

A Proven 7 Step System To Go From  
Single To The Woman Of Your Dreams

— THE —

DATING

PLAYBOOK

FOR MEN

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A N D R E W F E R E B E E

founder of [KnowledgeForMen.com](http://KnowledgeForMen.com)

# The Dating Playbook For Men

*A Proven 7-Step System to Go from Single  
to  
the Woman of Your Dreams*

*Andrew Ferebee*  
*founder of [KnowledgeforMen.com](http://KnowledgeforMen.com)*

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# Introduction

## Why I Wrote This

My name is Andrew Ferebee and I'm the founder of [knowledgeformen.com](http://knowledgeformen.com) and host of the top-ranked podcast on iTunes, Knowledge For Men, which gets over 80,000 downloads per month. I've conducted over 300 interviews with the world's leading experts on the topics of dating, relationships, masculinity and life. I'm the author of amazon best selling books The

Break Up Manual For Men and The Porn Pandemic. Additionally, I've coached hundreds of men one-on-one on overcoming their fears and limiting beliefs and on going after the life they want with the utmost intensity.

Growing up, I myself struggled with talking to girls and with putting myself out there, often watching as my friends easily mingled with beautiful women in high school, college, and post-college. I am naturally a shy and introverted type of guy, who likes to keep to himself. When it came to socializing with women and trying to date them, I felt like a man on the sidelines for the majority of my life.

I'm not a bad-looking guy. I was a leader in school and into my career. I'm fit, healthy, and financially stable, yet when it came to women, I was absolutely clueless.

Finding the right women to date was one area of my life that was really lacking and beginning to impact my overall happiness and well-being.

If I managed to get into a relationship, it would usually end within six months. Honestly, I don't know what's worst, not being able to get into a relationship at all, or having a woman run the other way once she gets to really know you.

It was a blow not only to my self-esteem, but to

my dignity as a man.

After spending so much time in relationships that were going nowhere or getting “friend-zoned” by the women I wanted to date, I knew I had to do something about this in order to get the women and life I truly wanted.

I spent the next eight years working on myself with personal development, live events, coaching, and above all, taking massive action in the real world.

Since then, it's been a wild ride which has brought me more women, long-term relationships, confidence, and power into my life. As an added bonus, the journey of self-improvement and mastering dating and relationships brings with it much more than just women: the feeling that you can do anything you want in the world.

It's that feeling of freedom and of power to create the life you want, which is at the core of every man.

Having gathered all of this information from real world experiences, I felt I should share this knowledge with others who may want it. Due to the nature of the dating industry, I was hesitant at first to release this information. However, because what I saw available online and what was written in the books of others — as I saw it — gave men no real

actionable, clear, focused content and often left them even more confused, I was compelled to release what I had learned to men around the world.

Writing a dating book full of personal advice was never particularly a life-goal of mine. Yet, I understand the challenges men go through in the dating world, trying to meet women, and putting themselves out there. I also know how good it feels when you are in that special, desired relationship with a woman you really like. So, if this book helps other men to get to a good place in their dating life and relationships with women, then it will all be worth it.

What I'm about to share is a complete step-by-step guide of everything I've learned on my eight-year journey, which will help you go from where you are now with women to where you want to be.

My goal for this book is to empower you to become a more confident, purposeful, powerful man and to date the women you desire, which can ultimately lead to you being with the woman of your dreams.

Does that sound good?

Let's get started.

## This Is Why You're Single

If you are single now it is because one, several, or all of the following:

1. You are not a strong confident man. You are a boy inside an adult body.
2. You don't understand women and female psychology.
3. You don't go out and meet new women regularly.
4. You don't know how to talk and flirt with the women you're attracted to.
5. You don't know how to transition from meeting a woman to a first date.
6. You don't understand how the dating process works.
7. You don't know how to have a happy, respectful, and loving relationship.
8. You ignore dating and relationships altogether and focus on other aspects of your life like

business and other hobbies.

Rest assured, this book will go into extreme detail on how to master each one of the above challenges that men often experience with women, dating, and relationships.

Now, before we dive into the book, we must get leverage.



## Will This Be You?

### Imagine ...

... **watching porn and masturbating** for the next ten years and still being single.

... **that ten years from now you're single** and surfing through social media, looking at everyone you know who is now married, happy, and with children.

... **being invited to weddings** and other social gatherings with friends and family and never having anyone to bring with you.

... **going to bed at night alone** for the next fifty years.

... **both of your parents died** and they never got to experience grandchildren because of you.

All of the above are very realistic scenarios for men today. This book will assist you in preventing all that from happening — if you put in the time and make the dedication to sit down, read this book, and

take this area of your life seriously.

You have to link more pain to being single or settling in a relationship than to the pleasure of staying complacent with where you are now. Stop pretending things will just get better with time. Stop “hoping” the right woman will simply come into your life and fall madly in love with you if you keep doing what you’re doing.

*“Insanity is doing the same thing over and over again and expecting a different result.”*

*~ Albert Einstein*

This is your life and you only got one shot at it. So why not take a proactive approach to becoming the most powerful version of yourself and getting into a relationship with the woman of your dreams?

Right now, I’m asking you to make a commitment to yourself that you will never settle for less than the life you deserve and that you will do whatever it takes to get the life you want.

If you can answer “yes” to that commitment right now, then I can make this a reality for you. If you cannot, then please return this book immediately to where you purchased it. This book is not for you and I don’t want to waste your time.

I'm not offering you a shortcut; I'm presenting you the path that has worked for hundreds of other men I have worked with before you, as well as working for myself.

It's a journey worth fighting for and one in which you can succeed.

Will you join me?

# How To Use This Book

Each chapter proceeds in order from one stage to the next, so the first time you read this, you'll need to go in order, even if you think you have a specific area taken care of. After you read through it once, then you can go back and refer to specific sections you would like to concentrate on.

At the end of each chapter, there are breakdown exercises in a workbook you must complete before moving on to the next section. You can download the workbook here:

<http://www.knowledgeformen.com/dating-toolkit>

In order to achieve any real results, you have to take action. Simply reading is not enough. In order to change, you must put this advice into action. Alright, let's dive into the foundation of being a strong, powerful man.

# Chapter 1

## The Grounded Man

*“Every man knows that his highest purpose in life cannot be reduced to any particular relationship. If a man prioritizes his relationship over his highest purpose, he weakens himself, disservices the universe, and cheats his woman of an authentic man who can offer his full undivided presence.”*  
~ David Deida, *Spiritual Life Coach*

The Grounded Man respects himself, respects others, and is respected by others. He offers rather than takes value, which makes him non-needy or

non-clingy to other people, especially women. He knows what he wants in life and is working towards his goals through action, not words.

The Grounded Man knows what he values in life and doesn't sacrifice his self-worth for the attention of a woman. He doesn't drop everything in his life to please her.

Women do not like it when they feel like a man is trying to "get" something from them. The Grounded Man isn't trying to "get" anything, because he is living his life confidently, navigating himself by a set of core values he lives by.

The more you value yourself, the more women will value you. If you respect yourself, then others will respect you — it's that simple.

Women are turned off by a man who is needy, desperate, overly attentive, clingy and worst of all, a man dropping his goals and purpose in life, all because of a woman.

The moment you make a woman your main goal in life is when you begin to lose her. She will slowly disconnect from the relationship and often move into the arms of another man who is more focused on his purpose or at least appears to be, which makes him appear less needy and clingy. It is very attractive to a woman when a man is unaffected by a woman's

actions and emotions. Be a mountain, not a leaf in the wind, as they say.

If you are overly needy or clingy, you will lose the girl. You must have something more important going on in your life than the woman — your purpose, your goals, your ambition.

If you let a woman's social status or professional accomplishments make you feel insecure, then she will feel the same way about you. If you're a negative, complaining, and always upset type of guy, then she won't be attracted to this either ... would you?

She wants a positive, pro-active man who wants to make a great life with her and to support and love her through the good times and the bad times.

The Grounded Man is a man of action, confidence, he's interesting, direct, and he is clear in his wants and intentions. He doesn't need a woman; he wants a woman.

The Grounded Man understands his own value and worth, and he is comfortable at all times within his own skin. He makes a woman feel safe and secure which allows her to fall into her feminine — the place where deep attraction can grow.

Sounds pretty cool, huh?

Let's talk about how to be that man ...

# The Importance Of Self-Reliance As A Man

*“It is easy in the world to live after the world’s opinions; it is easy in solitude to live after our own; but the great man is he who in the midst of the crowd keeps with perfect sweetness the independence of solitude”.*

*~ Ralph Waldo Emerson*

Self-reliance is complete independence of one’s own capabilities, judgments, and resources, as well as the removal of all thought of neediness or clinginess both internally and externally.

You have your own place, you think for yourself, and you make decisions on your own based on what you value in life. You consult with others on certain issues, but you always have the final say.

The goal of having complete self-reliance in your



life is to remove the need for validation from others and to be less invested in others than you are in yourself.

You cannot get happiness directly from anyone or anything else. True happiness comes from within.

The Grounded Man masters his own emotions. He doesn't walk around wishing for his feelings to improve from other people or even women. He's happy with or without people around him.

Self-reliance removes neediness and gives you the confidence and strength to be your own person. You cannot get into a healthy relationship with a high-quality woman if you are coming from a position of neediness and validation seeking. It will always fail and leave you hurt.

A needy man shows a woman that something is wrong with him, that he is trying to just "get" something from her. In short, that he cannot add value to her life, that he can only take value. You can safely bet she will avoid any type of intimate relationship with such a man, at all costs.

So much of our lives is spent running away from ourselves, and trying to gain approval of who we are from others. Frequently, we seek guidance in the form of a book, a teacher, a mentor, or an organization which can show us the way.

The way I see things now, you are born with everything you need in life to be happy and independent. However, as a result of years of social conditioning, you have buried your powers deep within you. Further, in our culture, we are so dependent on one another. We're reliant on technology, entertainment, alcohol, and drugs to make us happy in life.

Nowadays, in the First World, for any such small problems as a runny nose we get prescribed a drug to fix it, thus we're not really forcing our body and mind to develop the powers from within required to adapt to and overcome life's challenges.

As a result, we become dependent on these First-World luxuries and continuously look outward for help for even the most minor tasks or challenges.

Instead, a self-reliant man approaches others from a position of strength, not weakness. He does not need anything from others; rather, he is simply looking to share ideas and to see if there is some mutual benefit from the interaction. He does not easily get sad or upset whenever he does not obtain something he sees as desirable from another person, because in the end all of his strength and happiness come from within.

Let me tell you, and emphasize it, if you are

unhappy in this moment, no one did it to you. You are doing it to yourself, even in this moment. Something unfortunate may have happened to you in the past, but you are the one who continuously punishes yourself and suffers as a result.

If you intend to become a Grounded Man, you should have no one to blame but yourself. You must take responsibility for your position in life, or you will ultimately fail.

You must know that if anything goes wrong in this life, you have the resources to find the answers. You don't need to look outside of yourself to create solutions. You can ask for support from others or have mentors, but you always have the final say.

Bottom line, as I see it: you are the captain of your life, not just a regular crew member — and you should act accordingly. Accept full responsibility, and not try to pass it to others in your actions or your thoughts. For thoughts are powerful things, and we live a large part of our lives in and through them.

As a Grounded Man, you still go to the doctors when you're ill, but you have the final say as to whether or not you will undergo an operation or take a prescription drug.

And it is important for you to be connected to others, yet this should come from a position of

strength versus one of weakness. You don't need to feel empty inside whenever you're unsure of what to do.

Let me tell you, what keeps most of the people from ever achieving self-reliance is the fear that if left on their own, they will have to swim on their own and will fail and drown. They don't believe they can do whatever it is they want to do on their own. This is low-level thinking. Instead, you should think of the pain or have a greater fear of what will happen to you if you remain dependent on others for the rest of your life.

Just ask yourself, how much more powerful would you be now had you been fully-dependent on yourself since the age of eighteen?

The Grounded Man's goal of every action he takes is to own the decision and to be completely responsible for the outcome, whether good or bad.

If being dependent on others gives you comfort and security, then there is a good chance this will become a pattern for the rest of your life. Thus, you will be afraid of life's challenges that lie ahead, avoid any type of risky opportunities, and come to depend on other people for the essential or even all of life's matters. However, as life goes in circles, unfortunately the day will come when their support

will be gone, and you will be left all alone, without ever having developed the skills to survive on your own.

You came into this world with the only possessions that truly matter: your body, time, energy, and mind. However, through societal conditioning, you slowly give these great assets up and get caught in following others, while wasting time that you will never get back.

Over time, you'll have given up most of your independence, without even realizing that you've killed everything that makes you uniquely you and attractive.

I have to stress again that if you don't control yourself first, then you will forever be at the mercy of other people, who are constantly looking for what you need externally instead of internally.

We live in a society that offers all kinds of crutches — experts, gurus, drugs, instant gratification of technology, entertainment, or video games, pornography, junk food, you name it, it's all available at your reach. It's so damn easy to find something that will steal your finite time. And once you give in, it's all acting like a prison you cannot ever leave, and that trains you to always search for something outside of yourself to be at peace and to

find happiness.

Bottom line, you must own your thoughts, words, and actions.

You must not be afraid of asserting your own individuality. You must not be fearful of becoming your authentic self. Give your self what it needs to shine and grow. The key to doing this is to care less and less of what other people think of you. This has been the path of all great leaders, entrepreneurs, and artists. People, especially women, cannot help but respond to your level of self-mastery because you'll stand out in a world that is mostly fake.

You have to admit you are on your own, learn to make your decisions for yourself, take your own actions, trust your intuition, and just go for what you truly want in life.

The ultimate goal of *The Grounded Man* is to become self-reliant; to become your true self, to love all of your flaws and imperfections, and be one hundred percent happy with who you are in this moment.

Now, at the time you've become self-reliant, the following statement makes complete sense:

“You *want* the girl, but you don't *need* the girl.”

