significant difference in the pursuit of your purpose? What will you do over the next month to achieve this? Commit to a system of action, without which very little sustained change occurs.

Use some of these as a way to leverage small insights into bigger & greater change. Just pick one exercise and do it, then force yourself to see and feel the positive outcome.

The exercises are a small stepping stone to getting you in the process of realizing how you can change.

Read up more on the concept of Samurai in your life.

The way of the Samurai epitomizes the best parts about being a man and the most compassionate parts as well.

The Alchemist by Paulo Coelho, a fable for the Alpha Man

Introduction

Stories have a power, and we use them when talking with women. Great teachers use the power of stories to communicate a life lesson. This easy-to-read, important book “The Alchemist” teaches the deep lesson that you need to be able to go after your own life purpose, in a way that sayings like ‘it’s not the journey, it’s the destination’ can’t.

Book summary

“The Alchemist” tells the story of Santiago, a shepherd boy from Andalusia who has a dream revealing the location of secret treasure buried in the Egyptian pyramids. He is torn between searching for the treasure and continuing his easy life. A mysterious King comes along & convinces Santiago that he has **found his own personal legend and that following this to its conclusion a person’s only real obligation in life**. Santiago listens to his heart & decides to search for the treasure. After many obstacles, he starts listening to his heart and begins to understand the soul of the world.



He falls in love with a girl he meets at a desert oasis. The alchemist there helps him continue the journey & teaches him life lessons. The girl encourages him to continue his journey as he is no good to her unless he resolves this – a great example of a woman who understands her position and how she relates to men. Santiago is becoming wise. After many more adventures, dangers & life lessons he finally reaches the pyramids and is overwhelmed with gratitude – though no treasure is found there, he now knows where his treasure really lies – under the tree where he first had the prophetic dream. His final journey is back to the desert to be reunited with the girl.

Can you imagine having your own legend – the legend of *you*? The status of being a legend is something every man can understand. The real importance of a story like this is the journey itself, it's never really the attainment that matters. It was the polarity, the pull of his desire to go there, that created the legend.

Men especially have to be able to enjoy the path & journey, realizing it was all the moments along the way that really matter.

Example: When going on vacation, do you choose to enjoy every day of the vacation or are you focused on the trip there and back?

Your ability to be an alchemist and change/transform your life into what you want it to be, creates this personal legend. Like an alchemist changing lead into gold, you can change base elements of your life into more precious elements.

Concepts

The path of masculinity, of being a man, is Santiago's journey.

You want to be sure you're in the process of looking for your own personal legend: what it is you'll be doing if you were free to do anything. Start the search, take steps to identify it & awaken something within you.

Imagine if someone came to your door & offered to pay all your life expenses while you go after what it is you really want in life. What would you be doing?

Most men don't know they can start this search without knowing a life goal all at once. They think if they don't know what it is, it doesn't exist for them. That's not true.

Any situation you're in can be sculpted into what you want. There's always a clever way to work your life into whatever you want, making a personal legend.



Example: Victor Frankl who survived the horrors of concentration camps and became one of the most influential scientists and therapists

We all can turn around a situation.

When you read important books like “The Alchemist” and take these lessons in light of this new information, you’ll come up with greater personal understanding. No one else can interpret your life like you can, or turn it into the Alpha Lifestyle you can.

Superior Man: Part 1

Introduction

“The Way of the Superior Man - A Spiritual Guide to Mastering the Challenges of Women, Work and Sexual Desire” by David Deida, is a very important resource. It’s not a handbook with step by step processes to follow, but offers spiritual insights into what makes masculinity rare, unique and special.

It is essential for anyone who wants to understand the spiritual side and cultivate a stronger masculine energy. The book will help you find a deeper underlying understanding of the confidence you carry with you every single day that you roam the earth as an Alpha Man.

Concepts

How do we manage these desires to maintain our Alpha way?

We need to understand sexual passion – the polarity that exists between masculine & feminine poles.

Example: North and South poles of a magnet attract each other; north repels north and south repels south.

Example: opposing forces creating electrical current. Like does not attract like.

