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PRESENTS**

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**GET A FUN SEXY GIRLFRIEND
IN YOUR BED - AND IN YOUR LIFE
-IN 30 DAYS OR LESS**

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Fast Track Coaching Kit

Month 4 Cheat Sheet

On Meeting Women...

I've got some really good stuff for you this month, and I'm really excited about what you're going to learn here because we are going to talk a lot about approaching and meeting women, and so meeting women concepts that you may not have heard before or aren't aware of.

Unless you're going through my other materials extensively, a lot of this stuff is going to be very revelatory for you and very important for you to have under your belt.

But first of all, I want to just turn out with an explanation. We're going to cover a bunch of different things this month in terms of various ways of meeting women, but I want to start out with a very important concept and get you started on the right foot.

This is the most important thing that you can possibly understand about meeting women, and unfortunately, it's something that most guys, most gurus,

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most dating coaches out there don't teach, and it's the reality of meeting women.

Meeting women is not difficult, getting over your thoughts about meeting women can be. In other words, getting past your own mental limitations about how you think about meeting women is usually 99% of the problem.

The actual logistics of meeting women, that's not difficult. I mean, let us just cut out every extra bit of emotional whatever you may have about it, and let us just talk about the concept of meeting a woman. What does it really take to meet a woman? You walk up to her, you say hi and you're going to introduce yourself. That's really it.

Now, stop before your mind starts to go into all these anxious cycles of, "But I don't know what to say. I don't know what to do." No, literally, the only thing you need to do to meet a woman is walk up to her and say hi. That's it.

But what happens is our minds grab onto this concept from past experience, maybe we weren't so good at meeting women before or approaching women. We tried it out, they didn't respond well. We've gotten negative feedback, and what happened?

Well, we added emotional content into that very simple process and we made it impossible for us to actually do it. It's no longer meeting women, it's meeting women and not being rejected and getting her interested and attracted right off the bat.

What I want you to be aware of here is that you have to beware of what I call the "universal male copout." What is the universal male copout? Well, women are everywhere. Women are literally everywhere in the world,

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everywhere in your life. Half the people you know or the people you ever see are going to be women.

So what we do to relieve the pressure on ourselves is we go ahead and we create this belief, this false belief, that it's impossible, it's hard to meet women. There is nowhere to go to meet women, that women are scarce. Attractive women are even more scarce.

Women do the exact same thing to us. Women do the same thing. They say, "There are no men out there. Where are all the good guys?" I mean, I'm sure you've heard this before. It's a longstanding joke. Women think there are no guys out there. There are no good guys. There is no nice guys, blah, blah, blah.

But what they are really saying is, "I'm not liking the guys that come and talk to me, and I don't know how to do anything about it." That's what she's really saying, and it's unfortunate because I want you to remember this other rule. This is a very important rule that hopefully will put things in perspective.

You as a man have the advantage when it comes to meeting women. I want you to think about this. Women have to wait to be approached, whereas men do the approaching. Let me say that again, it's really important that you grasp this one.

Women wait to be approached, whereas men actually do the approaching. You get to choose. You get to go after the women you want. Women have to wait for any old guy to come along and approach, even it's not the guy that she wants.

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This is a significant difference that most men miss out on. It's really, really important that you understand it and just how important it is to the whole concept. You actually have the power. Most guys think, "Oh man, I'd much rather have women approaching me. That would be so much better."

Now, I want you to think about that for a second. You're at a bar, you're hanging out and every chick in the place, and then I'm talking about every chick that's not necessarily what you want, is walking up and talking to you.

Now, at first, this will be very novel and it would be very cool. Yeah, I had to admit, it would be very cool to have all these chicks walking up and starting conversations. You'd feel totally at ease.

You wouldn't have that anxiety, that anxiousness of having to walk up and meet women and approach her and have that great opening line or use a great pickup line on her and then have to start the conversation, and then have to make her go somewhere, and all that stuff, because she did all the work for you.

But you lose because you no longer have the power. She suddenly has the power. She's the one who gets to walk up and choose you, and you may not like what's choosing you, my friend. Let me assure you, you may not like it.

Have you ever done speed dating? I've done speed dating events, and I really highly recommend them. This is not, by the way, talking that down in any way. But you'll find that women that you're not interested in will be interested in you.

Now, this is the same situation that would happen in a bar, and if it's not a speed dating event, now you're back in a bar and women are doing the same

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thing. Now, I'm not convincing you that this is something you still wouldn't want as to have women approach you.

But you have to turn it around and recognize that, number one, women are not going to approach you. Not typically, they just won't. It won't happen, and the more you wish for that to happen, the more you're going to set yourself back on the road to doing better with women.

So get that all away right now. Just come to that acceptance and accept the nature of the beast because if you fight this reality, it's going to bite you on the ass.

The reality is men approach women. It's the way it should be, and it's a tremendous benefit to you, and you have to see it that way. You have to understand that you have that advantage. Women have to wait to be approached and we get to do the approaching.

Now, of course, getting to do the approaching doesn't look like a positive thing, especially when it has to be, "Oh, I've got to walk up to her and I got to get her interested and I've got to put all this energy in and she might not respond well, and she might actually be rude to me and she might throw a drink at my face," which, by the way, I have never ever, ever heard actually happen to a guy, so you've only seen that in movie, that I'd assure you.

So let's get to it. Where is it? Where do you go? Where do you meet women? Where do you go to meet women? Well, my initial answer, and you'll probably bitch slap me if I'd give to you in person, but really it's anywhere.

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You can meet women anywhere, but that's not a good answer for you because that makes your head spin, so let's simplify it. I'm going to simplify it for you. Let's walk through a typical day, and this is John Doe's typical day. It could be your typical day.

Let's pretend that it's your typical day, and then some of the details are going to be different, of course. Don't worry about that. But I want you to apply them to your life because there are plenty of opportunities here that I won't talk about that you could come up with.

So you wake up in the morning and you get your stuff together and you get out of the door to go to work, and maybe you go to get your morning coffee. Maybe you go to a Starbucks or a pizza or any of those local coffee joints, or you avoid the whole corporate coffee thing, and you get tea or you get an energy drink.

I don't care what you do. But maybe you go and get a drink in the morning. There is plenty of opportunity there, lots of women are at the coffee shops, lots of women at the Jamba Juice stores, all of that are opportunity galore right there.

On your morning commute, do you drive in? Do you ride a bus? I used to ride a bus. I had a really cool commute. I used to go over the Golden Gate Bridge and I always said that if anybody in the world has a great commute, it's me. Every day I get to ride into work on the Golden Gate Bridge, and I don't even have to drive. I just have to go along for the ride.

So on your commute, maybe there are people there on the bus, on the subway, whatever. You've always got that opportunity.

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At work, you're at work now. Well, are there women at work? Do you work in an all-male job of some kind? Well, no, there are going to be women there.

So maybe there is only a few women, or maybe they are all women that you're not interested, or maybe every so often like it was where I used to work, there is new women coming in the door all the time with new women being hired, with new women being fired, whatever, it doesn't matter. There are women around all over the place.