Once acquired, your self reliance helps you let go of all attachment to any one girl or relationship. It

doesn't matter how attractive she is, as you are not anymore more invested in her than you are in yourself.

At that moment you are truly free from external validation, because your happiness, emotions, and resources all come from within you and not from anyone or anything else.

Now, you are the most attractive, desirable, and unattainable man in the room.

Women will sense your lack of neediness, and they will naturally respond to your presence and authentic mastery.

You won't run out of things to say with women, because when you are self-reliant, you are happy with yourself and what you offer to the world.

At this new stage in your personality and life, you trust now the process, the journey, and the growth. Everything you say and do is perfect because it is coming from you. There is no wrong, there is only you sharing your unique thoughts and ideas with another person.

Attraction is simply a foregone conclusion. What you would like to do next with this woman is just your call.

## Your Purpose Is Everything

*“Your purpose in life is to find your purpose and give your whole heart and soul to it.”*

*~ The Buddha*

Your purpose is your mission in life. Your life's work. Something important, noble, and beautiful enough for you to die for. Something you choose to completely commit yourself to.

Having a purpose grounds you, maximizes your chances for career and business success, and gives you the opportunity of having a great career that could have a meaningful impact on the world. Further, a purpose gives you increased flow experiences which are often correlated with more happiness and professional success.

Having a higher purpose removes neediness, which in turn makes you more attractive. You are



committed now to your life, not to any one person or thing. On the contrary, when you're not living your purpose, you're losing the ability to be your happiest, most fulfilled self. And without being this version of your self, you walk through the world reacting to society, entertainment, alcohol, drugs, and especially women. You're searching for pleasure, instant gratification, and trying to stay busy and to pass the time, because life is meaningless to you. Distractions like porn, video games, Netflix, YouTube, and streaming Amazon become the ultimate place to kill time or, to put it bluntly, where you sit and wait to die.

Anyone who is trying to pass the time is simply preparing for an early grave. You're doing this because you lack personal identity and boundaries, and because you don't stop outside influences from ruining your life.

Purpose creates boundaries about what you will and will not allow into your life. For example, you won't procrastinate on the things that bring you closer to your life's work, or you won't tolerate second-class behavior from others. This makes you less of a feather and turns you into a rock grounded in your purpose.

A man with a purpose is Mount Everest, and a man without a purpose is a leaf in the wind wandering aimlessly in life. Which one are you?

- What makes you come alive?
- What do you want to create?
- Whom do you want to help?
- What problem in society would you like to solve?
- What are you willing to die for?
- And, if you're not willing to die for anything, then how will you compete against someone who is?

You won't ever be great at something if it's not your purpose. You can be good with hard work, discipline, and time, but you will never be considered one of the greats.

What else are you going to do?

- Watch *The Voice*, *American Idol* or wait for the new *Star Wars* saga?

- Why are you living?
- What gets you up in the morning?

You have to find something outside of yourself, something you can commit to in life. Most people fail to find their purpose because they have already simply given up — perhaps there has been too much hardship involved in their previous attempts, or perhaps they've become comfortable and complacent in their current life.

The Grounded Man does not work hard to become comfortable. He works hard to bring more meaning into his world.

Your purpose is something you create for yourself. Try new things and, if you don't like them, move on to the next. If you like it, you stick with it, and it grows over time to the point where you care deeply about it. Then, you get better at it, try to master it, and become one with it.

What do you want as a man?

If you hate your job, friends, hobbies, or lack thereof, then you will never be happy. And further, I want to make this crystal clear: no woman will ever make you happy if you are first not happy with yourself.

Not being true to yourself will only create pain in your life, for most you will have sacrificed what makes you happy in order to please society, friends, or family. If these things are important, then you need to change; otherwise something is always going to be lacking in your life. You're living for someone else and trying to please other people instead of yourself.

The biggest excuses for not finding a purpose for yourself are:

- Nothing excites me ...
- I'm afraid to acknowledge that what I'm doing doesn't matter to me ...
- It's going to take a lot of work ...
- I could fail trying and be left with nothing ...
- I'm fine where I am ...
- I don't have enough money ...
- I don't have the time...

If these are your thoughts, then you're not trying enough new things in your life. You're probably

doing the same things on a day-to-day basis without anything new, because when you find something that truly speaks to you, all of the excuses listed above will either go instantly out the window or at least slowly fade away.

The new question that arises will be, “Where has this been all my life?”

Now, I have a scenario for you:

What would you do if money were no object? Say, if I gave you ten million dollars, what would you do? Aside from partying or going on an exotic vacation, when everything is said and done, what would you do?

How would you spend your time?

If you continue to struggle with finding your purpose, perhaps it is time to go on an adventure. Go out, explore, and try new things in the world until you find yourself lost in something that fulfills you.

Years will go by and someone will ask you, “How’d you get so good at this?”

You’ll stop and think to yourself, “Wow, I had no idea I had spent so much time on that fill-in-the-blank activity.”

And by the way, I’ll tell you again, you cannot find your purpose by searching for it online, for you

can only discover it by experiencing it in the real world.

So set sail, start the adventure, and enjoy the roller coaster of life. Stop being frustrated that you don't know your purpose and go enjoy life.

To reiterate, the point of having a purpose is to make you happier, more fulfilled, and ultimately less needy and reliant on others. You are on your path and purpose in life, and you pose no threat nor sign of neediness to others.

People are drawn to you because you are alive; you are a beacon of light in a world that is mostly unconscious.

## You Are What You Value

*“Don’t waste your love on somebody, who doesn’t value it.”*

*~ William Shakespeare*

The Grounded Man has strong values and aligns his life to them. He does not allow anything into his life which conflicts with these values, even women.

If a woman does not adhere to these values, then you need to move on. Do not settle for anything less than what you deserve. The relationship won’t work in the long run, and she won’t respect you for not respecting your own values.

If she is not a “hell yes” to being with you and prefers to sit on the fence and tease you then you need to move on. Equally, you need to be a “hell yes” about her; otherwise you need to move on too.

Most single guys have it all wrong. They’re in the needy zone searching for a relationship, instead of

knowing what they want *before* meeting women.

If you're an any-attractive-woman-will-do type of guy (thinking with your penis) then I bet you're also prone to being single, bouncing from one short-term relationship to the next.

You have got to take a stand for yourself and cut the bullshit out of your life. If you fall for a girl simply because she has nice breasts and a sexy butt, you will always be in for a world of hurt ... literally.

When you learn how to create attraction for and fall deep in love with yourself — the real you — you'll understand you have the ability to attract and meet the *right* people naturally. You will no longer need to go out chasing the excitement of the night in search of the party because you'll realize that *you are* the party that you're searching for.

For you to grow and find the woman of your dreams, you've got to become more vulnerable and dig deeper for the truth, sitting face-to-face with the person you're dating, to find out who she really is.

Doing so, however, may require that you first improve your understanding of who *you* are. You must work on becoming comfortable with yourself, so that you're able to converse openly and not feel like you have to be Mr. Agreeable-to-everything.

When you communicate honestly with yourself,



you'll begin to see who you really are. Then, when you go out and meet women, you'll be less needy and more resistant to giving your power away.

Speak from your heart. You don't need magic or pixie dust to do this. I hate to use this cliché, but you only live once, and none of us have any idea how long we'll be on this planet. So stop hiding behind a mask or a personality of acceptance, and instead accept yourself for who you truly are.

This must not be overlooked on the path to finding the woman of your dreams. You will never find her if you are pretending to be someone else because you will attract women into your life who like who you pretend to be and not the real you.

Happiness is about living in integrity with regard to what you value. If you consistently fail to live up to your ideals, you will feel frustrated and guilty; even if you're not fully conscious about it.

Instinctively, you will feel something is wrong. You cannot be successful in the long term if you act against the things you believe are most important to you in your life.

You have to live by your rules, because you only have one shot at this thing called life — to date the women you want to date and to be the man that you want to be. So, why hold yourself back by allowing

other voices to fill your head when your heart is aching to give you the life you were meant to live?

And, that's the beauty of life: you can craft it, do what you want, and not have to be anybody else. That's what this journey is really all about.

And ask yourself: from here on out can you commit to living in alignment to what you value in life?

## It's Not About Money — It's About Momentum

*“A man is a success if he gets up in the morning and gets to bed at night, and in between he does what he wants to do.”*

*~ Bob Dylan*

You don't need to be the best man in the world, some billionaire, or even a Casanova, you just need to have your shit together, love yourself, be a leader in something no matter how big or small, have some fun, take action, and go after what you want in life.

It's okay if you're making \$15 per hour or less. It doesn't mean you can't get high quality women. However, you cannot be content with earning a low wage; you must be actively climbing the ladder you've built for yourself.

That's the key point. Not the ladder of some corporate company, but designed by you to fulfill

you the way you want to be fulfilled.

You might be flipping burgers or working in a cubicle, but you can still build something on the side. That's the drive I'm talking about. Women are attracted to the drive more than to the success itself. They like to see a man in progress versus a completed one.

Women want to be a part of your journey, and they love seeing you transform right in front of their eyes. You went from a 400 square foot apartment to a beach house and traveling the world. It's more attractive this way.

Wherever you are, it doesn't matter. All that does matter is that you have a higher sense of purpose that you're actively working towards.

If you like music, play music; if you watch the UFC, go train Brazilian Jiu Jitsu. If you want to build a business, then do it. Stop talking about the things you enjoy, stop watching others as a spectator in life, and start taking action and actually doing the things you want to do and experiencing more of life.

By the way, women get tired real fast of a guy who talks about his vision more than he actually pursues it. She will slowly start to lose trust in your word which then turns into loss of respect for you.

Momentum or potential is as attractive as being a

success. You're worth something just like when a venture capitalist invests in a small startup. He sees the vision and believes in it and with time trusts that it's going to be something big. Sometimes investing in that small startup can bring a significantly greater return than investing in a more established company. This is why a woman spends her time with you: because you are moving forward and have momentum in life, and not because you might be worth more financially; because she's most interested in the man you might become.

It is not about how big your bank account is or what kind of car you drive, but what you're creating with your life. What are you doing? Are you a student? Are you a corporate employee working nine to five? Well ... is this what you want? Do you want to do this same thing for the next ten or twenty years?

If your answer is "no," then start working toward what you *do* want and who you want to become.

*Stop talking and start doing!*

Women are attracted to momentum just as much, if not more than meeting someone who is already successful. When you meet a girl who likes you for who you are before you're successful, it's a much stronger and deeper relationship than if she meets

you when you have already achieved your goals. It is so, because she joined your adventure and happily went through the ups and downs with you.

So, you cannot use the excuse “I don’t have enough money” ever again as a pretext for not getting the women you want. You have to remove the thought from your mind completely!

Ultimately, financial success does buy you time. That’s why I got involved with entrepreneurship, because I wanted freedom. And at the end of the day, all men want to be free and to be able to do what they damn well want to do.

A free man is a happy man. Remember that.

Success is about building the life you want in this moment and never settling for anything less than what you deserve.

When you have this drive in you, a woman sees it as the ability to provide for her and potentially for a future family and life together. When you lack this drive, she feels as though she has to step into her masculine role and start bringing home the bacon, to compensate for the man’s lack of drive, while when you have momentum, she can relax into her feminine, and real attraction can grow from here.

## Always Invest In Yourself

*“Investing in yourself is the best investment you will ever make. It will not only improve your life, it will improve the lives of all those around you.”*

*~ Robin Sharma*

The better you become, the more value you can offer to others and the less needy you will be. A man who doesn't invest in himself is slowly dying. If you're not growing, you're preparing for your grave.

By investing in yourself I don't mean buying a new watch or a fancy car — it's about investing in your own life.

You are the most important person there will ever be, therefore, you should prioritize your life. Your health, finances, education, relationships, and personal growth. Everything.

You cannot go out and meet girls with the hopes that this one will make you happy or that one would

be perfect for you. You need to make yourself happy first, so you're coming to her from a place of non-neediness. Instead, you're offering value to her versus taking value from her, and she should be the same way.

Always invest in yourself, not in a selfish way, but in a way that says the better you become, the better you can be for others. If people say you're boring, or if you feel you are uninteresting, then it's because you don't do enough with your life. Watching Netflix marathons or playing video games isn't making you any more interesting than it did five years ago.

Stop that crap right now and start picking up old hobbies and get back into life!

Become a more interesting person. Make your opinions known. Try things most people haven't done. Go places where others haven't been. Try new things, do things differently, read more books. Life is meant to be lived, not watched through a 55-inch LCD screen.

And if you can't get away from the television then watch more productive show like all the best picture movies of the last fifty years.

Read the classics of philosophy by Aristotle, Seneca, and Epictetus. Listen to different styles of



music and learn to appreciate art.

Your environment plays a critical role in your self development. Surround yourself with those who have the results you want in life. This single-handedly can be the one thing that elevates every aspect of your life.

As personal development guru Jim Rohn says, “you are the average of the five people you spend your most time with.”

Travel more. You need to experience the world to be fully grounded. Traveling is, in fact, the fastest way to become a more grounded man. All of the interesting men I’ve met have traveled the world extensively.

Adopt the mindset of ABL, which stands for: *always be learning*. Wherever you are there can be something to learn. Whether you’re in traffic, walking to your car, or in the gym working out. I’m not just talking about listening to a podcast or an audio program, but I’m talking about viewing the world through the lens of a student. Someone with fresh, innocent eyes. This one trick will make the world a much more interesting place, and boring locations suddenly become areas of pleasure.

If you want to be successful at dating, you’ve got to become curious about the world around you so

that you become a more well rounded person. Start dating yourself and get lost in your own curiosity and share your adventures with others as you go through life.

However much you invest in yourself and your growth, the more interesting man you will become, and the more value you can provide to others.

The more value you offer, the more attractive you are and the less needy you become.