Masculine & feminine poles create a flow of sexual feeling, a dynamic force of attraction that often disappears in modern relationships. You have to have both sides of the equation.

Example – the yin/yang symbol has a bit of the other color inside each side, which symbolizes that men have a little bit of feminine in them and women have a little



masculine. Women that have a slightly larger masculine circle are a little out of balance. They seem to always been in emotional battle of wills.

The problem in today's relationships is that men and women are clinging to political correct sameness and in moments of intimacy, attraction disappears. Men are taking out the parts of them that make them attractive to women.

The sexual polarity is an attractive difference – women are different from us. **You don't need this difference for love, but you do need it for ongoing sexual passion.**

Example: a couple who's been together for a long time, each one becomes softened. They take care of and love each other, but they're alike. The passion is minimized, with no passionate ups & downs. People who want this won't want to get into the Alpha Man premise, they'll be geared to harmony – which is not conducive to passion.

You must have the disturbing balance, which is necessary for a passionate sexual core.

The mission men are on: the search for freedom (the priority of the masculine)
The mission women are on: the search for love

Example: men watching sports, war shows and cop shows at home. These represent struggle, freedom, breaking free of an opponent a competitive mission & even facing death.

Men want to live at the edge. One way or another we have to fulfill this.

People have either a more masculine or a more feminine essence – about 90% of people out there have either one or the other.

When a male has a more feminine sexual essence he's probably gay.

Recommendation: spend 1 hour a day doing whatever you simply love to do, and feel deeply in your heart that you have to do, in spite of the constraining day to day grind that constrains you.

Example: I have to play guitar, be creative; it's one of my fulfillments.

Most postponements are excuses for a lack of creative discipline. Limited money and other obligations have never stopped a man from trying to do something, though they provide excuses for a man who can't rise to the challenge in the first place.

Most people suspect, hope and believe some change or realization is coming into their life, but do nothing to get it.



If you're with a woman that isn't fulfilling you, if her behavior or mood is intolerable, it's time to move on. You don't have all the time in the world.

[David advises] 'Never change your mind just to please a woman'. You can make a new decision, but do not betray your deepest knowledge & intuition. This will:

Weaken you both and burden your love and your capacity for free action.

Weaken your trust in yourself

Weaken her trust in you.

People may love you but they won't trust you, since you don't trust your core intent.

A woman would rather be with someone who's passionately wrong, but himself, rather than someone who's not living up to his potential.

Your purpose must come before your relationship. If a man puts relationship over highest purpose, he's weakening himself, and cheating his woman of an authentic man. Once you align your life with your purpose, you'll feel fulfilled. If you don't, it will show.

Example: stuffed animals with substance are more gratifying to hold onto.

Paul Coelho's **The Alchemist** talks about life purpose in the form of an allegory. The hero finds a woman he loves dearly, but if he doesn't leave her to fulfill his purpose, he'll always be unsatisfied.

A woman will be 10 times more fulfilled with a little time with you that's focused and present than with a few hours of your weak, divided, listless, boring presence.

Constantly lean just slightly beyond your edge of fear and discomfort to optimize your growth.

Every day you need to do something a little bit uncomfortable. If we don't push our comfort level it starts to solidify and we never exceed this limitation. We imagine this sphere is pleasure but it's just the absence of pain.

Insecurity will cause you to:

Doubt yourself, so that you take the easy way out

Push too far, trying to overachieve to compensate for your insecurity



Your fear is the sharpest definition of yourself. Fear is just a message: something to pay attention to. The sensation of fear is what helps you break into new ground, create new habits, and be truly Alpha.

You need to enjoy your friends' criticism. Your capacity to receive this is your ability to receive masculine energy. If you don't have a good relationship with your father figure, you will act like a woman (hurt, defensive) and you won't put criticism to good use. Women are extremely sensitive to criticism, but men mold it to an energy of change.

Hang out with guys who are challenging themselves, facing their fears and living beyond them. They can create the energy you need to drive you forward.

If you don't know your purpose, you must figure it out. Why are you here?

If you're following your path, the women will automatically be there.