Maybe on your lunch break, or actually, I'm kind of skipping a little bit ahead here, at work, I used to talk to vendors quite a bit. I used to talk to salespeople and people that come in. I had a lot of women that I would talk to that were vendors and they would take me to lunch, and that was kind of cool.

There is a little bit of flirting going on there. Well, I have to say a couple actually turned into something, but I'm not going on to details on that to protect the innocent. I met women that way.

On your lunch breaks, do you log in any lunch, or do you hide in a corner eating a brown paper bag lunch. Well, maybe you go to the gym. Maybe you to the gym on your lunch break, or you go to the gym after work.

The gym is a totally ripe opportunity. My good friend, Lance Mason, he met his girlfriend - They met at the gym and he talks about that story plenty of times.

How about on the way home? Maybe you walk home, maybe you walk to go to the bus to go home, or you walk to go to the subway to go home, do you see women then? Wherever you are, you're seeing women everywhere you go.

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At the grocery store, do you go to the grocery store? Maybe you go home and then you go to the gym and then you go to the grocery store and you go and pick up some frozen food. I don't know what you eat. I'm just throwing it out here, but you see that there are plenty, plenty of opportunities.

Not to mention, you can make and manufacture your own opportunities. You can go home, you can hop online and get your ass meeting women right there.

The point here is that there are plenty of ways, plenty of places, you just want to know what you need to do to meet women in those locations because we assume as men automatically that a woman in one of those places is not going to be receptive to us. She's not going to be interested in talking to us because we'd be bothering her in some way.

Now, in some cases, this might be true, but usually it's not. You have to work on the reality here, and I'm going to talk more about this in the future. I have all these things in my head I want to basically do a core dump and give you all these great stuff, but I can't, so we got to work through this slowly.

You have to understand that women do want to meet men. This is one of those things guys have in their head is that women, for some reason, some mysterious reason that nobody can pinpoint, don't want to meet men.

That's crazy because, of course, they do. How else will we get together in this world? They are dying to meet men all over the place, especially if you talk to them, "Hey, have you met any good guys lately?" And what are they are going to do? They are going to complain, "No, I don't meet any guys." And then you can start to tell them what I'm telling you here.

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There are plenty of places to meet people if you choose to stop excusing yourself out of it. So let's bring this full circle. Remember, there is this copout, this mental copout that we do, that we relive the pressure on ourselves, and that pressure is the pressure of performance.

Because if it's not the other thing that's at fault, they wouldn't make it our fault, and we can't have that. It can't be our fault, so let's make it their fault. Let's make it women's fault, there is enough women out there, or let's make it there is no places to meet women.

Yeah, that's it. That sounds good. There is no place to meet women. There is nowhere to go to meet women. It's a load of horseshit, and we know it, but we still fall victim to it, so be willing to separate yourself from that little bit of emotional content.

Now, the rule here is multiple streams of female income. I talk about this a lot in my programs, and I'm giving it to you right now because it's the most important concept you can really embody in your dating life, and that is have multiple streams of female income.

What do I mean by that? I mean, you can meet women in many different ways, and you must have multiple streams, even if you are going to the bars regularly every night and you're a young guy and you enjoy that and you're meeting women all the time, that should still not be your only way of meeting women.

Why? Why do you need multiple streams? Because if you put too much emphasis on any one method of meeting women, and maybe it goes sour for you, or doesn't work for you, or you can't find a bar locally that has any

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women that you haven't already burned yourself out on, or whatever, what happens then?

What happens if you put too emphasis on that one method of meeting women, and for whatever reason, it doesn't work for you? You're going to get down. You're going to get depressed. You're going to get really pissed, and you're going to be in a bad state because you're going to believe that's the only way that you can meet women.

Women, by the way, do this to a fault. They choose only one way and one place to go to meet guys and then they taint it with their mental image of what it should be doing for them instead of what they need to be doing with it.

They'd go to a bar and they get burned out on the guys that are there and then they'll say, "Oh God, meeting guys on bars sucks." No, you only happen to go to one bar, so it's you that sucks because you're not changing your plan. You're not flexible. You're not willing to do what it takes to get what you want.

I'll give you another example. Like diversification in investment, would you invest everything you had in Coca-Cola stock? No, of course not. It's crazy. Because if Coca-Cola stock takes a dive on you, you're in bad straits, my friend. Now, would you do that? No. That's why just like in investing, you want to have multiple streams of female income, multiple places and ways to meet women.

The next rule is you must start with a next step that you can do. Some guys want to go from where they are now, which is saying, "Well, I'm never taking to women," getting nervous every time they even think about talking to women, and they think they can suddenly make this step from that to instantly talking to a woman, taking her home and then she gives him a blowjob and they sleep together.

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It's that diagram where you have the little cloud in the middle that says, "And a miracle happens here." You have to be able to take some kind of action so you can only start with the next step that you can do. Not the one that you wish you could do or eventually aspire to do, but the one that you can do.

I want you to remember that, it's very important, and it's called the baby step concept, and it's the only one that you can do, and you know what that step is, and even in your heart, you know what that it. Most every guy knows where he needs to go next.

But what does he wanted to do? He wants to go from zero to 120 miles per hour with one tap on the accelerator pedal, and it just won't happen. You're holding yourself to a ridiculous ideal that cannot be met.

As a byproduct of that, you will burn yourself out and you will destroy any chance of being successful with women if that's the thing you're going to believe in. You've got to be willing to go back to school a little bit and do this thing right.

Another rule that you have to understand, and it builds on this last rule is, you have to start by just simply exposing yourself. I don't mean like opening your trench coat. I'm talking about you have to start exposing yourself by being present at as many opportunities to meet women as you possibly can. You go to everything. You become a yes man.

Have you ever heard of it? There is a movie by Jim Carrey, and actually it a really great allegory to handling life. He becomes this guy who has to say yes to everything in life, he can't say no. So he says yes to everything and his life

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just suddenly explodes because of it. It's actually a really cool movie based on that one concept alone. I highly suggest you watch it, it's a good movie.

But that's what you've got to do on some level. But don't do what he did, which went way over the top. He was like saying yes to everything and it was crazy. But start by making sure that you're exposing yourself to as many opportunities as possible to meet women.

So are bars and clubs the best place to go? Should you use them? Only if it fits into a strategy. If you really hate going there, then by all means, man, don't go there. At least don't go there with the needs you have. The reason that most guys hate bars and clubs, by the way, is because they are too used to going there and just not being able to deal with all the circumstances, the loud music, the loud people, the expensive drinks, the bitchy women.

Now, you can look at it completely different. You can look at it as a very highly concentrated environment to meet women. As they said in Top Gun when Tom Cruise and that guy, Goose, -walked in the door. It's a target-rich environment. There is a ton of women there. So if you're going to look at it from that aspect as a practice zone, someplace to go, then it's something that will work for you.

Again, this all fits into a strategy. You must have a strategy for meeting women. Now, I'm also talking about tactics to support it, but you have to understand the difference between strategy and tactics. Again, not a lot of guys understand this so I want to explain this.

A strategy is a big picture overview of what you're going to do, and the tactics are specifically what you're going to leverage to get that strategy done.

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For example, my strategy, I'll give you mine, was to use three methods to contact at least five women per week in some way. That's it. Just use three methods of any kind to make sure I'm meeting at least five women per week in some way.