Do you get that a large portion of this book so far is about removing the neediness, clinginess and jealousy, and replacing them with offering value? This will not only boost your dating and relationships with women but your social life as well.

Let's talk about that now.

## Building An Awesome Social Life

*“The truth is everyone is going to hurt you. You just got to find the ones worth suffering for.”*

*~ Bob Marley*

The stronger social life you have, the less reliant you will be on women for validation. Having a strong social life makes you less needy and clingy to attractive women when you meet and date them.

The Grounded Man does not need a woman by his side to be able to go out on the town and have a good time. He can do this on his own or with friends who share his similar values.

There are guys out there who can take action and get girls in the short term, but they don't have the lifestyle to keep her in the long term. Girls can sense when something is missing in a man's life, and they don't want to feel like they're the only thing that is important to him.

Although a woman wants to be the only important thing in a man's life, at her core, she doesn't really want to be. She'll never tell you this, but she doesn't want to be the main reason why you get up in the morning. Rather, she wants you to live your purpose, your values, and have your own life outside of hers. She wants to come along for the adventure that you bring to her.

A man with a strong social life is an attractive man, so here's an easy strategy to build such a life of likeminded people:

Start with one to three friends (or even acquaintances) and decide on a fun social activity like football night, a BBQ, game night, sushi night, a cocktail party, a pool party, or just something fun.

Each guy needs to text/call and invite three people, preferably two girls for every one guy. Let them know they can bring a friend, too.

The first event will be a test run and should be more laid back for about five to ten people. Let everyone know at the event that you'll be doing the same thing next week or something similar, and that they are all invited. Instruct them to invite at least two more people for the next event.

Your second event should have around 8-12 people, then you should lather, rinse, and repeat.

Within a month, you'll have around 15-20 people at your social outings.

Continue this pattern every week with a fun social event. It doesn't need to cost much if everyone pitches in and brings food and drinks. Over time, you'll be throwing events and social activities with 20-30 people. You can even create a private Facebook group to communicate with everyone.

What's great is this is a good way to meet women since you are the host of the party and are seen as a man in a leadership role. People think you know everyone since you're hosting, but in reality, you're just getting to know everyone.

You really have no excuses as to why you can't build a social life. You just need to be more proactive about putting yourself out there, taking on a leadership role, and organizing events that will eventually turn into something much bigger in the future.

You're not only meeting women every weekend, but you're doing something fun on a weekly basis which is healthy for your overall sense of well-being.

If you were to do this for three months, how much fun would you have?

Imagine doing it for one year?

You know the answer, so get started and have

some fun.

## Deepen Into Your Masculine Polarity

*“A man may conquer a million men in battle, but one who conquers himself is, indeed, the greatest of conquerors.”*

*~ The Buddha*

Masculine polarity is being on your path, taking action, and driving toward what you want in life.

When you step into your masculine, you open the doors for women to fall into their feminine. This is where the deepest levels of attraction can grow.

When you approach the world through your masculine, your full being, your core, you are coming from a position of openness and appreciation for the world around you.

You are neither inferior nor superior to those around you, and you make others feel at ease around you, which in turn allows women to feel safe and fall into their feminine in your presence. You are not

trying to “get” something from them and you are not seeking validation from anyone. You are being authentic and acting from your core.

By just being yourself, you’ll turn women on.

You are being a free man. Free of constraints, fear, or of wanting a specific outcome from anyone or anything, and free from your ego. This isn’t just widely attractive to women, but to men, as well, potentially leading to building strong friendships.

Embrace your masculine polarity. Let that sink into your reality. Discover it, play with it, and have fun with it.

Masculine polarity is freedom. First achieve freedom from the external, where you need nothing outside of yourself. Then, you’ll come to realize that you are freedom. It is your true self as a man to be free.

You cannot get something from the world when you already have it. Stop seeking anything outside of yourself. With time, your ego will fade away and you’ll truly be free.

You have to take what you want out of life. Don’t hurt anyone, of course, but you have to assert yourself more out into the world.

You lose dominance when you are stuck in your logical mind and fall into paralysis by switching into



analysis mode, asking: what's the right way? How do you do this? Is it the right time? No, don't do this, as it leads to inaction and indecisiveness.

You lose out on so many opportunities by not taking action.

The Grounded Man holds a strong internal frame. He's a rock; a mountain that can't be moved. His presence feels like a giant wave slowly rolling toward you. You hear him even when he's not speaking, but you know he's there.

Dominance is staying on your path no matter what. Everything you do should be moving toward the life you want (better health, wealth, relationships, personal growth). Anything other than your values should be removed from your life. Eliminate what is unnecessary and do more of what is necessary in your life, and you will see a significant spike in your development as a man.

What does it mean exactly to be on your path?

To be on your path is not reacting to your environment. E.g., if you get a bad reaction, you don't change your actions, but maintain them and keep going. Say if you're driving a semi-truck, do you care about a little stick in the road, or about a small pothole? No, you would keep going, regardless of what's in the road.

Life experience is how you cultivate dominance and a strong masculine polarity. Anything of power takes time to build. Slowly, start asserting yourself more with people and situations, in order to get your needs met.

To dive deeper into becoming a more Grounded Man I do live training workshops once a month online, followed by an open Q/A with everyone at <http://www.kfmlive.com>. Spaces are limited, so apply now, before it fills up.

# Chapter 2:

## The Internal Mindset

*“Man often becomes what he believes himself to be. If I keep saying to myself that I cannot do a certain thing, it is possible that I may end by really becoming incapable of doing it. On the contrary, if I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning.”*

*~ Mahatma Gandhi*

### **You Are Enough**

Feeling like you are enough means you are ready for

any situation. Too often, we pass up on life's opportunities because we feel like we're not ready for them. Life is presenting you with opportunities every day, but we prefer to stay in our comfort zone instead of taking action and stepping into the unknown.

The mindset that you are enough helps you realize every possible tool you will ever need to succeed in life is within you. It's in your DNA to succeed. For thousands of generations, your ancestors have succeeded at life and that is why you are here today reading this. You are the highest form of creation on this planet and, genetically, the most advanced species this earth and possibly the universe have ever seen.

Think about that for a moment ...

You are a very powerful being.

Anything you want that's going to get you closer toward your goals, you must believe you're enough for it. If you see a girl, then go talk to her. If you want to ask for her phone number, then do it. If you want to kiss a girl then do it. If you want to ask a girl to be your girlfriend, then do it.

The *I am enough* mentality eliminates being too judgmental, as in: "I can't do this; I've been in my logical headspace all day." It also removes

procrastinating like: “maybe later, now’s not the time, I’ll do it next time, but not now,” which never happens. Also, it tamps out excuses like: “I’m not ready yet, I first need to do this or that, and then I can finally do it.”

The *I am enough* attitude brings on your *take action now* mentality, sets you to the present moment, helps you be more alive, and gives you peace because nothing is lacking.

I’ll give you two examples of this: one in business and one with women.

When I wanted to start the Knowledge for Men Podcast, I had zero experience with audio recording, interviewing guests, or even how to run a show. So, in this time you could say, “Ah hah, you aren’t enough.” Well, I was enough because I knew all of the skills could be learned with hard work, time, and dedication. The strength and will to accomplish anything is within you and with that knowledge, you can do the unthinkable.

Another scenario would be when you see a beautiful woman walking by and you don’t gather the courage to go talk to her. Your brain would come up with excuses like, “She’s too beautiful,” or “she wouldn’t date a guy like me,” or “she’s probably into guys with a lot of money, what would

I have to offer to a girl like that?”

These questions and thoughts are lies you tell yourself to avoid the pain of rejection. You *are* enough and it doesn't take anything more than a Grounded Man to create attraction with a woman.

Understand you are enough and you'll soon feel the massive potential that lies within you. Remove the notion of complacency from your brain. You are the architect of your world; remove any limiting beliefs you have and just take the action. Everything you have ever wanted in this world is waiting for you. You are enough, so go get it.

When you are enough you are always “on.” There isn't a difference in who you are as a person when you want to talk to girls or when you talk to guys. Some guys have to be drinking or to be out at a social venue in order to talk to girls, but when you realize you're enough, you're always on because you don't need anything external to make things happen. You're good to go. The negative thought patterns in your head are removed. You're less judgmental about yourself. The excuses are gone, and you're free to act on what you want with women or in life.

Now, you might be thinking: “Well, if I'm enough, then why do I need to read books or even finish this book.” Well, you *are* enough, and you

choose to grow. You don't need to, but you choose to. Michael Jordan, Kobe Bryant, and LeBron James, three of some of the greatest basketball players in the history of the NBA, still had or have a team of coaches dedicated to helping them improve. There is always room for improvement, but they are still enough.

*You* are enough right now. You're perfect, but what makes you enough is the fact that you're continuously growing as a man. The moment you stop, then yes, you are not enough. You are dead.

This concept will take some time to internalize.

Now, some guys feel like they aren't enough because they aren't having regular sex or getting the type of women they want.

"If only I had a beautiful woman then ... I could be enough."

When you place women so high on a pedestal, women can sense you're trying to "get" something from them, and you will tend to miss all the beautiful things that make a woman uniquely her. If these were acknowledged and appreciated, this would allow her to fall into her feminine and lead to attraction and possibly a relationship.

Instead of going out there and meeting a woman with a hungry look of "I need you" on your face,

The Grounded Man will succeed with an easier connection by showing the woman he's interested in all of her, her beauty, personality, and her intellect. You need to stop fooling yourself into thinking if you just had sex with this "perfect" woman, then your life would finally be complete and then you could be happy ...

We all love sex, but when you stop giving so much meaning to it, your interactions with women and the sex itself comes with much less effort. Women will want to give it to you because you're not trying to "get" something from her; you're trying to build something with her.

When you are enough, you don't have "game" because whatever you think is your "game," is exactly what hinders you from succeeding with women. Having "game" is a false persona you put on to try and take home girls. This is child's play. It is your job as a man to help show women who you really are and let her feminine unravel in your arms. It will be in that moment that the connection is deepest and sex simply becomes the next step in that interaction.

By you acknowledging that you are enough, you can step into your masculine which allows her to fall into her feminine and create a deeper intimate



connection.

Always remember you are of value to women. Not high or low value — no, you are of value. You need to express yourself and share who you are with others because this is what you offer to the world ... you.

Girls will wonder, “Why isn’t he trying to get me?”

They’ll ask, “What’s this guy about?”

You should trust that that attraction is building up inside of the girl.

However, you are not looking for any type of validation from her or anyone for that matter.

Stay near the girl and be you. The longer you’re with her, the more she’ll like you in time.

Cut the “game” of “look at me, look at all my skills. I’ve learned this new pick up move online; aren’t you impressed? Did you like that pick up line? What about that witty comment?”

This is trying too hard. Girls will be repelled, even if you say and do all of the right things.

A woman wants to meet a guy who isn’t aggressively trying to “get” her. She wants a confident, relaxed guy whom she can feel safe around, have fun with, and open up to by falling into her feminine. This will often lead to her wanting to

date you.

Notice, I did not say that you need to be incredibly good looking or have a lot of money. No ... attraction is more about who you are, your personality, and your ability to be The Grounded Man.

If you understand you are enough by yourself, then by just being with a girl, she will develop an attraction for you.

All in all, instead of trying to “game” girls, connect with them by being one hundred percent your authentic self.

Now that you understand how to be The Grounded Man, and you are enough for the women you want, you are a rare breed of man who can assert himself into any situation he desires.

Now go and show up in the world as yourself.  
*The world has been waiting.*

## Love Yourself More Than You Love Anyone In The World

*“You can search throughout the entire universe for someone who is more deserving of your love and affection than you are yourself, and that person is not to be found anywhere. You, yourself, as much as anybody in the entire universe, deserve your love and affection.”*

*~ The Buddha*

Being in love with who you are will transfer on to the people around you. You can tell when someone is sad or depressed: they don't have to tell you, you can just feel it. If you love yourself, then others will feel the same way about you. If you don't love yourself, then others will feel the same way about you or simply ignore you.

Stop and think about this idea:

Only the top one percent of the world invest in themselves with personal development.

And the fact that you are investing in yourself by reading this book — and I bet this is not the first book or resource you've invested in to help you become a better man — means you are in the top one percent.

Because of their egos, very few men are working on improving themselves. You are doing this work because personal growth and getting the life you want is more important to you in the end than your ego.

Love yourself for this.

Anytime you have to make a decision, I want you to ask yourself this question — Are you listening? Because this is going to change your life. Okay, here it is:

What would someone who loved themselves do?

The answer will come to you immediately, and then your logical mind may chime in seconds later and give you reasons why you shouldn't do this or that.

Go with the first answer.

When you love yourself, you take care of yourself, respect yourself, and do not allow second-class behavior from others. Also, you start believing in yourself, forgive those who have wronged you, and take full responsibility for your life. If you don't

love yourself, you're never going to find the healthy, incredible, trusting relationship you deserve.

Life is a crazy story, and you can create whatever narrative you want. You can be happy or sad, but the point is *you* get to decide!

Many times, no one is doing any harm to you, but you are bringing yourself down. Stop that, accept yourself!

Be your own hero. Love your infant self, your child self, teenage self, and adult self.

Love yourself now, dammit!

Imagine someone you love being disrespected and how fast you would stand up for them. Why is it we don't have the same instinct for ourselves?

Look, you might not like where you're at ... I get it.

Perhaps, you're not financially free. Or, you don't have the job you want or the women you want. Still, get excited about the process and the journey you're going to take. Life is what happens when you're planning for the future, so love yourself in this moment right now. Don't wait for some later time when you might have or get some future "thing."

You can view any situation in a way that empowers your reality or disempowers it. The more you can reinforce positive beliefs, the better chance

you'll have of making them real. Eliminate all negativity by not even allowing it into your life.

You can look at anything as either good or bad. So, make the decision for it to appear awesome to you. In any situation, there is always something good to be found.