"Secrets to the Alpha Man" goes into detail about finding out what your purpose is and mapping that path. You can't wait on this – whatever you're doing, you need to stop it right now, sit down with a pen & paper & figure out your purpose so you're going in that direction without conflicting energies.

Example: The purposeless atoms inside a fluorescent tube going in all different directions. An incandescent light is direct.

If you have conflicting desires, it'll hold you back.

If you have no direction you can't align your life to it. The empty feeling will undermine your strength, confidence & willpower.

Everything falls in the line for the man who knows where he's going.

One of the basic premises of "The Secret" is the Law of Attraction – that which you focus on is what you will become.

Get on a path to figure out if it's the right path or the wrong one. If you're not on any path, you're wasting your time.

Women will feel your directionless-ness & lack of purpose.



Superior Man: Part 2

Introduction

Covers: more of David Deida's important concepts re: attracting women.

Concepts

If you don't know your purpose, discover it now. Without a conscious purpose, a man is lost, adapting to events, not creating them. This can lead to actual impotence or mechanical, disinterested sex.

One of the primary things that makes men men is going after their purpose in life.

If you don't look at what you're pursuing other than women, it will make your game weak.

You must have knowledge of yourself when talking to women. Passion and drive attracts them like nothing else.

Women don't want to be your primary focus. A woman sensing you want her to be your primary focus, will be repelled.

A woman's focus is the relationship and putting the effort in to make it work. Your primary focus should be that which you're going after in life.

Be prepared to give 100% to your purpose and enter a period of unknowingness, waiting for a vision of something new to emerge. If you are living at the edge, experiencing the layers of your own life, it will eventually come to you.

Your life is a process of penetrating to the centre of your being, your major purpose, which is surrounded by layers of lesser purposes. Your major purpose could be anything – being a priest, an auto mechanic. There are no small roles in life, only small thinkers.

Right now your life is full of distractions and you have to get rid of these/ignore them/put them aside to find your true heart purpose.

A woman is never the major purpose in your life.

Some of the signals you can watch for that indicate you have completed or fulfilled a lesser purpose, and it's time to drill through to a greater one, include:



- you suddenly have no interest in a project or mission that once motivated you highly
- you're free of regrets for starting or ending the project
- you don't know what to do next, but feel strangely unburdened
- you feel an energy increase at the thought of ending the project
- the project suddenly seems silly

You have to end your involvement in the project clearly and move on. It might take time.

After you move on, you might not know what to do next and you might have to wait for a vision, an image in your mind of what your next purpose might be. Some of the common distractions to seeing that vision when it comes are:

- Watching too much TV
- Playing too many video games
- Going out all the time for beers with friends
- Dating a bunch of women

Example: I was working in corporate America in the IT field and had done pretty much everything in the field. I knew I had to move on. I took the money I'd saved, took a graceful severance package and took time to think about it. That's when this field of making products that could help men to find their purpose came to me. "Jump and the net will appear".

Don't use your family as an excuse.

The priority of the feminine in both men and women is the flow of love.

The priority of the masculine is the mission that leads to freedom.

True freedom and true love are the same, but the journey for men and women is very different.

Stop hoping for your woman to get easier. A lot of guys hope a woman will stop testing him but it doesn't work like that. She will always be testing you. When you start failing, it's time for her to move on, that's why you always have to keep up your Alpha manhood at all times.

[David says], 'she wants to feel you're un-collapsible, so she pokes you in your weak spot.' Why is a woman being this way? She is challenging you because your success means nothing unless you're free and loving.



A woman wants to feel your strength, that your happiness is not dependent on her response. When you start becoming emotionally dependent that way, you cease being a man to her.

Women are not liars. These rules apply:

- Don't believe the literal content of what your woman says unless it comes from the true flow of love
- Know a woman talks about her current feelings, not the subject at hand
- Never base your plans on what a woman says
- Expect a woman to change a mind at any moment
- A woman's feelings may be more sensitive than yours
- A woman often talks about her whims – they may not be serious (i.e. she watches a movie like Apollo 13 and says she wants to be an astronaut)
- Praise in your woman, the very qualities you feel are not yet praiseworthy so they'll grow in her
- Criticizing a woman tells her you don't accept her the way she is (i.e. Don't tell her to exercise more (rejecting her the way she is) tell her how sexy she is when she sweats in her leotards
- Information does not motivate people, praise does. Let her know frequently what you like.