So what are my tactics that fit into this strategy? My tactics were online dating. I was on Match.com. I was on PlentyofFish. I was on a couple of sites.

My second tactic was social events and speed dating. Speed dating was very big for me because I got a lot of success with speed dating. I could work that system. I could get laid off with speed dating. I could get a girlfriend out of speed dating. I could totally work it.

I mean, if you can consider the cost of it, it was just so ridiculous. I made the most sense and I just totally worked that system, and I got a lot of success to the point where they wanted me to be the host of the events, and I did that for several years.

At work was another one of my tactics. I was talking to women at work. I had a lot of attractive women around me, and I could work that.

The occasional random intro on the bus route from San Francisco back to where I live in Sausalito was also another one of my methods, and that worked like a champ too. I met a couple of women on the bus stops. This is to prove to you that you can meet women literally anywhere. One of them I dated and I had a pretty good time with, and that works out really well.

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So let's go to the next rule, the next rule you have to understand is you must choose high opportunity methods. Choose the ones that work. Be real about the numbers. Don't let your emotions distort reality.

If you're going to the local Radio Shack hoping to meet women, well, it could happen occasionally. Maybe a mom, if you're looking for a milk to hit on that's coming in to buy her son something, but I come to know on the real number side, that's not such a good choice.

So choose the high opportunity methods and make them work for you. The rule is, and this is the big rule, any method to meet women will work if you work it. Any method to meet women will work if you work it, but you've got to choose good methods.

Another rule you have to understand is to stay out of scarcity thinking, stay away from this kind of thinking, that there is a limited amount of women out there. There is only about 3-1/2 billion women out there right now. I know it's kind of limited. Work with me, okay? Yes, I'm being sarcastic there. There is a ton of women out there.

Oh, there is another scarcity thinking. There is a limited number of places to go. No, there is an infinite number of places to go. You just need to go to some of them and start working them.

There is limited possibilities. No, there is an infinite number of possibilities.. Again, you find them, you work them. Because what will happen is if you don't get rid of the scarcity thinking, you're going to find yourself in oneitis.

You'll meet one woman and she becomes so important to you, so precious, it's like a precious gem you uncovered that you'll stop working the system.

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You'll stop thinking strategically. You'll stop using your tactics and you'll focus on her and you'll freak her the hell out, and she's going to be gone, and then you'll feel dejected and you're going to be writing Carlos an email saying all sorts of nasty things, and I don't want that.

So you keep working the system. You don't get hung up on one woman because one woman is not a pattern. One woman is one woman. You do what you can with it, you keep going until one of those women says, "Hey man, I'm all over this. I want you." Until she's like beating your door now to get to you, you keep working it.

I want to encourage you to read a book. This is a really good book, and it has nothing to do with dating, but it's a great book nonetheless. It's a book by Steven Pressfield. He's the guy that wrote a bunch of fiction books that are really good, including one about the movie that 300 was based on, the Greeks defending Thermopylae. I think it's called Gates of Fire or something like that.

He wrote this book called Turning Pro. It's a really good book, you should read it because it gives you the idea and understanding of where people who are real pros at something come from with their mindset. You want to be a pro in meeting women because this is a lifelong habit we are building here.

Right now, I'm in a relationship with a woman that I'm absolutely crazy about and we are together. But you know what, I'm also being realistic. I always need the skills of being able to meet women and flirt with women, and I use them. I don't use them disrespectfully, but I still use them on women everywhere I get a chance to, because it's fun and I like to be social.

She understands that, and she knows that's important, and she needs to do the same thing. As my friend once said, you got to stay sexy. That's the way you make this work.

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There you go, I just gave you a whole bunch of inner game stuff really for the most part, and I'm going to talk about more of the outer game and more of the how-to's and what you say and what you do, but for now, listen to this part of the program as many times as possible because there is a lot of nuggets in here, and I'm afraid you're going to miss them.

I guarantee you on the tenth time of listening to this, but you don't listen to it ten times, but you get the point, about five or six times in, you're going to be hearing stuff that you did not hear before. You may have heard the words, but they didn't sink in. They didn't make a connection the way they did the first time you heard it.

So this first listening was just to get familiar with the concepts, the next listening is going to really start to embed them. You listen to this thing ten times, I guarantee your attitude towards women and meeting women will change forever for the better.

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Online Dating Tips

I want you to really open your head on this stuff because what I'm going to show you is going to improve your success ratio drastically whatever your experience has been with online dating, and for a lot of guys, it's been, well, let's just say, less than satisfactory.

It's basically an avoidable and very necessary part of your dating strategy, and I'm going to talk more about that in another segment, but I want to get into some of the nuts and bolts, the details of what you can use to be more successful, so some online tips for you.

First of all, photos. This is a big area for a lot of guys because a lot of guys don't know how to handle their online photos. I'm going to give some examples of this.

Let's switch over to my browser here, and take a look at some of these guys.

(NOTE: Please refer to this month's video for my comments here.)

I'm going to kind of point them out one at a time for you and give you some dos and don'ts based on what you see.

First of all, this guy over here, not so good. He's got shadows on his face. He's got a decent smile going on, but again, shadow on the face, hard to tell what's going on here. I would say no, it's going to make a woman just kind of gloss right over that. Remember, we have a very short attention span. This is not going to work for most women.



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This one is okay. It's better because it's in the context of like his travels. He's obviously gone some place or something ancient ruin looking back here, but he's wearing a baseball cap. He's in the shade. You can't really see his face. It's not as good.

This one, again, tough to tell what's going on the background of this one. This dot over here makes him look like he's got a weird – I don't know – ghost blob behind his head, and then the light is shining off his head. Bald guys really do work with women, but you've got to be careful how you accentuate it. You don't want to look shiny to her.

This guy here, again, all these guys are pretty dashing with decent look in them. Chicks will be more than ready to meet a guy like this, but you've got to do it right.

This guy with a profile shot, it makes his jaw looked big. It makes his nose looked big. It looks like a fish eye lens shot. I can guarantee you, his face does not look like this in real life. He's just too close to the camera, and it's a bad vantage point.

This guy here with the black and white thing, yeah, sometimes it can work, and sometimes not. But here, not so good. He just looks kind of disheveled, not very well put together. The hand behind the head, I'm not sure what that pose is, it makes it looked like something is growing out of the side of his head.

Again, if you glance at it, and something catches your eye that makes you go, "Huh," you got to get rid of it.

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This guy absolutely not, a total failure right here. Absolute lose, he's in the dark. You can't tell anything what's going on. There is a big streak in it. that's awful. It's not worth looking up.

This guy, okay, I got to tell you, the goofiest grin on the planet. I mean, yeah, he looks happy and he's probably a really nice guy. But let's face it, I mean, he's working it too hard.

The glasses not so good. He should try a shot without glasses. The hairline looks a little bit odd with his haircut. He's got to work on maybe a little bit of facial hair. He looks too boyish. I mean, if that's his real age at 37, he's looking pretty good, but he's got to work on that picture, it's too close too much.

Now, this guy, this guy got it. This is one of the better ones I've seen here. He's in obviously a life vest of some sort, so he's doing some kind of water skiing or something like that. It's an action shot, he's looking happy, he's outdoors, and that's a good shot. I like that one.