Create the self-discipline to only view the positive and to cut out the negative as soon as possible. So much happiness can be found in your life when you find the good in it and are grateful for what you have right in front of your eyes.

The ridiculous thing is that while you're wasting your time wishing you were someone else, there's someone else wishing he were you.

People always focus on the detriments they suffer, or why they're not where they want to be, instead of enjoying the fact that they are moving toward something.

How is this "bad" thing going to help me? How can I reframe this into something that's going to benefit me?

You want to be able to look at your past and to be grateful for all the challenges and hardships you've experienced. It's very easy to view those as negative things, but viewing them as positives helps you understand the hero's journey.

You're supposed to have crazy things happen to you in your life. If you didn't, you wouldn't be human. Also, look at it this way: because of these things that have happened in your past, you can use these stories to connect with others at a deeper level.

Why sit there blaming others, stuck in negativity and living with this victim mindset? Look at all the different perspectives and find the positive from the painful experiences of the past and learn from them to make you a more powerful man.

Can't you see that these horrible things that happened to you in your past are exactly what make you now a Grounded Man?

Everyone has their own story, so choose to embrace yours.

You'll realize you have complete control to change things. People are so stuck in their identity: this is how I was raised, this victim thing happened to me, and so on. Sure, something happened in the past, but it's really how you have later on perceived those events that brought you to where you are today.

However, you can change the costume your wearing. Determine what you want out of life, whether it be women, money, health, significance. If that's what you want, then you need to wear the

costume that's going to move you toward that ultimate goal. Anything else that doesn't get you closer to what you want shouldn't be allowed into your life.

Start spending more time with people who help you feel good about yourself.

Increase the positive thoughts every day and remove the negative thoughts.

Love yourself and say yes to the adventure of life and becoming a stronger more grounded man; keep going and never stop.



## Unleash Your Values Onto Others

*“Men have looked away from themselves and at things so long that they have come to esteem the religious, learned and civil institutions as guards of property, and they deprecate assaults on these, because they feel them to be assaults on property. They measure their esteem of each other by what each has, and not by what each is.”*

*~ Ralph Waldo Emerson*

You are the golden prize. You are enough. You love yourself. You will not accept second-class behavior from anyone or you will simply walk away.

Something important again: you need to have a value system. Having a value system makes your life better. Your values are what is most important to you. Every time you open your mouth, you are giving a woman the opportunity to experience your value system and a unique set of life experiences. You offer things unique only to you, so let your light

shine onto others like it's a best picture movie.

How could someone not appreciate someone who is offering value all the time?

If you follow your unique set of values and you live and breathe them in every interaction with people, then you will attract those who have those same values.

By being a living billboard of yourself, you attract the right relationships into your life. The people who don't agree with your values will be repelled, while those who agree will draw closer to you.

Your typical guy assumes most of the time he's going to be rejected unless he proves to the woman that he is of value. He thinks he has to go in and offer value and show her he is a cool guy, or she will reject him. In other words, he's trying to sell himself.

The issue is the girl might like him, but she is slowly getting turned off by the very fact of him selling himself too hard, as well as by him placing her on a pedestal. One can hear her tell another girl, "He just doesn't stop talking, doesn't shut up, and all this blabber is coming from such an inferior frame!"

No, my man, any such approach needs to be stopped immediately. Just because she's attractive doesn't mean she's above you in life and that she

deserves to be put on a pedestal. You need to screen her to see what she's about. Does she even have a personality that you like?

A woman's personality, character, and behavior matter more in the grand scheme of things than her physical beauty.

She needs to match up with you based upon your value system. You do not *need* the girl, but you want her. She will not complete you — as you are already complete, but you're checking to see if she qualifies to come along for the ride on your adventure. If she doesn't, then why are you selling yourself short?

Adopt the buyer-seller frame of mind. When you go to buy a car, you don't beg the salesman to sell it to you. You stand your ground and casually walk around, looking for anything that peaks your interest. If you don't see something right away, it's not a big deal, because you know there are ten others dealerships around the corner. You aren't afraid to walk away because you know there is an abundance of options for you to choose from. You merely want to find the right deal because it's a serious, long-term investment. Oftentimes, as you walk away, the salesman will chase after you out the door, offering a better deal.

Bottom line: you are talking to women only to

see if your values are aligned to each other. If they don't, then you're simply socializing, enjoying the conversation and you bow out gracefully from anything further. No big deal. If she doesn't meet your values then, why get hurt if she rejects you?

Who cares if she's wearing a tight mini skirt on her nice body? You can find that anywhere. There isn't a city in the world where you can't find an attractive woman. Beautiful women are in abundance and you are looking just for the right one who meets your unique set of values. When you find her, she will rock your world.

You're not supposed to get every girl. All you need is one girl. The moment you realize this is when you become free in the dating world.

No matter who you are or how much money you have, you are not supposed to have a connection with every girl you meet; you're simply looking for the right girl to have a connection with.

Once you understand your values and how you have an infinite amount of value to offer a woman as The Grounded Man, women will notice and crave for your attention, because the girls recognize this value and desperately want more of it since it is scarce.

As you embrace more and more who you are and

what you value, you will learn you are saying and doing less and less in your interactions with women. Instead, your attraction will come from your behavior, from how you express yourself, and from your boundaries, and not from what kind of witty line you can say to keep her interested.

Let the girl experience you by being grounded and drawing her into your world.

## Always Be Having Fun

*“The purpose of life is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience.”*

*~ Eleanor Roosevelt*

Having fun is about making yourself feel good with your thoughts, words, and actions.

When you were a kid, self-amusement came naturally. Just look at kids at a playground. It's game time. Remember swing sets, handball, dodge ball in PE class, riding bikes with friends — so much fun, and it was so easy. All of it was nearly free. However, through years of social conditioning, you get beaten down. The world tells you to be more serious and get your act together, and you slowly fall into this hole. I want you to bring back that childlike behavior into your life. There is no such thing as having *too* much fun.

Just think about it: No one ever said, “Hey, I don’t like that guy. He’s too much fun.”

The world is tough, challenging, and for many people, boring. Be the light that radiates joy and positive energy into everyone around you.

A lot of guys go up to girls, say something, and then wait for the response. “Is it going to be good, is it going to be bad? If it’s good, then I’ll feel good. If it’s bad, I’ll feel bad.”

The big *ah hah* moment is whatever you feel, she feels.

This goes back to having fun. If you’re having fun, she’s having fun. If you’re feeling insecure about the interaction, she’s feeling insecure and can’t trust you. Without trust, there’s simply no attraction.

Say, if the band AC/DC is on stage, do you think they care if there are a few people who aren’t loving the particular song they’re playing? Absolutely not! They’re going to play as hard as they can no matter what. They’re performing for themselves and expressing who they are through their music.

It’s like, “This is me. These are my thoughts. These are my values. Take it!”

What if they played a song and were like, “Wait a minute, guys ... did you like that part? Should I have

played more of the C chord there? What do you think, audience?"

No, they play it, own it, jump up and down on the stage, and the audience loves it, too. You may not even like rock and roll, but you can surely appreciate the fact that they love what they do. They are putting on a show whether you like it or not and that's how you need to live your life.

This is how your interactions can be. You're so engaged that it makes others get involved, as well. You bring so much fun and energy into your life that you don't even need the girls.

If you're amusing yourself, you're pursuing what you want to do to have fun. You're not trying to have fun for the girls; you're doing it for you. Women can sense you're doing it solely for you. It puts you into a great mood; you're very relaxed and arousing to those around you. Women are drawn to the fun, self-amused guy who can let go.

Being stifled, boring, or dull can be the death of any interaction with a woman. Actually, scratch that ... I mean of any life.

Amuse yourself through your own boredom with positive intentions. Do not seek a reaction from the girls when you're self-amusing. Just be you.

Simply go up and amuse yourself right in front of



a girl. You're not trying to make her laugh. You're trying to entertain *yourself* because you dominate the reality, and she gets drawn into your aura of fun and if you think something is funny, so does she. Simply put, what you find fun, she finds fun.

See how that works?

Life is a stage. Everything you do presents you with an opportunity to attract or repel somebody else.

Don't wait for her to entertain you. Be like "take my expressions, my actions, and my humor." I'm not concerned whether she likes my jokes because I am happy to fully express myself.

You have the value and she can't get enough of it, especially when everyone is chasing her, she's chasing you.

I hope you have butterflies in your stomach right about now.

## Freedom From Outcome Will Set You Free

*“The most important kind of freedom is to be what you really are. You trade in your reality for a role. You trade in your sense for an act. You give up your ability to feel and in exchange, put on a mask. There can’t be any large scale revolution until there’s a personal revolution, on an individual level. It’s got to happen inside first.”*

*~ Jim Morrison*

Let go of needing any outcome to be positive or negative.

It doesn’t matter which moves you make, what matters is you’re making moves.

Don’t base your criteria for success on the reactions of other people. Your criteria for success should be “Did I take action? Did I express myself? Am I living according to my values? Am I letting

go?”

You can't make everyone happy in your interactions. All you can do is be yourself and share who you are and what you value. If it works, great; if it doesn't, great. It's not that something is wrong with you; it's that you're not supposed to connect with every single person on this planet.

So, it's not about the reactions you're getting, whether good or bad, from other people, it's about the fact you're taking action and living in alignment to what you value and what makes you happy.

Anytime you're stepping out of your comfort zone, be happy because you're being you; destroying limiting beliefs and social conditioning that has held you back for years.

Slowly, you're going to be more comfortable expressing yourself fully all the time and you won't feel any hesitation to be yourself. This is the feeling of freedom we are after.

Even if other people aren't vibing with you, they still appreciate the authenticity. When you're being you, less reactive to others and fully authentic, then women can feel safe with you and fall into their feminine.

Don't wait for someone to bring you into an interaction or to introduce you. The responsibility is

on your shoulders.

It's up to you to be free.

When you're free of outcome, you're dictating the rhythm of the interaction and others are reacting to you. Be happy doing what you want to say and do. Enjoy talking, hearing yourself, become less attached to the outcome, and attach yourself to your own actions.

Embrace the feeling of not knowing what to do next and of not knowing how this is going to end. Just let go and enjoy the process. There is nothing for you to lose. Be present.

Girls can feel when you're unhappy, when things aren't going well, or when you need their validation for you to be happy. Girls will feel something is wrong and unsafe with you, and they will want to leave immediately.

There is no need to try and make every woman like you. Luckily for you, there are 3.5 billion women in the world. So now, you're thinking, "Well, I don't want all those women." Some are not going to be your type anyway, being too old, too young, different culture, etc.

Let's say you were only interested in the top one percent of all women in the world. Now, that's still 35 million women in the world. Every year, there's

more who are entering the age range you're interested in.

You are never going to run out of women in the world. A rejection will never change the quality of your life. There will always be another woman out there whom you will find absolutely, drop-dead gorgeous, and who fits all the criteria you want, and more.

And that's the beauty of living in this age. Hundreds of years ago, there may have only been a handful of women in your immediate town to whom you had access to, but today, the world is your oyster and there is an abundance of women to choose from in the world.

You must focus on yourself, as you yourself are the most critical variable in determining whether you will attract the right women into your life or not.

If you try to be everything to every woman, you will fail and attract no woman. However, by being one hundred percent authentically you, you'll simply attract the right woman into your life.

There is an infinite amount of beautiful women, because you can't possibly talk to all of them. All you can do is improve as a man, take action, and release the pressure on yourself of hoping any specific woman will like you.

Also, as you improve, your ability to attract higher quality women will increase, as well, and it will become the new norm for you.

You cannot get all the women, but you can get the woman of your dreams. And that's all that matters.

Remember, the process is about you and not the women. Embrace the progression and become a student of it. Go out, take action, and trust that the results will come in time.

Women will not go for a guy who is not centered and is looking to other women, or asking for permission to be who he is. Women want a guy who immerses himself into his environment instead of letting his environment overwhelm him.

Act through your own intentions. Value your own intentions and be the guy you want to be. Overall, be attached to the actions you're taking and not to her reaction or the outcome. That's what's going to boost your internal state and allow you to enjoy self-love and respect.

That's how you set yourself free.

## Walk The World With Abundance

*“I was surrounded by friends, my work was immense, and pleasures were abundant. Life, now was unfolding before me, constantly and visibly, like the flowers of summer that drop fanlike petals on eternal soil. Overall, I was happiest to be alone; for it was then I was most aware of what I possessed. Free to look out over the rooftops of the city. Happy to be alone in the company of friends, the company of lovers and strangers. Everything, I decided, in this life was pure pleasure.”*

*~ Roman Payne*

Abundance is being happy with who you are at all times — and no external event or situation can change that.

When men operate from a place of abundance, our lives are more fulfilling. Abundance allows us as men to react to the world from a perspective higher than the average person.

A man that operates from a high level of abundance:

- controls his emotions from his core
- knows who he is at the core of his being
- radiates this abundance into every facet of his life
- is respected by others
- is less interested in women than they are in him
- is able to make quick decisions that benefit him and to cut out the bullshit
- enjoys life with or without women

You don't want to use abundance as a technique to get women. This is about becoming a better man overall, and I'm letting you know this is something to aim for in your life.

Women can easily sense when you have an agenda, which can severely limit the way you impact those around you.



A man of abundance can walk up to any woman he wants in any situation and say whatever he wants and she will feel an attraction for him. She may not go home with him or she may be in a relationship already, but she will feel something for this man.

This works because an abundant man lets go of feeling like he has to “get something” from every attractive woman he sees. He approaches women and simply thinks, “Oh, another beautiful woman ... there are many like her.”

An abundant man approaches women effortlessly and fearlessly because he has nothing to lose.

This helps you understand self-amusement not because it's a good technique, but because people of abundance aren't bothered by what others think about them.

Having abundance is more powerful than good looks. There are plenty of good-looking guys who have six-pack abs, a chiseled chest, and biceps that scare women away, or are placed in the “friend zone” too.