A man must be responsible for making his own decisions; if he bends to a compromise he will end up blaming the woman for the results.

Most men just tolerate a woman's moods, leading to resentment.

Any woman you're with will cycle through moods every day that seem to have no reason to them. Don't analyze your woman, their moods are constantly changing without cause and effect.

Stop trying to figure out what's wrong with her so you can fix it – there is no problem, only a storm passing through.

When you question a woman who's still in a mood, your questioning is probably making her mood worse. Don't expect her to have brilliant insight when she's in a funk.

90% of a woman's emotional problems stem from feeling unloved.

Appreciate & console her and her mood will change.



Don't suggest the woman fixes her own emotional problem. That's a negation of her feminine core.

A woman can learn to open her heart, relax and trust love, but she will never fix anything by analyzing her problem. Men try to fix things.

Example: My computer is slow, I need to de-frag the hard drive

One of the deepest feminine desires in intimacy is to be able to relax and surrender, knowing her man is taking care of everything.

If a woman resists you taking care of something, she's looking at you as a friend.

A mediocre man will seek to calm a woman down and discuss the problem, or leave and return when she's 'sane'.

A superior man penetrates her mood with love and consciousness. If she still refuses to live in love, he lets her go.

Most men are afraid of or disgusted by feminine emotions, that's why they try to fix them or avoid them.

When a man loves a woman through the wildness of her emotions, she can then relax with him.

The essence of perseverance is that you're going to get hurt by your woman. You get up, dust yourself off and turn and face your woman again. **The only options are fear or mastery.**

When hurt, you can:

- Quit
- Threaten
- Take the moment as a challenge to your ability to conquer the world, and your woman, with love.

Don't force the feminine to make decisions and then be accountable for results.

If a man abdicates his responsibility to provide his woman with the gift of masculine decisiveness, she will cease trusting his capacity and instead become her own man. Which means she won't need you!



You help your woman make decisions by giving her your perspective and telling her your choices, while letting her know you love her no matter what. Let her come to her own conclusion.

BONUS MODULE: Kick in the Ass

Here's a quick hit of Alpha understanding for all guys who have ever been dumped. It sucks and your value as a man gets called into question. You feel a sinking sensation when she says 'we should take some time off from each other' or 'we should just be friends' or 'I love you but I'm not in love with you'.

Press home the point that you can never look back in anger with any woman, even if she took the kids and everything you own. If a woman has left you and your self esteem is in the toilet:

Shut off that part of your brain that's still hung up on her.

Stop being unhappy that you lost her. A lot of guys are broken up and still talking about it in terms of losing something wonderful.

Stop seeing your identity as being the one that's been left, divorced, lost, jilted, or separated.

Change your mindset to: Thank You so much for leaving me! I'm so glad you came into my life and left, because you've given me the gift of reclaiming my masculinity – you gave me the lesson I needed to learn to get my butt in gear and start being a real man again. I'm totally thankful to you.

Every guy who's attractive to women doesn't give up the stuff that made him attractive in the first place – you sacrificed your manhood to keep her happy so she wouldn't leave you and she left you anyway.

It doesn't matter what any woman has ever done to you before, it's never going to happen to you again in the same way. You cannot let the woman take your Alpha manhood. The woman has given you the understanding of what you can never do again.

Will you now realize that you're not the product of your divorce, separation, breakup? You have to take the lead right from the start.

Never indulge in reflecting back on that relationship – all you can do is identify, isolate and eliminate the behaviors (like supplication) you'll repeat if you're not careful.



Men in the last 20 years have lost the summit of what it is to be a man – you have the right to be as much of a jerk as you want to be.

Every woman that leaves you is a gift from God, now you can move towards the woman that will really help you be the man you want to be. It's up to you to stake your claim and be that man.

The question is never 'how do I get this', it's 'how do I become the kind of person who deserves to get this?'