This one, it's still pretty good. He's well lit. He's got a good expression on his face. Don't overdo the smile, by the way. You're better off with a slight smirk than a full smile. Showing teeth, it's been shown in scientific studies that when you have a big toothy smile, it actually looks more like a grimace. It's a fear expression, and that's why a lot of women are actually turned off by some of the smiles that guys do, so don't overdo it.

This guy, he's not bad, but not good. It doesn't look he really thought it that well. It looks like he just grabbed whatever he had. That was the best he could come up with.

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The same here with this guy with the hair and the eyes thing. It's hard to tell what's going on by the color of his shirt. It's not well put together. You've got to think things out.

This guy, too much shade. Do you notice that I'm saying a lot more negative than I'm positive? That's because most guys screw this up. Do you understand how easy it is to put yourself ahead of every guy out there if you just do one thing? Do what I tell you.

This guy, too big of a smile. This just looks like he's a cheesy salesman right there, and the pledge shirt thing, I don't know what's going on with that. Choose some good clothes. Get a good photographer. Again, it's not that hard.

This guy looks he's blending into the background. It's not a bad shot per se, but it's a little bit indeterminate. He's got dark shirt, dark background. He looks like a disembodied head. He looks like some sort of a ghost story ending.

This guy, he looks pretty good. Again, I would probably go with less teeth in the smile, but he's working the smile. It's obviously one of his assets, so he's working it a little bit. That's not a bad shot right there.

Here, he's too serious, too stoic, and just scary. He just looks scary in it. I don't like it. It's the same here. There is this weird, squint grin, grimace thing he's got going on.

I mean, no offense. I've got a lot of Asian friends here, but you've got to watch what you're doing to your eyes. You don't want to over-accentuate. You want to look natural, and this kind of makes him look a little unnatural.

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This guy, I don't know what the hell he's doing. He's doing the "I'm going to pretend like I don't have a lower jaw." But don't cover up your face in any way, it's not mysterious. It's not cool. It just doesn't work.

Let's take at another page here really quick, and then we are going to go back and I'm going to give you some pointers. This one is not bad, but again, he's half in shades. He doesn't understand lighting.

This guy, he's actually pretty good. He could use a little bit more bad boy edge. He's too clean cut, too boyish, too nice guy looking, but other than that, I mean, that's just an aesthetic thing. The actual picture is pretty good.

This one, I'm not liking that smile. He's doing a weird thing to his face, it's not good.

This guy, he's drinking out of a straw or something. I don't know what that is, but it's not good. This weird smirk like I don't know what the hell I'm doing with this picture. Again, it's not good.

This one looks like a yearbook photo. No, don't use it.

This one, not bad. He's got a good smile. He's looking relaxed, but there is one thing that you may have noticed. The only photo that I really like so far is the guy with the waterskiing, and why? Because he's doing something. The photo doesn't say, "Here I am trying to get your approval." It says, "Here I am doing shit that I really like to do, and if you like it, all that much the better."

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Does it make sense? I hope so. The most critical part of a picture is that it doesn't look like I forced it. I didn't push up this picture so that you can see I'm okay enough to go out with. I'm not a psycho.

This guy in the same vein, it's a good idea, but the problem here is he's got all his bike riding gear on. He's got sunglasses and a helmet that's obscuring his face. Not good, you've got to be able to see the person. He should have his helmet off.

This guy, too much in the shade.

This guy, he's way too much in the shade.

This guy is not bad, but the sunglasses, not.

This guy is too serious.

This guy is good. Again, he's in an action orientation. He seemed to be traveling somewhere. Again, a little too much shade in the face. You see, what happens when you shrink a picture down, you lose a lot of detail.

Okay, shirtless guy, lose it, dude. It's not going to work. Again, sunglasses in the shade, it's not going to work.

This guy is not bad, but the hat, it looks a little bit weird. He's just going to inspire too many people that make decisions that you don't them to make. Hey, it's a taste thing. Don't bother with it yet. Give it the most vanilla approach you can initially, and then later on impress her with your style.

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This guy, it's too dark, but with good overall composition. He's got a good angle on his face and everything, but way too dark.

Here, it looks like somebody in the HR department took this before he was fired. I mean, you've got to think about your picture, guys. You've got to look at them objectively.

Here's one of those guys taking the picture with his phone, obviously in a mirror. It's not good. This one is not bad. I mean, he's a good looking guy. He's got a good angle, but again not action-oriented.

This guy looks like he's in shock, he found a dead body.

This guy has got the cap on, and just looks...

You've got to think about composition. Really, if it all comes down to it, I would say just go to a professional photographer. Get some shots that look like they weren't planned, but in fact were.

Here is a guy that's totally washed out by the flash.

There is just so many mistakes in so many photos, you can totally destroy any of the guys out there just by doing one really good photo.

This guy looks like he's a scary gang member wannabe.

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I don't know what's going on in this photo. It looks like he's hugging a tree.

This guy is like in a witness protection program.

This guy, well, actually this is not bad. But again, no action orientation. It looks like he's kissing ass by putting this photo up.

All right, enough criticism. You probably had enough of that yourself. Let's go back to the presentation here, and let me give you some details, some tips you can actually use.

Elements you want in your photos. If you haven't figure it out by now, do a mixture. Your primary photo should be just of you, but in some sort of action orientation, but you want the rest of your photos to have a good mix, a mixture of you with other people, maybe one with you alone, your primary photo, but everything else with you pretty much doing stuff.

You want group shots with other women, if possible, on occasion. Not just you and a group of girls because that's going to look weird like you're in some sort of port shoot or something, but just mix it up and make sure you do have pictures of you with other women. It gives her some of that competitive edge.

You're always having fun. Whatever the picture is, you're always having fun. You're not looking serious, you're not looking like the world is coming to an end, but you're doing something in those photos, or somebody just happened to capture you in the moment, not like you're pushing it or forcing it or planning it. I hope that make sense.

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Maybe one head shot and that one head shot should be your primary, the one that tests out the best on HotOrNot.com, and I'm going to talk about that in another segment.

Change it up every couple of weeks. Rotate that main picture, make it different. Rotate it around because what will happen is women will see the same people in their area, and they have made a decision based on the first photograph.

But if you change it up and put another one up there, she doesn't have the same thing in her head, and she'd be like, "Oh, wait a minute. Maybe I'd... I think I saw this guy before, but that looks like a different picture." It will catch her attention, because that's what happens is we start to gloss over the pictures we see more frequently.

Then avoid anything in your photo that says that you spent a whole lot of time doing this or put too much effort into it. This really goes for anything in your profile, by the way, but I want you to be clear on this.

When it comes to your photos, avoid anything that says that you've really put a lot of effort into it and you really planned and you're really trying really, really hard to really, really make a really good impression. Okay, what is that? It's a trying hard, it's needy. It doesn't work.

Don't take your picture holding up your cellphone unless it's a fun party picture that you've got with friends, and that's probably the only time when that's acceptable.

Don't take your shirt off. I mentioned that before, it's pretty obvious.