Abundance takes time and patience. It will not come overnight, that's for sure; however, with enough experience, you will be able to take action on anything you want and accomplish what you desire without the fear of rejection or losing, because

you understand that everything you need in life to be happy is within you, and as a man you have no attachment to the outcome of any interaction with any person.

Abundance is what radiates when a man is governed not by what the masses and the society say, but who lives according to his core values.

Having a well-balanced life of friends, hobbies, things you're passionate about, having fun, eating healthy, and exercising — or just having your shit together — builds your abundance.

Abundance gives you the ability to fearlessly walk up to a beautiful girl and not need anything from her because your life is already great and is becoming better every day.

In fact, it would be to her benefit to be with *you* because you are living an abundant life.

When you are abundant, you are interacting with women, giving them the opportunity to meet a grounded man. Thus, it would be to her advantage to be with you. This completely removes the hidden agenda most guys have when they talk to women, where she feels like he's trying to “get” something from her. You already have it and plenty of it.

What happens here is your behavior becomes less calculated, your conversations less thought out, and

you become more free-flowing. In a woman's eyes, you are this rare beast of a man, and she values you more than others. You're acting from a place of authenticity. Suddenly she finds anything you do or say attractive.

Abundance allows you to be free from outcome, enjoy interacting with others, live in the moment, and self-generate your emotions and confidence.

You may not feel abundant right now reading this, but you can slowly over time feel this way, by beginning the journey of going after what you want in life.

Abundance comes from a place of being generally happy with the way things are going in your life. When you're approaching people, you're coming from a healthy and positive place versus this needy vibe that repels women that so many men give off.

On the contrary, the lack of abundance leads to all of your positive emotions coming from one girl, something which is very bad because you begin to show symptoms of neediness, clinginess and are prone to jealousy, which are all signs that a relationship is trending downhill.

This is why women get along well with gay guys, because they simply offer value, fun, and they're just being themselves whether anyone likes it or not.

From my experience, often gay men are very good at being one hundred percent authentic to who they are, which is often why they seem to be so happy with themselves. They are non-needy, non-clingy, and comfortable in their own skin.

The gay best friend isn't trying to get into a woman's pants. He's simply with her to add value and be himself. Gay men are non-threatening, which makes women feel safe and trusting. The gay best friend is offering more value than he is taking from the women.

The point is, a man with an abundance of positive emotions in his life is not going to be a clingy, needy, or a creepy kind of guy. Women will be more open to having this man enter their lives, since he is offering more value than he is taking.

## Be Entitled To What You Want

Entitlement is the feeling that you are deserving of what you want in life.

When you feel entitled to a woman, you're more relaxed, grounded, and free from any type of outcome. You already know you've "got it," and it is only a matter of time before attraction builds.

Have you ever been with a girl and the interaction was so effortless and you were completely in the zone, firing on all cylinders, and having a great time without a care in the world whether she likes you or not? Of course, you have. Then, there are those times when you're completely in your head, struggling to put together words and you can't think of what to say or do.

When you don't feel this sense of entitlement to women you desire, they can sense that you are not deserving of them and it would be to your benefit to be with her and at her loss.

Lack of entitlement comes off as needy or clingy

which, as we know, are both surefire ways to kill attraction.

In your own mind, are you allowed to approach and talk to beautiful women?

Entitlement determines the way you think and behave, so if you think you can do something, then you can. If you think you can't, then you can't.

To build on your entitlement, borrow abundance from your future. If you're doing the right things in this moment (i.e., working on yourself, taking action, and learning), then you're going to increase your entitlement in time. It will happen; you just have to trust in the process.

Whatever you feel you deserve, then that is the type of woman you will get.

When you're entitled, you're naturally relaxed and freer from the outcome.

Also, you're more grounded when you are entitled. You come off as you've been with other women like her. You're not intimidated. You're at ease.

However, don't be so entitled that you come off as arrogant, and don't forget to always show empathy.

You need feedback from the real world to support the sense of entitlement you're creating for

yourself in your head.

Think of five reasons why you are the best decision for a woman — all of them should be internal, nothing external. Have this information in the back of your head. Don't use it to prove yourself to women, but keep this in mind to know you are of value.

Know what you're worth and live up to that.

A girl can sense when you feel entitled or not. "Oh, he feels like he's entitled to me, so I'll stay around" or the opposite "He's not entitled to me, so I need to leave." She can sense when you're swinging at something out of your league and she doesn't want to feel like she's being taken advantage of.

If you deserve her, you'll be relaxed, laugh, and be more present and lead the interaction. You're at the cause and not the effect of the entire interaction and relationship. If you can't do these things, then you are not entitled to her and she'll sense this and lose attraction for you.

So how do you get entitlement with the women you want?

- 1. Change your environment** so you are

consistently meeting the women you want on a regular basis. This becomes the new norm. If you live in an area where beautiful women are scarce, then, yes, this will make it hard for you to ask her out, but if you find lovely, glamorous women to be in abundance, then you will feel like it's normal.

- 2. Understand women are regular people** who eat, fart, poop, burp, sleep, and occasionally go through the McDonalds drive through at midnight just like you do. Treat women like the human beings they are and not special goddesses from heaven.
- 3. Take more action** and get more positive experiences with the women you want so you begin to reinforce your current belief system.

Improve your overall life. Build your personality, hit the gym, advance in your career or grow your business, be more social, and learn to have more fun.

Think of entitlement like a tree. The bigger the tree, the deeper the roots. The more you grow, the deeper the roots get and the more grounded the tree is to the earth. It's strong and not going anywhere for hundreds of years ...

Someone who isn't grounded is like a wimpy-ass



shrub that is not taken seriously, and that anyone can pull out of the ground.

Be a tree, not a shrub.

To learn more about becoming a more Grounded Man I do training workshops once a month online, then do an open Q/A with everyone at <http://www.kfmlive.com>. Spaces are limited, so apply now before it fills up.

# Chapter 3

## Understanding What Women Want

*“There are no good girls gone wrong, just  
bad girls found out.”*

*~ Mae West*

I was in bed with a very beautiful Brazilian woman. I asked her what she looked for in a man. She said, “I want a rich man who drives a Ferrari and has a big house in the Hollywood Hills in Los Angeles.”

I said, “Well then, why are you in bed with me?”

She threw a pillow at me.

Think about that for a moment ...

If you know what women want, then you can get what *you* want.

Would you date yourself if you were a woman?

Would you let you get behind or on top of you?

Oftentimes, guys say, “I’m just not good with women. Why can’t I get girls?”

My response to you is: “Why should a girl like you? What value do you offer?” Men look at me like they’ve just seen a ghost ...

These guys have no problem judging a woman’s attractiveness which is primarily what men value in women *at first*, but they never realize women do the same thing. Women value a man’s character, personality, and behavior the same way men judge a woman’s physical beauty.

I’m not saying this is what all men look for in a woman, but physical appearance is something men highly value.

Women review your value as much as you are examining their value, and men and women value different things. Just because you value most the physically attractive women, this doesn’t mean women value attractiveness in men the same way. Sure, it’s on their list, but it’s not the only thing on it.

If you want to have more women in your life and you know they will only want you if you offer what

they value, then you need to give them more of what they value.

Sounds pretty simple, right?

It's one thing to be The Grounded Man to yourself, with your friends, or with those you feel comfortable with, but can you demonstrate the qualities of The Grounded Man when you are with a highly-attractive woman?

This is where men get it wrong. If a man isn't grounded and doesn't have the right internal mindset women find attractive, or if he can't properly demonstrate it to women, then he won't be successful in his dating and relationships.

Can you meet the needs of women, or are you only thinking of your own needs?

The good news is that if you're extremely unattractive to women right now, this can change quite easily. You can cultivate the traits which will bring you more success with women.

Put yourself in the shoes of a woman. Hard to do, but look at how she responds, how she's feeling, and then, you can start to deliver what it is that she wants.

Most men have no idea what women want: shoes, flowers, money, nice guys, soap operas, romance novels. Most men don't know or they simply don't care.

Those guys will try to learn how to manipulate women, or use some crazy technique they learned online to try and get revenge for the lack of sex in their life.

You may think you need money and looks to get women so, if you want, you can work your entire life trying to earn more money and material items, but what women want is for you to have a strong masculine presence, be The Grounded Man, and have the ability to connect with them and make them feel special.

If you can do these things, then you have value that is irreplaceable. You are a breed of man who offers something so rare that those other things become just toys, and you become the only thing that matters.

And then, with a woman, you will be seen not as a sleazy man who is trying to “get” something from her, but as a man who simply offers value to her.

Instead of being a sleazy man, guys will try to be a good friend to her, put in months of work, and think the friendlier you become, the closer you’ll get to her. Then, after months of being nice, you hope she’ll say, “Hey, you’ve been good to me ... let’s get in a relationship now.”

However, all this time she’s viewed you as a

friend, while you've been looking at her pictures on social media and waited full of excitement for the day of conquest that will never arrive.

Let's be real blunt:

Women have sex with men because they feel it will benefit them. It's purely out of self-interest. She wants value. If you provide that in the form of being The Grounded Man, then she will show interest in you. If you provide no value, then you are not even on her radar.

The good news is all of this is not random, it's evolution.

What women want is consistent across cultures, mostly because attraction isn't under their conscious control.

Attraction is biologically programmed into women and, of course, there is social conditioning which is why women will say they want one thing, but do something completely different or irrational. So watch what women act on, not what they say they want.

Overall, women respond to The Grounded Man: a strong masculine man who will lead, protect, and add value to their life.

Let's now go deeper into the socially constructed desires of women.

## Value, Money, And Physical Looks

Men are the pursuers and women are the selectors. By pursuing, I mean approaching, being clear in your intent, initiating interest in her, and actively courting her through the dating process.

If you want to have sex with a particular woman, do not try to be her friend first. This is incongruent to your true desires and can destroy a relationship.

This is where guys get it wrong. They think initiating interest and attraction is accomplished by being around her, being friends with her, being nice to her in return for her liking you and hopefully leading to a relationship. If you want to be with women, you have to get comfortable with women judging you, evaluating you, and oftentimes rejecting you.

That's why it's so important to be The Grounded Man and have a strong internal mindset.

Being non-needy, non-approval seeking, yet offering value, reduces rejection and gets you more

results. However, let's be clear, just because you are subjecting yourself to women to be judged doesn't mean you are inferior to them.

Also, let's not forget, men hold power in the mating process in terms of the value you provide, which can make her life better, easier, and happier. However, men need to pursue women as The Grounded Man in order to see results.

Being The Grounded Man does not instantly make women flock to you, but when you pursue a woman as The Grounded Man, they will respond more positively to your approach.

Don't hide behind a curtain and think because you provide so much value you don't have to do anything. It's your job as a man to take action and go after the women you want, regardless of how financially successful you are, how good looking you are or how much you've worked on yourself.

You have to pursue the women you want because *that* is your role as a man. Do not force women to step into their masculine to pursue you even if they have the courage to do it.

Women have to be selective with the men they choose because they are at a big risk of having a child. In the not-too-distant past (even today), women could die from giving birth to a child, so



there was a lot at stake for them to find men who would stay with them, provide for them, and protect the family.

Additionally, men have often thought because they value physical looks that women value physical looks equally the same. Further, men can look at a woman and, within a second, decide if they're attracted or not. Also, their decision will rarely change.

On the other hand, women can look at a man and, within a second, only have a vague idea as to whether or not they're attracted. Their decision will change by observing his behavior and personality.

Men are quickly attracted to women like a light switch.

Women are slowly attracted to men like a volume knob.

Money and looks do matter, but not nearly as much as you think. Money is a strong indicator of success, persistence, and hard work — all character traits of a man who can provide value for women. However, there are plenty of successful men who are lonely, settling in relationships, or who are unhappy. Equally, there are many good looking guys who are in the same place. What's missing for both of these groups of men is The Grounded Man and the

Internal Mindset.

In a woman's eyes, the disadvantages of being financially successful and/or good looking are a good looking or successful man has options which can reduce her trust in him, and he may leave her or cheat with another woman.

At the end of the day, we are all simply humans who want to survive and reproduce. We're animals with larger brains than the rest of nature in the world, that have existed for millions of years. Women are looking for The Grounded Man to help them survive and reproduce, while men are looking for a healthy female to reproduce with.

When a man is attracted to a woman, that is his body telling him this is a female who can bear him healthy children.

So, value creates attraction, and for a woman this is someone she feels safe, secure, and provided for.

A "pretty boy" type of guy isn't what she's looking for. She doesn't want a guy that looks prettier than her or a guy who spends more time on his looks or style than she does. She wants a man who can protect her, lead her and help her get through life easier, because life is hard.

Back in the caveman days, a man who was combing his hair wasn't going to survive versus a guy

who could take action, was decisive, and was a go-getter, being the one who brought home the food. He provided value in terms of survival.

Which guy would you want to be with if you were a girl? A pretty boy who looks good, or a man who brings home the food, builds shelter, and fights off other men, from tribes who want to rape and kill you?

Do you masturbate to unattractive, older or overweight women?

No, you don't.

Just in the same way, a woman doesn't have dirty thoughts about a nice, indecisive, boring, weak, timid guy, which she could dominate.

Remember, being The Grounded Man is like having double-D breasts, a pretty face, perfect hip-to-weight ratio, and a great butt. The more grounded the bigger the assets, and the more value you provide to women.

Your brain is the human equivalent of a peacock feather used to attract women for sex.

Got it?

## Emotions vs. Logic-based Attraction

Attraction is an emotional reaction, not a logical one. You can't reason a woman into your bed, on a date, or to stay with you. Women are either instinctively attracted to you or not.

You can't logically convince a woman to feel attraction for you. Seduction is a dance of emotions of the masculine and feminine. It is not, "Hey, girl, I have a nice car, house, and money, so do you want me?"

However, guys actually do this and wonder why it doesn't work ... oddly enough.