BONUS MODULE: Alpha Man Reading List

Here are some ideas of books to read to help you with your perception of masculinity. Go to Amazon and get them used dirt cheap and shipped right to your house.

The Great Gatsby, F. Scott Fitzgerald
The Prince, Niccolo Machiavelli
Slaughterhouse Five, Kurt Vonnegut
1984, George Orwell
The Republic, Plato
The Brothers Karamazov, Dostoevsky
The Grapes of Wrath, John Steinbeck
Brave New World, Aldous Huxley
Catch 22, Joseph Heller
Bluebeard, Kurt Vonnegut
The Metamorphosis, Franz Kafka
A Young Man's Guide, William Alcott
White Noise, Don DeLillo
The Game, Neil Strauss
The Dating Black Book, Carlos Xuma
Crime and Punishment, Dostoyevsky
The Wealth of Nations, Adam Smith
The Picture of Dorian Gray, Oscar Wilde
How to Win Friends & Influence People, Dale Carnegie
Swiss Family Robinson, Johann Weiss
Lord of the Flies, William Golding
Atlas Shrugged, Ayn Rand
The Divine Comedy, Dante Alighieri
The Hobbit, J.R.R. Tolkien



East of Eden, John Steinbeck
Cyrano de Bergerac, Edmond Rostand
Animal Farm, George Orwell
The Adventures of Huckleberry Finn, Mark Twain
Frankenstein, Mary Shelley
A Separate Peace, John Nelles
Awaken the Giant Within, Tony Robbins
Catcher in the Rye, JD Salinger
For Whom the Bell Tolls, Ernest Hemingway
Brave New World, Aldous Huxley
The Call of the Wild, Jack London
The Iliad & Odyssey, Homer
Walden, Henry David Thoreau
The Fountainhead, Ayn Rand
Ulysses, James Joyce
Blood Meridian, Cormack McCarthy
The Road, Cormack McCarthy
The Art of War, Sun Tzu (which you also get with this program)
The Lord of the Rings, J.R.R. Tolkien
Tom Sawyer, Mark Twain
Beyond Good and Evil, Frederick Nietzsche
Tropic of Cancer, Henry Miller
Moby Dick, Herman Melville
Robinson Crusoe, Daniel Defoe
The Name of the Rose, Umberto Eco
Paradise Lost, John Milton
Into Thin Air, John Krakauer
Undaunted Courage, Steven Ambrose
A River Runs Through It
The Red Badge of Courage, Steven Crane
Lonesome Dove, Larry McMurtry
The Maltese Falcon, Dashiell Hammett
To Kill a Mockingbird, Harper Lee
The Dangerous Book for Boys, Khan and Hal Igolden
Hamlet, Shakespeare
Any biography of Abraham Lincoln
Self Reliance, Ralph Waldo Emerson
A Farewell to Arms, Ernest Hemingway
On the Road, Jack Kerouac
From Here to Eternity, James Jones
Touching the Void
Fight Club, Chuck Palahniuk
The Court of Monte Cristo, Alexandre Dumas



The Long Goodbye, Raymond Chandler

The autobiography of Benjamin Franklin

Cryptonomincon

Any of Michael Crichton's books especially **Disclosure**

Any of Elmore Leonard's books

Any Robert Heinlein books, including Starship Troopers

The Outsiders, SE Hinton

I Hope They Serve Beer in Hell, Tucker Max

Louie L'Amour's westerns

Fire in the Belly, Sam Keen,

The Tao of Jeet Kune Do, Bruce Lee

The Way of the Superior Man, David Deida

Sperm Are For Men, Eggs Are From Women, Joe Quirk

How to Master the Art of Selling, Tom Hopkins

Something Wicked This Way Comes, Ray Bradbury

James Bond novels by Ian Fleming

The 48 Laws of Power, Robert Green

The 33 Strategies of War, Robert Green

The Art of Seduction, Robert Green

The Metamorphosis, Franz Kafka

Fahrenheit 451, Ray Bradbury

Zen and the Art of Motorcycle Maintenance

You can explore for the rest of your life, it'll become a lifelong obsession you won't want to give up.

Live an Alpha life.

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