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What else have we got here? Don't do the sad puppy pose. Yeah, the one where you're kind of like, "Oh woe is me. I don't have a girlfriend. Would you like to be my little girlfriend?" Don't do that. That's not cool. Only James Dean can pull that off, and trust me, we are not James Dean.

Some profile don'ts. Let's talk about the profiles. We've kind of gone through the photos a little bit. Let's talk about the profiles, and I'm going to give you a bunch of don'ts, and then I'm going to give you the things to do.

First of all, there is really a lot of don'ts. Never include anything that says, "I can't believe I'm doing this." Nothing like that. Man up, dude. You don't want to say that, and don't ever include anything that says, "I'm really sensitive in your profiles. I'm a hurting guy, that my heart bleeds for everything."

Look, women don't like sensitive. Let me get this clear to you right now. I don't care how much time she says it, she only wants you to be sensitive to her. It's all about her. Whenever she says she wants something, she's really saying that through the lens of her, WIIFM, what's in it for me. So don't include anything about being a lost soul who is misunderstood and all that crap. Don't do that.

Never include hesitation or uncertainty in your phrasing with things like, "Hmm, let's see, or what can I say? Or I really don't know what to put here. Or I'm drawing a blank." Don't do that. That looks uncertain. It just looks bad, especially coming from a guy. You got to be forward and determined and heading towards something. That's really what you're trying to communicate in your profile.

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Never be dark with your phrasing. What I mean by that is don't start saying things that make people think, "Ooh, this guy is dark. He's got an edge to him. Ooh, scary." With things like life is short, nothing to lose at this point. Are you starting to hit the image here? Life is a bitch. No luck here. I hate dating. Okay, these are bad things to say.

Look, you're not above this, so just stop pretending that you're stooping to new lows by using the service or all that stuff. Save your cynicism for somebody who finds it lovable, which, by the way, is no one. Even other cynical people out there want to be motivated. That's the truth. So anything that says poor me, or how bad you've got it, or anything negative or dark, leave it out.

Never say anything that make you seem lost and uncertain with things like, "I'm starting over again. Back to the drawing board. I'm not sure where I'm headed right now." Look, you want to seem easygoing, but you're going to end up someone line a slacker or loser when you include stuff like that in there. You have to seem like you're on purpose. Remember that, you are always on purpose. You're never just floating around.

Even if this the way you are approaching it, you never communicate that to a woman. A woman doesn't want a guy who's drifting around in uncertainty, even if it's planned uncertainty.

Never seem like the leader of the lonely hearts club. These guys out here that put these sorts of things in their profile, and by the way, this stuff that I'm talking about in profiles, but it could easily be headlines. It can be personal ads, anything where you include information about yourself in the free from text.

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So never seem like a leader of the lonely hearts club with things like, “I’m looking for a Ms. Right. I want a sweetheart. I’m looking for a good woman.” Really no kidding. You are on a dating site looking for a woman. Now, who would have known that? It seems desperate to say that. You have to make this seem a lot less desperate, but well, it’s obvious, that’s what you’re there for, so you don’t ever have to even say that.

Your goal is to appear as if this, this profile you’re creating in this whole online thing is just something fun you’re doing on the side. You’re taking it seriously, but you’re not consumed by this quest for women. This is important. It’s very important that you come across with this error. You should screen it against that.

When you have somebody to read it, ask them, “Hey, does it look like I’m taking this a little bit seriously? I’m somewhat serious about the creation of it, but I’m not so serious that I come across like I’m a needy try hard.”

Never insult other women in your profile. By the way, all this stuff that I’m giving you, these are examples that are real. These are things guys have actually put in their profile. That’s what makes them so heinous as far as mistakes.

Don’t things like, “I dated some losers and I’m hoping to find a good woman.” This goes back to what I just said about never insulting other women in your profile. Everybody you’ve met is wonderful. They are all just not for you. Don’t be the negative dude who talks other people down or makes fun of them for being on the service. It’s very uncool.

Never include anything that make seem like a bitter guy who doesn’t believe in romance. This kind of speaks to the other ones I’ve been talking about. Because she needs to, she needs to believe in destiny, romance, faith, star-

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crossed lovers, all of that. You can roll your eyes on the inside, and embrace the idea that you might need a little of this too. You know what, you probably will, if only to keep you going and keep you motivated, so recognize that.

Never mention anything to do with serial killers or rapists even in joking, especially in joking in your profile. Never put stuff like, "I'm not a serial killer. You should meet me or something like that." Really, I've seen guys do some pretty unbelievable stuff in their profiles, and sometimes it just doesn't seem like that way to you, but when you read it out of context, it's like, "Holy crap, can you believe they put that in there."

Never include hi or hello, just get right into it. Don't make this like an email that you're sending to a long, lost friend.

A little final note here, don't answer any profiles where the woman comes across as the screener with stuff like where she says, "Impress me or I'm not easily impressed, or I'm a princess."

Implied or otherwise, you can tell by their tone whether this is a woman that thinks her shit don't stink and she's the one who's basically saying, "I can't believe I'm doing this." You've got to get the women that are already in a positive mindset, not in a negative "I'm going to screen you out" mindset. Don't start one down.

So what are some positive profile elements? Well, here are some good stuff to include. Favorite quotes, include your favorite quotes. Well, if it's from a movie, make it relevant, nothing stupid like from Billy Madison or any Adam Sandler movie.

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Make it something relevant that she will recognize or that you can explain, and that's another good idea, by the way, just put the movie that it came from. Just say, in quote or in parenthesis, My favorite quote from whatever movie.

Cold reads are excellent to put in your profiles. Cold reads are something I cover in other programs. Cold reads are basically generic statements you can make about anybody, and anybody who will read them and think that they were written specifically about them.

With things like, "Generally, you're very hard on yourself, but at the same time, you're very hopeful about what comes up in the future." They are very generic statements, but anybody who would hear that and go, "Yeah, I guess that's me." There is a whole slew of those in my programs. I definitely cover that in How to Talk to Women program.

Here is a great one. Put a fantasy vacation scenario in your profile. This one is awesome because it gets women dreaming. If you can write at all, I highly recommend this. If you can't, get a friend to write it

By the way, also a great option is hire somebody to do your profile for you if you can't do it yourself. Don't worry, it's not that you're being fake in any way. You're going to get a chance to read it and approve of it. It's just that they may be better at expressing you than you might be able to at the moment.

It's not always easy to put this stuff in writing. I recognize that. I'm a really good writer, but I recognize that not a lot of guys can do what I can do, so what I've done for a lot of guys is I either written theirs or I put them in touch with somebody who could write their profile for them.

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Think of your profile in terms of headlines. Think of everything you're saying in terms of headlines, would it stand on its own? Would it give them the right impression all on its own? Think about the headlines you read in the newspaper. Think about the headlines you read on the covers of magazines at the supermarket.

Pretty much you can also take anything you find out of a woman's inspirational or motivational book and put it in your profile, and it will sound good, because they are dying to hear that good stuff. That's because women love to hear that stuff.

Anything that has to talk about a woman's beleaguered and harried existence on this planet. You can just find those on any woman's inspirational books, so go to any Borders, or I don't know what bookstores are left anymore because I do all my shopping online, but you can actually do that, go to Amazon. Just surf through some books and look at some of the content you can get, and you'll get the right idea.