A woman doesn't tally up all of your assets and go, "Okay, take me home." Her emotions will dictate her actions and she'll back up those actions with logic.

Female attraction is an emotional, unconscious reaction to the characteristics and behavior you present to her; it is not a conscious decision.

The characteristics you present to the women are honest signs of whether or not you present the qualities of a good partner. Women have to make quick decisions about whether or not you're a good

partner for her since there are many men to choose from who are pursuing her. She wants to select the best one.

Women are programmed to identify traits in a man such as strength, power, and assertiveness, caring, kindness, which they see as beneficial to them for survival or providing a reproductive advantage for child raising.

This is sexual selection: women choose a mate based on the traits the man possesses, so those traits can be passed onto their children. If you were a woman and you had to recreate a society, would you pick a weak man or the strongest, most reliable male leader, who also cares for you and the tribe?

Why does this help you?

When you understand attraction is an emotional, unconscious decision for women, then you can put all the frustrations of thinking you need to be good looking or filthy rich aside.

Women are doing the right thing for them and you're no different: you unconsciously try to find the most beautiful women with healthy skin, long hair, large breasts, and good hip-to-weight ratio, because these are the biological signs of a healthy, fertile woman who can bear healthy children.

Female mating preferences are designed to

choose men who are best for their survival and reproduction. Male mating preferences are designed to choose women who are best for giving birth and raising children.

This means women aren't rejecting you as a person; they are rejecting how you present yourself to women, and this can all be changed and fixed, so you can start attracting the women you want, which is a good thing.

When you understand and do this, you are guaranteed to have more success with women.

## On Being Dominant & Powerful

Highly attractive women are conditioned toward powerful men. Most men are stepping into their feminine and are putting beautiful women on a pedestal; aka putting the woman above himself.

Women are instantly turned off when men do this. They actually don't even want you to do this, but when you do, they react accordingly – you are friend-zoned.

Women want to be with men who have a high sense of self-worth, confidence, and who demonstrate the commanding masculine energy women find most attractive.

Dominance makes women feel like you can protect them and their offspring. This means they'll survive with you, and their children will be strong, dominant men who can take care of their families, as well.

No woman wants to be around a weak man when they can choose to be around strong one.

Women are inherently looking at the best ways to survive, procreate, and live long and safe lives. A strong, powerful man, who displays signs of safety, strength, and faithfulness, is one route to make that happen.

A woman views the man of her dreams as being a leader, taking her hand, and guiding her on an adventure versus the weak, timid guy who can't approach her and isn't clear in his intentions because he's scared of rejection.

Men need to be the path, the way, the light to lead her to a better life.

All in all, women are attracted to men for their personality and status more than a man's physical looks.

You must be unapologetic and able to own your desire. Be okay with the fact you want things, especially women. You don't simply want to be her friend. You want to be *with* her, so you must be clear in your intentions.

Men aren't respected if they don't act on what they want.

Women want a man of action who can make bold moves and go after what he wants in life.



## Your Personality And Behavior Matter More

Women are attracted to a happy, fun, mentally-stable guy and repelled by depressed or crazy guys.

Good emotions create value. Remember, value is very attractive.

Women view intelligence as value, because this guarantees you have the means to provide and to give intelligent offspring who can do the same for their families. You don't need to be a genius here. This can easily be fixed with reading and continuously educating yourself.

Now, let's talk about that nice-guy versus jerk attitude a little bit more. Women want both nice guys as well as aspects of the typical jerk, but they want them both in the same guy, who knows how to demonstrate each quality at the right time.

Being nice is very important to women, yet women also want someone who can step up and be

powerful, assertive, and even violent if necessary, and only in a way that still makes her feel safe.

You can be angry or upset with a woman without her feeling like she's in danger of being physically hurt.

Men often say they want a pretty, educated, girl next door in a summer dress who's a wild beast in bed. Well, the same goes for women. They want a strong, masculine, assertive man who can fuck the world, yet is still kind and loving to them.

Think of a wild lion in the jungle killing the other predators and coming home to tend and care for his family.

The ability to switch between a strong and a kind man is very attractive to women. Most men live in extremes, being either overly nice and attentive or a big jerk, too far off the edge.

A lot of what entices women isn't so much about how you interact with them. You can do a great job socializing and having fun with her, but women are equally interested in how you interact with other friends and strangers.

Do you have social proof?

Are you a low-value member in your social circle? If the answer is "yes," this can negatively affect a woman's perception of you. She'll think, "What

am I not seeing that all of these other people see, who have known him longer?”

The solution is to focus on having fun in all of your social interactions with men and women. When you have an enjoyable social life, dating becomes a natural extension of that. A group of fun, confident, mature guys will typically be seen with a group of girls around them because they're demonstrating the qualities women want.

Okay, let's be clear. Women are attracted to a good looking guy, but looks are not nearly as important to them as they are to men. Take care of things you can control like your body, how you dress, and grooming.

Just be your best self which demonstrates healthy-lifestyle habits that also show you can be a good provider because you have a healthy body. One little thing guys can do to increase their physical looks is just have more energy.

A lot of guys literally look, walk, and talk like zombies. If you have great fun, positive, energy flowing around you wherever you go, then women notice you and, more importantly, feel you.

The easiest thing guys can do right now to be more physically attractive to women is to stop doing things that repel women, such as being unclean,

overweight, dressing unfashionably, or not grooming.

I want to make it clear that you do not have to be a millionaire to be successful with women.

If we look deeper at what having good education, career, and finances say about a guy, they point to a high level of mental health, willpower, persistence, assertiveness, courage, and intelligence. All of those qualities are attractive to women, so if they see you have (without bragging) a nice house or car, it's associated with you having positive characteristics, since that is what it takes to acquire those assets.

What is equally attractive, as discussed earlier, is momentum and the fact you are progressing in terms of building wealth and or improving in your career, which demonstrates those same qualities of willpower, persistence, assertiveness, courage, and intelligence, among many others.

Money is only useful to a certain point. Being able to provide is being able to provide.

If you're struggling to provide for yourself, then women will take note of that, but it's really about what you're doing with your time to overcome that.

Are you working to improve that, or are you content with struggling financially in life?

To point out one last time, you don't have to be

filthy rich, an athlete, or a movie star to get the girls you want. Women want The Grounded Man with the Internal Mindset. Just be effective in all areas listed previously so nothing is lacking or sticks out as a major red flag or flaw, and you will have plenty of high-quality women who will show interest in you.

## Women Want Sex Just As Much As You, If Not More

Women want sex just as much as men do, if not more. This does not mean all women are sluts.

Women have a lot more self-control than a man does regarding sex, because there is a lot more at stake for them.

Think about it, everywhere and everyday women get offered sex. By the time a woman is 20 year's old, she's declined more sex than you ever will in your entire life.

The problem is, it's being offered by men who are not grounded, rather they are weak men, so she has no choice but to decline.

Women don't want to be judged as being a "slut" by her peer group. She may want to have sex, but if her friends know about it, she may be resistant. This is why it's very important to befriend her friends and be a trustworthy Grounded Man.

Women think of sex every day and would have sex every day if the conditions were right.

Men can decide if they want to have sex within a minute of meeting a girl, while women have more

requirements that a man needs to meet in order to determine whether she'll have sex with him, since there is more at stake for her.

It takes longer for a woman to screen for personality and what kind of value a man offers.

Remember, men get turned on like a light switch, and women get turned on like volume knobs.

Women must first feel comfortable, secure, and safe with a man before sex is even a thought in her mind. There are two main roles women classify men into:

1. The lover type of guy who is fun, exciting, and typically short-term material.
2. The provider type of guy who is more reliable, trustworthy, and is long-term material.

For your sake, it doesn't have to be this black or white, because it's best to be a combination of the two. Enter the relationship as a lover, experience her, and see if she fits your value system and, if affirmative, transition into the provider role, to have a more long-term, serious relationship.

Intimacy is the fastest way to get into a relationship. If a woman is sexually intimate with

you, then you have passed many of her tests and qualifications for sex-worthiness value and she is taking a big risk by having sex with you. She's invested massively into experiencing more of you.

This is a good way to get into a relationship with beautiful women, by having sex early versus having to date her for months, spending money, and wasting both of your time.

After sex, things change, and you feel more of that togetherness, trust is established, she just did the most vulnerable thing she could possibly do with you.

Women have sexual desires, but are told they are not allowed to express those desires except within confined areas.

You know what she wants, so present those things to her and you're now entitled to her because you're giving her what no man can give her, no matter how rich or good looking.

Pat yourself on the back. You're The Grounded Man, who has the Internal Mindset and understands what women want.

Now, let's go out and meet some women and get some dates. Here we go!



# Chapter 4

## Going Out And Interacting With Women

I want to be very honest and share with you the truth. Not every woman is going to like you.

It doesn't matter how long you work at this, how much money you have, how big your biceps become

or how long you work on this. When you get rejected, you have to be able to move past this and understand there are millions of women in the world who will be attracted to you — and that all you need is one of them.

Your ability to succeed in your dating and relationships will depend on your ability to be able to pick yourself up and keep going after you've been knocked down. I just want to be honest you're going to get knocked down a lot and it will hurt but if you trust in this process you will break through and date women you've never thought you could date before.

Look, not even Brad Pitt or Leonardo DiCaprio can get every woman in the world.

You have to accept this, or you will fail at finding the right girl.

Don't aim to make every woman like you, instead focus on liking yourself for taking action.

That right there is one of the biggest mindset shifts in learning how to meet and talk to women, so read that above sentence again as it will serve you throughout your journey.

If you can accept the fact that you are not going to get every woman you talk to and that you are *not* supposed to, then you can truly set yourself free. The world becomes your playground and you have a VIP

pass to the best of attractions.

In this section, we are going to take what we learned about The Grounded Man, The Internal Mindset, and Understanding What Women Want and dive into how to effortlessly meet and attract women.

Fasten your seatbelt because things are about to get real ...

## The Not-So-Hidden Secret To Getting Results — And Fast

*“Things may come to those who wait, but only the things left by those who hustle.”*

*~ Abraham Lincoln*

How can you get good at meeting and interacting with women really fast?

The only way to get good at attracting women is to become a massive action taker and gain more experience in the shortest amount of time possible.

Ask yourself, “If I was going to die in the next 6 months, would I regret that I never took a chance to talk to that woman, do that thing I wanted to do so badly, or even enjoy my life more?”

Remember to always take action and move forward in life.

*You are enough.* Get out of your head and go plant yourself in front of a woman.

Being The Grounded Man, having the right Internal Mindset and Understanding What Women Want is not everything, but it's a major piece of the puzzle. You have to take action, approach women, and let them experience what you have to offer.

Similarly, you can go get an MBA at Harvard University, but this does not guarantee success after graduation. You still have to take action and implement what you learned, to see real results.

Remember, it's the man's job to pursue the woman, so take more action and get in front of more women to have more results with them.

Because you understand The Grounded Man, The Internal Mindset and What Women Want, you will make fewer mistakes and have better results with women, in the long run.

This does require a lot of patience and persistence. You will not master this in one month. Do not think that this doesn't work because you've tried talking to a few girls, and you didn't get a girlfriend right away.

No matter what you want to do in life, it's going to take time and patience. Approaching and interacting with women is a skill set just like any other.

You will get rejected and make a fool out of

yourself at times when you're out talking to women you've never met before, especially in the beginning, so embrace that as a part of the journey and have fun with it.

These will be the moments where you'll look back on this time as one of funnest moments of your life.

“I can't believe I really did that!”

Here are 3 things to always keep in mind when you're out meeting new women:

1. Always be taking action
2. Always be leading
3. Always be having fun

And—surprise, surprise—the best place for guys to get the most experience with highly attractive women in the shortest amount of time possible is in bars and clubs, simply because there is a high density of attractive women in those venues. Not something your mother told you, eh?

You can approach and interact with ten girls in about 2-3 hours vs. going to a social event or event during the day where you may only interact with 2-3 women.

When you first start going out and meeting new women (cold approaching), you have to get as much experience as you can in the shortest amount of time possible.

You grow the most when there is the highest level of fear of failure, so always go where your fear is. Whatever you are most afraid of, that is where you must go from now on. Bars and clubs are good because you can maximize your time spent cold-approaching women and get the most experience back in return.

Consider bars and clubs as training grounds. I'm not looking for my girlfriend here. Although it can happen (and I have dated many women from these venues), it would be more of a bonus because I'm really looking to gain more experience with attractive women in the shortest amount of time possible. I can't stress that enough.

Once you feel like you're very comfortable approaching, then start to work more of the social circle and do fun things during the day.

You don't want to ruin things with a girl in your immediate social circle because you're going to be seeing this girl often. In contrast, with a girl you meet in a bar or club the chances are you may never see her again, but you can still gain the reference

experience.

If you absolutely cannot go to a bar or club for whatever reason, you have to ask yourself, “Is this an excuse I’ve made up so I don’t have to step out of my comfort zone?”

After you’ve gone through your own personal bootcamp with bars and clubs for a minimum of three months, then it’s time to transition and get more experience with women during the day and evenings at the following places:

Malls, beaches, popular public parks, restaurants (happy hour), lounges, farmers markets, gyms, yoga class, adult intramural sports teams, grocery stores, concerts, trendy coffee shops, any popular tourist hotspot, local community college classes, bookstores, improv classes, comedy clubs, charity events, niche business events or niche hobby events. Now, that’s quite a list, but take it seriously!

Another thing you can do is get on [meetup.com](https://www.meetup.com) and join at least 25 different groups and attend at least 1 meetup per week.

The point is you have to get outside of your house and into the world where you can meet women.

You want to generally do activities that you like where women are present, if possible in large



numbers. It's much easier and less pressure to invite a woman — and just her — to something that you're already doing and have planned than to ask her out to meet you at your house when you just met.