You're three top appealing quality should also be in your profile, but don't make it sound like you're talking about them so that you're bragging about your three top qualities. Make them all framed in terms of service to other people.

Let me give you an example, somebody might put this on their profile, "Hey, I'm good at skiing." Here is a reframe of that, because this, that's not enough. I mean, who cares? Unless she's a skier, she doesn't give a shit about your skiing.

So how can you reframe that so that every woman cares that you're good at skiing? Here is the reframe, "I go to the mountains to ski and take in the fresh

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air, and I'm rejuvenated by the experience. This lets me come back and share my newfound energy with the people in my life."

Gag? Yeah, maybe. Okay, maybe you threw up a little bit in your mouth, but women eat this shit right up. I'm serious, they do. They love it, and that's why it works like a champ, and you should be able to reframe anything in your life that way.

Remember, she's only tuned in to WIIFM. She really doesn't care anything about you, it's about how you will make her feel, because the same is true in reverse. You don't care about her, you care about how she will make you feel, or how she feels, when you touch her in bed, right?

Now, that sounds cynical, but it's actually very true. Yes, there is a romantic element in me. Don't worry, I'm not that bitter and jaded yet.

Now, don't tell it if you can show it. I'll give you an idea of how this works. Compare this, "The night was dark and stormy. It was raining cats and dogs." Okay, other than being the worst, most clichéd prose on the planet, let's compare it to what you could rewrite that to be, "Jeff pulled his coat tight against the wind. He ducked his head and leaned forward, pushing through the downpour."

Do you get the idea there? Yeah, I didn't have to say it. I didn't have to show them or I didn't have to tell them. This is telling, this is showing, and that's how you want to communicate.

So whatever you plan on saying, think about how you can put it in terms of action like, "I want to climb Mt. Everest someday, but I'm starting with whatever the local climbing gym is." For fun, you can put stuff like that, but it



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shows more action orientation instead of just saying, "I will climb Mt. Everest."
Yeah, okay.

Song lyrics that aren't sad and desperate. This is another good thing to include. Basically include anything hopeful and positive as long as you don't lift it from a Chicken Soup For the Dating Soul kind of book.

Put anything positive and hopeful, and this kind of speaks back to the old what I said about lifting stuff from women's motivational books. I'm not saying plagiarize by any stretch, but rephrase it and put it in your own words.

Just put anything hopeful and positive into your profile because it's going to sound like a breath of fresh air to any woman reading it, because most guys are putting really dark, negative, depressing or just the bland, vanilla, not saying anything kind of stuff in their profiles, and you will totally win out this way.

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Love Chemicals

Okay, we are going to talk about emotional spikes and the chemistry of attraction. This is an important topic because a lot of guys don't really understand how much science is actually at work behind attraction with women.

Now, there's science, of course, there is voodoo, and there's wannabe science or pseudoscience. What we're going to talk though is the reality of – I used to call it – the virtual cocktail of chemicals that are floating around in your brains and a woman's brain when it comes to getting together with guys and girls.

It's one of those sexual things that we don't know enough about, or at least most people don't know enough about, and we've uncovered quite a bit over the last 20 years in terms of research as to what's actually going on inside our brains when we're getting together like this.

Because whether you like it or not, there's a significant portion of love and attraction that is outside of our control, and this is both good and bad. There's a part of it that you can understand and take under control, but there is a part of this you will never get full control over, and we'll talk about a little bit about that, but for the most part, you do have control.

I like to believe that, and I have to believe that, and that's why I got into this whole field of attraction dynamics and studying how these things work, because I do believe that there's a large part of it that we can control with our behavior. Not just our behavior, but the way we carry ourselves, which then leads to kind of a re-imagining or transformation in who we are as men.

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I think it's vital. I think it's essential that we believe that because as people we are in charge of our destiny to a large degree. But there is a large part of it that we don't believe or actually we don't really understand is going on in the background, and that's what I want to tell you about today.

First of all, I want to give you a little analogy here. I want you to think about the emotional content of your life. What is it that gets you excited? What is it that makes things interesting?

Well, a lot of guys don't understand this, but you have to look at it from a woman's point of view in terms of how they experience the world. They experience the world through emotions. They need emotional spikes and emotional turmoil, for lack of a better word, but I'd rather call it the emotional rollercoaster rather than anything else.

But think about the experience yourself. Just as a man, we actually want the same things. A lot of guys don't like to think of themselves as being emotional, but you are. Think about sports. Going through the experience of a professional sporting event of some kind, if it's a football game, baseball game, it doesn't matter what. I tend to point out football because it's the one that we get most emotional about here in the US.

But think about your experience in a sports event like that, the up and down of emotions. Your team is ahead. Your team is behind. A play goes good. A play doesn't go so good. You need that up and down.

I mean, if your team just dominated the field, if they were just absolutely crushing them in terms of defense or shutting their offense down and your offense is scoring points left and right, you wouldn't have any excitement about it.

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It will be cool for maybe five minutes, and then when you saw that there's no tension or no counterpoint to the emotional experience, you start to get bored. You would start talking with your friends. You'd stop paying attention to the game. It wouldn't hold your interest.

That's what it's like for women. That's what creates the enjoyment. You have to have the up and down to really appreciate the full dynamics of what's going on, especially in attraction.

Now, there's also a part of this that is not just emotional, but chemicals that are created by the emotion. You see, your brain and your body creates chemicals and reinforces experiences by way of your emotional feelings. In other words, when you have a certain emotion, it actually changes your body's chemistry, which is pretty amazing when you think about it because something you think can actually have this effect on your body.

But hey, there shouldn't be anything new for most people. We should know these things, but we still neglect it and we still fail to recognize it because we like to believe we're these rational creatures, and we're in control.

Our emotions, yeah, they are there, but we can control them. They are like this ornery little dog that's in the corner, and sometimes it gets a little bit peppy and we have to pet it and calm it down, or if it gets little depressed we have to bring it back up, but for the most part, we're under control and self-controlled at that.

The reality is this isn't even close to the truth. Most people are making far more emotional decisions than they are aware of and are releasing these little chemicals, that I'm about to talk about, much more frequently than they even realize.

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Now, I'm going to talk about the seven most important chemicals. You can consider it less, or you could consider that there's more of them, but for the most part, there are seven very important chemicals you need to know about, and I'll talk a little bit about it each one.

There is dopamine, which is the pleasure enhancer. It's the one that affects your receptors in your brain and how your brain actually fires.

There is serotonin. It's a certain calming chemical there.

Oxytocin which is what they often call the hug drug or the cuddle drug. That's what you have released in your brain, and it actually promotes attachment by way of physical contact. So when you come in physical contact with a woman, this chemical is actually released in your brain. It's actually very prominent in babies and mothers because that's how they bond and how they connect. A very important chemical is oxytocin.

Vasopressin is another chemical, but that one actually stimulates whether or not we are going to stay monogamous or attached to one person. A very interesting chemical, and we'll talk more about that in a minute.

There's testosterone, of course. I call that the old ball juice. It's kind of aggressive. Testosterone is the guy juice. It's the guy stuff. It's what makes us men and it gives us aggression. It gives us a certain drive, a certain energy level.

Of course, there's estrogen which is for all things female, which, by the way, there is testosterone in women as well as some estrogen in men, but obviously you want that balance to be swung in a certain direction, don't we?

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Of course, there is a chemical which is not typically associated with sex and sexuality, but is there. It's adrenaline, and they're there most prominently during your early lust and the excitement that you have at that early interaction with women.

This is especially true in men. They've done several studies on this, including one that was pretty famous where they had a very attractive female researcher. The start of she's like walking. It's a walkway, and basically a bridge across a very scary drop below where you have to be a little bit motivated to go cross this bridge is what I want to say.

This woman would stand at one end of it and as people went across the bridge, they funnel candidates across this bridge. As the men came up, they would ask him a question, and I'm not sure how this was done, but sometimes it was done after they got off the bridge and before they get on the bridge.

But what they measured was the likelihood of a man to take action on approaching a woman or talking to a woman before and after he went over this bridge.

The effect was, of course, that the men that had been exposed to high risk and danger had a heightened level of adrenaline and were much more likely to take that risk. So you can see that there's a certain connection there with adrenaline in your system, and we'll talk a little bit more about that as well.

So one of the leading researchers in this field is Helen Fisher. She wrote books on this. She wrote one basically about the experience of men and their brain chemistry, the mind and the sexual mind, and she did it also for women.

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I highly recommend you read those books, by the way. They're excellent books. I read them years back and I've used them since in my research and the programs I've created, which of course give my programs a little bit more of a scientific edge which might be used too out there, meaning that they're more likely to work for you because they're based on reality.

But there has been a lot of studies done recently in what is lust, what is love, and where does it come from, and why. The dictionary describes love as being an intense feeling of deep fondness or affection for a person or a thing, and to fall in love is being to develop a great love for a person.

Well, that's pretty basic and it's pretty obvious, but why, why do these things happen? What purpose do they have? And why is intense desire between two people sometimes called chemistry? Think about that for a second.

What's that word, chemistry, chemicals? Well, there are, in fact, very distinct stages of love that have been identified, and actually Helen Fisher talks about these.

The first she talks about, and I would actually kind of classify them as two, but she breaks them to three. I think the first two can actually be pooled together. But the first one is lust, and lust is the one that's driven by the sexual hormones, the sex hormones, the testosterone and estrogen. Those hormones are what get us out there after each other.

Now, after lust, she delineates it to something called attraction, and this is where you are love-struck with somebody. This is where you want to keep seeing them, you want to keep going after them. It's where you

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lose your appetite. You can't sleep. You can't concentrate. That's the falling in love feeling.

That's what I call the crack addiction phase. Well, I would group that in with lust because I think there's a certain connection there. I think the two, they flow right together and they happen so close together.

Sure you can look at a picture of a woman that's gorgeous and have that little lust thing, but it really takes the next step for it to actually go anywhere, or else it's pretty much just a blank shot that's fired and nothing really happens. Forgive the part, forgive the analogy there.

So the next stage though is the falling in love, and after that of course is the attachment, but think about when you fall in love. You have those experiences of your palm sweating, you stutter, you can be out of breath, you can't think clearly.

You might not relate to this. You might think it's all in your head, but the reality is there are certain brain chemicals called monoamines, and those are the ones I told you about, the dopamine, norepinephrine which is a form of adrenaline, and serotonin.

Norepinephrine and serotonin excite us while dopamine makes us feel happy. It gives us that bliss. These love chemicals are actually controlled by a substance. It's actually the same substance you can find in chocolate and in strawberries. It's kind of a funny combination, huh?

It's called PEA or phenylethylamine. It's actually a very well known combination, and this combination actually controls that transition from lust and love, and similar in structure to amphetamines, believe or not, PEA or phenylethylamine gives us that excitement that we're looking for.

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Of course, there is this truth in the saying that we can become love junkies where you become addicted. You need a high to keep going and then when you lose it, you lose that chemical rush and you got to get right back on that horse again.

The love junkie has another problem in that they build up a natural tolerance to those chemicals eventually so it takes more and more to produce the same high. Does that sound familiar? It should, it's the same thing for any chemicals. That's the way your body works.

Love junkies, if they are staying married to somebody, are the kinds that would be more likely to seek more affairs and more flirting and have a tougher with monogamy.

Now, that third stage is the chemical bonding. The first stage is what I call the crack stage, and it's a very heightened bliss, very extreme, very intense feelings. It's very powerful. It's like being on crack cocaine, and they've actually likened it to that.

The second stage which is the attachment stage. This is the one that keeps us together. Attachment is more like heroine. If you're going to compare drugs, heroine is that longer bliss feeling. Well, attachment takes over from the attraction stage, and that's the bond which actually keeps people together.

After all, we couldn't stay in the same attraction stage forever. We never get any work done. Y9u'd be totally nuts. You'd be daydreaming all the time. It's not realistic, and the two hormones that are most important during the attachment phase are oxytocin and vasopressin.

Now oxytocin is what some people call the cuddling chemical or the hug drug. It not only increases the bond between people, but it's also one of

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the chemicals that are responsible for contractions during childbirth for women, milk expression for breastfeeding, and it's released by both sexes during orgasm, so think about that.

The theory goes that the more sex that you have with a woman, the greater the bond that happens, and of course, Mother Nature is sealing the deal right there.

Now, vasopressin is what they call the monogamy chemical. Only about 3% of mammals are monogamous, believe or not. Mating and bonding with one partner for life is not the natural order for most mammals.

Unfortunately, humans are not one of those naturally monogamous animals. The prairie vole is one of the ones they've done a lot of research on of all things, and it actually is and it's this particular guy that they've used to study and actually is responsible for most of our knowledge about this drug, vasopressin.

You see, what they did is they isolated these male voles, I think it's like a strange little prairie-dog like animal, I think, before and after mating and they found, the scientists found that lifelong mating can be linked to the action of this drug, vasopressin.

Before mating, the vole is friendly to both males and females, and then 24 hours after they had mated, the male vole is basically hooked for life and he defends his partner jealously for the rest of her life. The post-coital production of vasopressin is actually responsible for this.

These little animals also put much more energy into sex than is actually necessary to reproduce and it's also considered that the post-coital production of vasopressin and oxytocin was responsible for this, for the really strong bonds they form.

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When given a compound to suppress this effect to the voles, they lose their interest, they lose their devotion to each other, and the males actually failed to protect the women from the threat of other males. Interesting, isn't it?

Of course, endorphins are also involved in longevity of love. Endorphins have that same painkilling and pleasure delivering principles as their cousin morphine. Oh yeah, that's true, morphine, without the risk of overdose of course.

Of course, you get that same endorphin rush when? When you're exercising. So there's a similarity there and it becomes an addiction. That's why people when they get past a certain hump with their exercise are actually able to stay doing it for the rest of their lives if they can do.

I'm one of those people. I got that. I got addicted to that rush if you will, and years later, I'm still into exercise as a method of controlling my emotions and keeping myself blissed out, which I'm happy to say is probably the healthiest way to do this.

So let me summarize those drugs again because you important you understand which ones are responsible for what. The chemical basis of love is covered in at least three separate areas.