All in all, I would recommend going to bars and clubs for a minimum of three months to get the most experience in cold-approaching women in the shortest amount of time possible — your own personal boot camp — and then transitioning to the above options that may fit your lifestyle better during the day so you have the skill set of meeting women at night and during the day as you go about your life.

This way you're not limited to meeting women only at night or only during the day. This will expand your options and the pool of women you can potentially date. I'd stay away from social dating apps like Tinder or Bumble when you're first starting out so you can learn how to cold approach women in the real world for at least 3 months. Those dating apps can become a crutch to your ability to meet and interact with women in the real world.

Now, if you're not happy with the progress you're making with women, then you have to really ask yourself, “Am I taking enough action?”

You need to be going out a minimum of two times per week; preferably three to five times per

week. If you cannot commit to twice per week, then you're not going to get the full benefits of this program, and six months from now you will be a sorry, frustrated guy.

It is highly recommended that you go out at least twice per week to see any type of significant results in addition to interacting with women during the day as you go about your daily life (grocery store, coffee shop, malls).

If you're worried about what other people think about you when you take action in public, then this points out to another, and bigger problem in your life — that you really need to stop caring about what other people think about you. The opinions of others will mean less and less to you the more you go out and meet people. Especially as you start to get more results and you become the rare breed of man who is taking action and moving toward what he wants in life.

Most guys will just be thinking in their heads, “wow how did he have the courage to do that?”

Don't view rejection from a woman as something negative. It's a learning experience. Failure is only feedback of what not to do and what you can correct or need to work on. The more action you take, the more feedback you get. In time, you'll start seeing

rejection less and less.

Never be hard on yourself. Learn from negative feedback, but go easy on yourself here. Putting yourself out there and meeting new women is going to take some time and the only thing I want you to get really good at when you're starting out is the act of always taking action, leading, and having fun. The more action you take, the less each rejection will really matter in the long run — it'll be just a drop in a sea that is becoming more and more welcoming to you.

The day will come when you have the woman of your dreams at your side; so let me ask you, will those past rejections really matter to you three years from now?

You have to commit right now that you're going to start taking action. When you see a girl you like, go plant your feet right in front of her and talk to her. You will not let any opportunities go right past you because of fear.

You can't rationalize that you're working on other areas of your life before you can start interacting with girls and taking action. For example, like working on your business, health, or finding your true purpose in life, or trying to become more present, all of this is an excuse to do what you know

you really want.

Stop avoiding what you really want in life with bull shit excuses!

The woman of your dreams has walked past you many times, and you let her slip through your fingers because you didn't have the courage to take action.

Stop that! And make a declaration right now that you will not let another woman you're interested in walk right past you. The more you go out, the more you will learn, and the better you will become at meeting new women and bringing them into your life.

The less you go out the less you will learn, and the less prepared you will be when you see or meet the woman of your dreams.

It's that simple.

It won't be a matter of "how do I 'get' her or what should I say?" It will be, "Ah ... she has finally arrived. Where have you been? I've been looking all over for you."

Make the commitment to get this area of your life taken care of right now, right here. Not five or ten years from now, when you've taken care of some other area of your life, but today.

Because if you start today then five years from now you could be waking up next to the woman of

your dreams.

Let's dive into how to get into the right mental headspace when you go out, so you are always ready to seize the moment.

# Getting Into Your Most Powerful “State” Everyday

*“To really achieve anything, you have to be able to tolerate and enjoy risk. It has to become a challenge to look forward to. In all fields, to make exceptional discoveries you need risk — you’re just never going to have a breakthrough without it.”*

*— Steven Kotler*

What is “getting into state”?

Think of NBA All-Star players. How are they so good, and what separates them from the rest, considering that all the players are the best in the world?

Michael Jordan said, “On good days, they can see the basketball go into the basket before they shoot. They can see the plays work ahead of time as if they could see the future. They could see themselves stealing the ball or blocking the ball and dunking.

Their brains are just so focused and processing so efficiently that ‘time slows down’ and they can see everything happening more clearly.”

This is state.

Have you ever been out with your friends and you’re firing on all cylinders where everything you say is funny, on point, your rhythm and timing is perfect. Basically, you’re on cloud nine and guess what, you’re sober too.

What if you could hit this level of state every time you go out and talk to women? How would this affect your interactions with them, especially with the overwhelming social pressures of their friends and the environment?

It’s really the way in which you perceive things that will dictate the quality of your interactions.

The opposite of state is having “approach anxiety,” which means that instead of socializing and putting yourself out there, you stand around at the venue and worry about things in your head, instead of taking action. It’s like Medusa has turned you into stone: you can’t think or move, and you’re frozen in one spot.

What happens is guys enter a venue and get stuck in the environment. They let the environment overwhelm them, the music, the lights, the girls in

short skirts, everyone's drinking and having a good time, and you're not.

So how do you overcome this dilemma?

You have to get out of your head.

You need massive action instead of letting the environment overwhelm you; you need to overwhelm the environment.

Listen, you don't need the girls to have a good time, just start having fun on your own.

Your actions dictate your emotions, so start taking positive actions to build up your state.

Dance, jump up and down, clap, and just move your body and smile, even force it if you have to. It's weird, I know, but it works. You have to take responsibility for your state because no one else is going to do it for you.

Don't wait for the DJ to make it better, don't wait for the alcohol to kick in and don't wait for your friends to do anything because it's not coming. You have to get yourself into state on your own.

Enter Nero Linguistic Programming which is the relationship between brain, language and the body. You can use this NLP technique: anchor a move like clapping, squeeze your fist, bump your head, snap. Every time you do this, you can bring yourself back to that positive state.



Talk to people, high-five them as you are walking by, build momentum from the moment you get out of your car, have fun. And, remember, the internal mindset should be: you're enough, you're self-amused, freedom from outcome, love yourself, you have massive value; just have a blast and care less about others' reactions.

*The world needs you to be you and that's a beautiful thing.*

In all honesty, I rarely have to consciously think about these things when I go out because they are embedded into my personality. I believe I am always in state at all times.

Every time you go out, the first woman you approach will always be the hardest, and as a result it will wake you up and get blood flowing through your body. You need to lower your time of reaction from the first girl you approach to the next. And for the rest of the day or night it progressively gets easier, the more action you take, and the more women you interact with.

I like to say the first hour doesn't count when I go out. Wherever you are you're just getting used to the environment, so just focus on having as much fun as possible, and interact with whomever you'd like; both male and female alike.

Stop thinking you have to be talking to an attractive woman in order to be having fun. Everyone you see is a new possibility to create a fun experience with.

Let's say you've been working on the computer all day on work projects and have had little social interactions throughout your day. Obviously, you're out of state at first when you get into a social situation. You have to give yourself time — about an hour — to adjust from work mode into social mode, to come alive and be your social self.

As a side note: when you're eating right, exercising regularly, sleeping well, doing things outdoors, have a fun social life, and reduce porn and masturbation, then tapping into a high state will come a lot naturally and easier to you.

When you're healthy your base level of state is an unhealthy person's highest level of state. The goal is to constantly raise the bar of your base level so you're producing consistent results every day, and you're not reliant on trying to reach a high level of "state" by drinking excessive amounts of alcohol just so you can socialize.

You want to develop your sober personality and not your drunk one. The state you have the most

experience in is the state that will grow, so I recommend reducing alcohol consumption when you're going out and being social. If you must drink alcohol then have a maximum of 3 (three) alcoholic beverages in one night, but do your best to remain completely sober.

This is about personal development, and not about getting drunk so you talk to people but don't remember a damn thing the next day.

The latter does not help you grow as a man.

All in all, to reach state, it's you who must take more action, lower your time of reaction between interactions with men and women, and follow the internal mindset that you are enough, and that you're self-amused, free from outcome, love yourself, and you have massive value while being The Grounded Man.

It all starts with taking that first action and building it from there.

## The Art Of The Approach

*“Understand: people judge you by appearances, the image you project through your actions, words, and style. If you do not take control of this process, then people will see and define you the way they want to, often to your detriment. You might think that being consistent with this image will make others respect and trust you, but in fact it is the opposite — over time you seem predictable and weak. Consistency is an illusion anyway — each passing day brings changes within you. You must not be afraid to express these evolutions. The powerful learn early in life that they have the freedom to mold their image, fitting the needs and moods of the moment. In this way, they keep others off balance and maintain an air of mystery. You must follow this path and find great pleasure in reinventing yourself, as if you were the author writing your own drama”*

*~ 50 Cent*

It's your job to approach and pursue the woman. Never expect a woman to approach you. I don't care how good looking you are, or how much money you have. Even if they like you and are showing you clear signs, you still lead the way. Although, you don't need any signs of interest like a smile or eye contact to approach a woman.

Any woman within 100 feet from you is a woman you can approach.

If you see a woman across the street that interests you, go for it.

If you see a woman five aisles over in a grocery store that catches your eye, go for it.

If you see a woman in a clothing store that catches your eye, go for it.

If you see a woman with five of her friends who stands out, go for it.

So, why is this so hard to do?

It has to do with something known as approach anxiety which exists because your mind wants to remain safe. Say if you approached a new tribe thousands of years ago, you could get killed just for being in the wrong place or for putting yourself in harm's way.

Now, in the modern day, you must understand *no one is going to kill you*. You are safe in social

settings. Women will not hurt you (*for the most part!*). The boyfriend, if he exists, won't do anything but act a little tough. The friends won't do anything, especially if all you're doing is offering value.

The worst thing that can happen to you is the conversation will end, and the girl will make a random excuse to leave you. However, if you're completely drunk, then results will vary, of course, as people are not socially polite to a drunken guy.

The best way to overcome the fear of approaching women is through experience. If you are feeling this, then you need to ask yourself: "Have I taken action or am I thinking too much?"

Are you in motion, or are you just standing there with a boring upset look on your face?

So you might be wondering, what are you supposed to say to her?

Well, you may have heard this before but your opening line with a girl doesn't matter!

Remember this right now — write this down on your hand if you have to:

It's not the move you make; it's the fact you're making moves. You need to remove the excuses and understand that the longer you wait, the harder it becomes to approach a woman. So let's make this real simple for you.

Here are four default openers you can use that all work very well:

- “Hi, I’m (insert name).”
- “Hi, who are you?”
- “Hi, you look like trouble.”
- “(State what is happening in the present moment), hey I’m INSERT NAME.” So that would like something like, “hey you guys look like you’re having a lot of fun here, I wanted to stop by for a second and say hi, I’m Andrew.”

After doing this for a while, you’ll realize the opener means nothing, and it’s what you do afterwards that matters the most.

You want to interact with a woman you’re interested in, in a man to woman type of way as early as possible to be clear in your intentions. Don’t be afraid to show or tell her that you like her — the girl knows what’s going on. Saying things like, “Do you know what time it is?” or “I’m looking for this place ... do you know where it is?” doesn’t help at all. It’s like when someone is lying to you, and you know it. At first, it isn’t a big deal, but because they keep

lying, it irritates you even more.

Would her knight in shining armor have some cheesy pick up line? No, he would show up courageously and express himself one hundred percent in an authentic way, and trust that the words would come to him, and that he's enough.

That's all you can do and that's all she really wants. It's us men who make it harder than it really is.

Be more attached to taking action and to your actions versus the woman's reactions. Be happy you're living in alignment to your values (growth, taking action, self-improvement).

Whether she likes you or not it doesn't matter because you are happy you took action. Get turned on because you are saying what you want to say and you are presenting yourself in an authentic way. Taking action turns you on whether or not the girl is laughing or smiling. Whatever happens after that doesn't matter. It's out of your control. Just let go of trying to be perfect to everyone and simply be yourself.

The difference between an amateur and an expert is the amateur tries to control everything and make it all work, and when it doesn't he gets frustrated, which reduces his internal state, whereas



the expert lets go of trying to control everything and make it go his way, and effortlessly flows like water from interaction to interaction.

*“Be like water making its way through cracks. Do not be assertive, but adjust to the object, and you shall find a way around or through it. If nothing within you stays rigid, outward things will disclose themselves. Empty your mind, be formless. Shapeless like water. If you put water into a cup, it becomes the cup. You put water into a bottle and it becomes the bottle. You put it in a teapot, it becomes the teapot. Now, water can flow or it can crash. Be water, my friend.”*

*~ Bruce Lee*

It's not whether she reacts well to your approach, it's whether you approached her. Be happy with the actions you take, not the reactions of other people.

# Four Simple Ways To Approach Women

- 1. Use the verbal opener:** “Hey, I’m INSERT NAME, who are you?” or any of the above openers. You must have a strong vocal tonality with verbal openers, and good eye contact. The majority (80/20) of your openers with women will be verbal.
- 2. Raise your hand up** like you’re giving a high five and let her hand meet your hand then close hands. Hold the hands being closed for a few seconds then let go. You must be confident here, or it’s awkward. Don’t be too aggressive, or this will scare her, and do not squeeze her hand too hard. You must commit and own it if you try this. If she doesn’t follow through, then revert to the verbal opener and keep going. If you get butt hurt that she didn’t comply with you, it’s over. The benefit if she complies with this is that it’s very clear that you like her and

are a fun type of guy.

- 3. Extend your arm and hand out** and reach to grab her hand. She has to participate and meet you half way. You extend your arm, and she either follows through or not. You don't forcefully grab her ever! She either accepts or not when you extend your arm out. If she does accept, then you have some compliance from her which usually makes for a more physical interaction, which is really arousing for both of you.
- 4. Stop a moving set.** If she's walking, then you'll probably have to catch up to her with a brisk walk then either come side-by-side or in front of her and say "Hi, excuse me ... (pause ... and wait for her to give you her attention) I saw you walking, and I had to come by and introduce myself." That's it.

Stopping a moving set was a big epiphany for me the first time I did it because I didn't realize you could just stop a girl who was walking and that she'd stop what she was doing and talk to you. And even harder to do is stopping a moving set when she is listening

to her music. Yes, you can do this too you just have to own the action and be confident in your approach.