The lust section of course is the testosterone and estrogen. That's that rush that comes in the old genitalia when you see something you want.

There is the attachment which is a brain chemical, of course, of oxytocin and vasopressin. That's the one that gets you staying with them long term.

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Now, of course, there are the attraction chemicals which are dopamine, norepinephrine, serotonin and some other smaller ones as well, which actually change your heart rate and actually change your body in a lot of ways. Really crazy stuff like that.

There is one more that I want to briefly mention, and that is pheromones. A lot of guys ask me about this one, and I have to give you a little bit of insight on this. Well, first of all, what about pheromones is what they usually ask me. Do pheromones really work?

You know what, the jury is out on this one. Some people say yes. Some people say no. Some science says yes. Some other science says no. The relationship here is that you have to understand that there is a saying, "Correlation is not causality."

In other words, just because 3,500 people that were surveyed who smoke cigarettes, don't eat chocolate or whatever, make something up whatever you like, doesn't mean that there is a connection there. The only connection might be that the type of people that enjoy cigarettes are the type of people who don't enjoy chocolate.

There's no direct connection between the cigarettes and chocolate. Unfortunately, we started to put those two and two together and it becomes an equation that does not work right. So be careful when you hear these studies that say, "Studies of a thousand 90-year-old people showed that everyone of them had at least one glass of wine."

Well, okay, but maybe it's not the glass of wine that's making them live longer. Maybe it's the fact that they only drank one glass of wine, but they also have a healthy lifestyle that's in balance and in tune with their bodies. They eat certain things.

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They never look at the big picture, so be careful about those assumptions based on things you read and hear in the news. So the same thing is true about pheromones. It can go in either way.

A pheromone alone, and pheromones basically are the chemicals that are released from one person that we smell or taken through our nose. The other person can sense that way. So when you work out, you actually release pheromones. It's not just body odor, my friends. There are actually things being released into the air saying that you're viable candidate to boink.

Well, pheromones are not all you need, and the unfortunate thing is that a lot of guys get fixated here. The problem is that there's no harm in using these things, but the biggest mistake you can make is to place all of your hopes on it, that using pheromones is what will save you and what will get you a girlfriend.

But that's not it. Pheromones alone are unlikely to do it. It's part of a whole package. Attitude alone is enough, but if you lack that attitude, no pheromone in the world is going to help you be more successful with women, and I hope that makes sense to you.

I'm thinking a lot of these studies that they've done with pheromones, they haven't done enough really quality studies on it to determine whether or not there isn't a placebo effect.

The placebo effect simply means that if I gave you a pill and I said, "Here, take this," it will actually give you ten times more energy for the next ten hours, and you took that. Chances are you would experience that benefit, but not because the pill actually had anything to do with it.

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I gave you a sugar pill. You believe it was going to give you ten times more energy so you manufactured that with your mind. That's how powerful your brain is, and that's called the placebo effect.

So when guys hear about this report with pheromones and they try them out, they believe that it's working and so they're a little bit braver, they are a little bit more forward. They get more success with women not because of the pheromone, but because their attitude changed. Their mind and their thinking changed.

So it's really important to understand that. So when you're thinking about pheromones, hey, you know what, go ahead, give them a shot. They have done what they call double blind studies, meaning that people were tested and given pheromones to try out and they did it at a speed dating event, of all things.

They did show that the men and the women who used the pheromones were more successful, and this is of course them not knowing that they actually the pheromones on them, and it was a significant deviation, meaning that it showed up and it was pretty substantial. It wasn't just something you could say, "Well, maybe it's a little bit." No, it was pretty substantial.

But there's also been studies to the contrary, so let me emphasize that. So before you go running out there and buying one of these crazy pheromone aftershaves, by the way, I have one of these back in high school.

I have to admit, I have one. I had pheromone cologne. I tried it. It didn't really do much for me, I'll just tell you that, and I don't think I ever really believed with it either, but then that could have been the problem.

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So pheromones are another element of brain chemistry and sexual chemistry that you should know about, but please do not get caught up in that as a method of attraction that's going to supersede or even remove or replace anything that you learned from me in terms of your attitude, confidence and just your overall game with women.

So the argument remains, why love? Why do we need love? What purpose does love form? Is there anything, any scientific basis for it? Well, there is. Love was actually a part of the mechanism that we keep two people together in order to make sure that their offspring will survive.

The idea was that love will keep two people together – God, that sounds like a lyric. It is, isn't it? It's a lyric from a song. Love would keep you together because that would, of course, keep you in place. The men would then be protecting the woman who's raising the child and the man is the protective, security, safety based guy, and the woman is the nurturing element in the relationship.

It's kind of funny if you look at the scientific definition of love it's very interesting. They don't even classify love as an emotion, but it's actually a "goal-oriented motivation state that drive humans toward an array of strange behaviors reminiscent of those associated with drug addiction and psychosis."

I'm not kidding you, and that's actually true. I know you want to be romantic. You want to believe that love is out there, that love conquers all, that love at first sight, and these stuff, and you can hold onto that, but recognize that's a distortion in your head.

Yeah, I still agree. I still want love in my life, and I still think it's one of the best things in the world, but recognize that it's not the be all end all

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that you might believe it is. There is a lot more going on behind the scenes than that. This chemistry is at work in your brain and it will change the way you think in the way that you're perceiving things.

That's the problem. It's like looking through the world through dirty sunglasses. You're not seeing things clearly so you can't make accurate decisions. You have to be able to control those emotions, stop and step outside the picture and look at what's really going on.

Be willing to do this. This is probably one of the most important things you can do as a man to really demonstrate that you are a true Alpha man. I'll give you a quick definition here, and that is that the Alpha man is emotionally intelligent, but also emotionally under his own control.

He can control his emotions, he can let them out when he wants to, and he can keep them in when he needs to, and that's an important skill to have in this new age world that we've come into that tells that feeling anything is okay and expressing anything is okay.

It's not okay. You have to have a lot of these under control or you're going to run the risk of women perceiving you in a very bad way. Men are not meant to be running around out there with the same kind of emotional expression mechanism that women do.

No matter what anybody tells you, I don't believe it, and I don't buy it, and I know for a fact that it does impact your success with women over the long term.

Again, I'm not trying to throw us back into an age where men were totally repressed and emotionally freaking out because they couldn't express anything. You can, but you have to know how to do it and who to do it to. You've got to have this understanding. It's so important.

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If you want to learn more about this, by the way, I've cover a lot of this similar material and a lot about how to do it when I'm talking about in the Alpha Masculinity Program. If you're interested in anything about that, just go on over to www.CarlosXuma.com/alphamale.

So there you, a little bit of understanding and really what I want you to come away with is not the names of a bunch of a different chemicals. I want you to come away with the understand that your perception of reality can be and will be distorted when you're under the influence of chicks.

It's real. It does happen, and the same is true for her. Your ability and willingness to step back and take a look at the big picture will, again, yield you the most returns when it comes to getting the women you want in your life and in your bed.

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Stay tuned for next month's content, where we'll be covering **MORE** on online dating and how to use it to meet women effectively...

As well as new tricks and techniques for meeting and talking to women - creating instant sexual desire.

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