Now tell me, would you get upset if an attractive woman stopped you to talk to you? How about when you are listening to music and walking in public?

I sometimes jog or speed walk and get side-by-side with her and also say, “Whoa, excuse me, you’re really (insert compliment) I saw you over there and had to come by and introduce myself. I’d feel bad if I didn’t.”

Then, you want to stand in front of her shoulder-to-shoulder and stop the movement. Fifty percent of the time, she’ll continue walking, so just keep moving and talking with her. It doesn’t mean it’s over and she doesn’t like you if she keeps walking, so just go with it and continue the conversation.

Never approach from behind a girl because this will scare her and when a girl is scared she’s not feeling attraction she’s in a defensive state. It’s either side to side or stand in front of her.

In time, this will naturally come to you and you can do whatever you want; however, if you’re starting out, you’ll want to stick to these scenarios as they yield really good results.

# The Three Golden Rules Of Approaching

**1. You must lower your time of reaction.** Once you see the girl, you need to get moving and go talk to her. Get in there fast before excuses pop up in your mind. The longer you wait, the harder it gets to approach her, so just do it.

**2. You must adjust** after the initial approach. Learn how to deal with the uncertainty of not knowing what to say after you make contact. Don't think about what is the perfect thing to do or say just go do something.

It's not about the move; it's the fact that you're making moves. And, the bolder the move, the more arousing it will be for the woman to experience.

It's okay that you don't know what to say. Sometimes just saying, "I actually don't know what to say right now, but I know I want to talk to you," works too since it's honest and real. It's not the best thing to say, but it's better than not having

approached the girl at all and letting her walk past you.

If you have the perfect thing to say all the time and you're too good, women will pick up on that and feel like you're some type of "player." So again, it's not about being perfect; it's about making moves and going after what you want.

**3. Set the framework of the interaction as man to woman** which will reduce the awkwardness of being physical later on. Set it up from the beginning; you're a man who's interested in her, with strong eye contact, deep vocal tonality, and being physical in your approaches. We'll touch on how to physically escalate in your interactions in a later section.

A lot of guys talk very low and boring, or they're speaking from their nose which comes across as being weak or timid. You want to project from the chest and stomach and develop a deep, resonating voice. Add a bit of charisma, and this will hold people's attention longer and create attraction. You can really separate yourself from the masses with a deeper voice, some charisma, and strong, confident eye contact.

Simply put, break the "zombie" mode and get

into “alive” mode.

When you talk, change the volume of your voice from loud to soft to provide a richer experience for people when they communicate with you. It holds people’s attention longer and keeps them more engaged.

A solid approach is when you simply walk up to her and say, “Hello,” with no nervousness. You should have focused eye contact, with a strong vocal tonality, and a confident handshake when you introduce yourself.

The bolder and more courageous moves you make, the better results and growth you will have in your life.

If the approach is socially out of context, then say it’s weird and acknowledge the weirdness:

- “I’ve never done this before.”
- “I know this is weird but ...”
- “I’m really shy and new to this ...”
- “This is my first time out in months. I just finished a (insert show) marathon on Netflix.”

It's okay to say the truth and in many ways it's appreciated by the woman. Remember it's not about the words, it's the fact that you're making moves.

Choose the bold action over the easier one. It's more polarizing and arousing for the woman to experience.

Listen, women want you to succeed. They want a confident, fun, Grounded Man to introduce themselves to her. Be the man she so badly wants to meet.

You have to be able to take action. Do not become a self-help reader or professional YouTube watcher on this stuff and not take any action. You will be in the same position you are in now five years from now if you do that.

You must go out, stand in front a woman, express yourself, be vulnerable and okay with the fact that she may not like you.

Overall, you want your thoughts, words, and actions all aligned. Fully express yourself, let the women experience you one hundred percent and hold nothing back.

You must remove the story in your head that tells you you're not ready and you can't go up to a woman. If you want to meet a girl, then go do it. I don't care if she's at the gym, on the phone, with



friends, or family. Go do it. If the opportunity presents itself and you want it, then go get it. If you find your self double glancing a woman that's a sign you need to go take action and talk to her.

Women like it when a man makes a bold move and is honestly expressing himself with no hidden agenda.

You have to do it. The good reactions won't come to you. You have to get in there, approach, and express yourself. It's going to take work. Let go of expecting positive reactions from other people, because it's out of your control. There are too many variables to consider: her upbringing, personality, sense of humor, culture, age, how she's feeling that day, which go into whether or not she likes you.

Take control of the only variable you can influence which is whether you take action or not.

Action equals internal fulfillment for yourself which makes you a success no matter what, got it?

- “Should I say it, should I say it ...” SAY IT!
- “Should I do it, should I do it ...” DO IT!

You cannot take responsibility for what you can't control. As long as you have good intentions, you

win. There is nothing more of what you could do anyways, so let go of the outcome.

You should feel good because you are taking action with your own intentions and living in alignment to what you value — personal growth.

What she sees is what she gets. No girl is going to like you until she knows who you are:

- Do you offer value or take value?
- Are you The Grounded Man?
- Does she feel safe with you?
- Put your personality on the line, dammit!

Whether she seems like a nice, good, or a wild girl, it doesn't matter except that you express yourself freely. Put yourself out there entirely whether you are attracted to her or not. Be an authentic master of yourself with everyone you interact with.

You have to dictate the rhythm of interaction with females. Don't go in and wait for the woman to control the conversation if it's slowing down; she will not, since it is your job as a man to pursue the woman — especially off a cold approach by you.

You have to take the lead and let her react to you. If she's reacting to you then she's experiencing you. If she's experiencing you, she's going to develop a connection with you.

Not a bad thing to have with an attractive women, right?

A lot of guys who struggle with women aren't necessarily bad just with women — they oftentimes struggle in social environments in general. It's not that they have a woman problem; it's that they have a social problem. They lack basic social skills with everyone in their everyday lives, not just with attractive women.

If this is the case, then download this 30 Day Challenge to Social Freedom Guide I've created for you here:

<http://www.knowledgeformen.com/dating-toolkit>

I recommend you focus on developing your social skills first before diving into meeting women, since having a basic understanding of social dynamics must be in place first to really get the full benefits of this program.

Go to [meetup.com](http://meetup.com) and attend a few events of

interest per week. Join toastmasters in your area for at least six months and get comfortable speaking in front of strangers. Try improv and attend stand-up comedy events for at least six months to really start breaking through your logical headspace and get more into your fun, playful and creative side.

If you skip working on your social skills and go straight into the rest with women, it can be a really hard journey for you. You've got to build your social muscle so that you learn to let go, have more fun, and fully accept yourself.

## How To Hook Any Girl's Interest So She's Chasing You

*“Your fears are a kind of prison that confines you within a limited range of action. The less you fear, the more power you will have and the more fully you will live.”*

*~ Robert Greene*

Men are attracted very easily to a woman. Basically, a guy sees a woman, likes her, and then he's hooked.

Women, on the other hand, need to experience a man (his personality, character, energy) before their attraction increases or decreases. It's not like guys, who know whether or not they're attracted within a few seconds.

In order for anything to happen with a woman, you first have to get her attention. Your opener

should get her attention to focus on you. Be assertive, with a good vocal tonality because a lot of guys don't realize they talk very low, which comes off as weak and timid.

Any response will do and can lead to a hook. You can use any of the previously mentioned openers, or here are a few simple ones for getting her attention.

Examples:

- “Hi!”
- “Excuse me!”
- “Hey, one second ...”

Remember that most of her impressions of you come from your non-verbal behavior rather than from the actual verbal communication.

Then, introduce yourself and tell her where you're from and what you're doing.

“I'm from the area just out doing some shopping, meeting up with a friend for a drink/lunch/movie.”

You'll want to make an observation about her: notice what she's wearing, ask where she's from, or

notice what she's doing. Be genuinely curious about her or what she's doing.

Examples:

- “You look like \_\_\_\_ a (good girl, bad girl, educated, spiritual, artistic, dancer).”
- “I see \_\_\_\_ you're a (very outgoing, positive, enthusiastic) type of person.”
- “Are you from \_\_\_\_ (a small town, large city, urban town because you have \_\_\_\_)?”

Women feel a lot safer with you when they know you don't have an agenda. So, engage her emotions. This is where it switches from being a friendly situation to being clear that it's a man to woman vibe where she has to decide if she's going to stay or not.

Apply social pressure and take a risk. She'll either accept your offer/invitation or not, and you're now deciding the terms of the interaction.

Examples:

- “You're cute, are you single?”

- “You’re not so bad. I kind of like you.”
- “Let’s grab coffee/drink over there real quick.”
- “Where have you been all my life?”
- “You look just like my ex, this could be trouble.”

You’re risking the interaction. She needs to invest more into the interaction or not. If she responds positively, then you have her attention

From this point on, you have her invested in the interaction, and you can move forward. She is not going to leave anytime soon.

If you don’t take a risk and make her invest into the interaction, then you will be overly invested, which may come off as trying too hard.

Once she is hooked, then relax and don’t overdo it. Just socialize with her, have an interaction, enjoy getting to know her and talking to her, be patient, and let her feel comfortable and safe being in your presence (I’ll explain more on how to have stimulating and meaningful conversation in a later section).

All of this can occur anywhere from ten seconds to three minutes.



Now, what kills the hook point is when guys approach women and talk non-stop at lightning speed dropping everything they know about talking to girls.

You have the girl's attention, but you're not showing any interest, so she'll make the decision that this interaction is weird. She tells herself that she's got to slowly get out of this situation since you're not really allowing her to talk and share about herself, so she'll take an action, which is leaving.

Slow down every single gesture and, more importantly, your speech. Make sure you're giving value and making it relevant to her.

Now once you have her attention and she's hooked she's going to throw in some tests to see if you're the real deal.

## How To Handle Her Tests

*“Everything negative — pressure, challenges — is all an opportunity for me to rise.”*

*~ Kobe Bryant*

In the first interaction, a woman is usually going to give you a test which is a good thing. She's interested in seeing if you're really a Grounded Man. It's not that hard to pretend to be a confident man with a funny few lines in your initial approach, and women know this.

She's thinking, “Is he a real Grounded Man? Is he really that confident, or is he faking it?”

If you pass her test, you're moving forward with her. If you stumble, it's pretty much over.

A lot of guys get stuck here and can't pass, so let's dive in.

First off, when you're getting tested this is a good thing, and it's a massive turn on when you pass the test. You should be happy you're getting tested. She

views you as a man of interest. It's a great way to show her that you're not upset by her test and not thrown off.

A few keys are to remain emotionally stable and calm. No flinching, nervousness and fidgety body language. You're grounded, self-reliant and you don't need her validation.

You're going to do what you're going to do no matter what.

Whatever she says, it can't affect you. What I mean, is don't get butt-hurt or take anything personal because some girls might say mean stuff.

If she gives you a test, for example, "You're too old for me." Then you can do one of three things:

1. Ignore it and move on.

"So what are you doing here?"

2. Answer it straightforwardly and move on.

"Yes, I'm older than you, so what are you doing here?"

3. Accept it, exaggerate, and challenge her back.

"Yeah, I'm way older than you. I could be your grandfather. Feel all my wrinkles! Are you even old

enough to be here? That's it I'm calling security!"

If you own whatever she challenges you with, then you're fine and it actually becomes a benefit to you and the interaction.

If you let it actually get you down and change your state, then she won't like it, but it's not because you're older; it's because you haven't been acting like a Grounded Man who draws his state from within and can handle himself.

When the tests come just relax and don't make it a big deal. It's not you vs. the girl. It's you two creating an interaction together and dancing with the masculine and feminine. It's a fun game. You've just got to know how to play!

Also, these tests don't only happen when you first meet a girl. They occur throughout the entire relationship in various forms.

Women want to see deep down inside what type of person you are. If you're managing an impression of confidence, then you will fail at the tests she throws at you. She needs to know she is with a Grounded Man because she wants to trust you and feel safe with you at all times.

## How To Have Stimulating Conversation With Any Woman

*“Be the flame, not the moth.”*

*~ Giacomo Casanova*

Now you might be wondering what's next, now that you've approached the girl, hooked her interest, and passed a few of her tests.

Well it's too early to go straight for a phone number or to leave to go to another place. You still need to get to know each other more and have some fun conversation together.

A lot of guys go through all of the hard work and get to the point where it gets quiet, and then they don't know what to do so they suddenly end the conversation out of fear.

That awkwardness is a great excuse for her to run back to her friends or continue going about her day or night, even though she was interested in you.

Always assume the weight of leading the interaction is on your shoulders to make something happen; it's not up to the woman.

By having a conversation, it gives you more time with her so she can slowly start to:

1. Trust you
2. Feel safe with you
3. Experience you as a Grounded Man

If she's single and she rejects you it's because you're missing all or one of those things.

With that said, it doesn't really matter what you talk about, it just matters that you express yourself.

On the contrary, some guys will express themselves too much and really take this to heart and approach the girl, then just don't stop talking to her and don't let her talk. They talk so much that they aren't even listening to the girl, they're thinking of what to say next, believing the longer they talk to this girl, the better off they'll be.

Each line they think, "Oh, that just bought me at least ten to twenty more seconds with her. Now I'll think of what to say next."

This is all wrong and not how normal conversations work. You don't do this when you're

with your friends do you? So why do it with girls?

A conversation should go like this:

80/20 first 2 minutes (you talking the majority of the time)

50/50 after 2 minutes (the conversation balances out)

20/80 after 5 minutes (she's talking the majority of the time)

Try to bounce between 50/50 and 20/80, like dancing. You do your part and she does her part; otherwise, you might as well be talking to a wall.

You'll never learn anything about her if you don't let her express herself, too. Once she's hooked and has shown investment, this is when the conversation should tip from 80/20 (you talking most of the time) to 50/50, a balanced conversation, to even 20/80 (where she is talking the majority of the time).

It's not that she doesn't want to talk to you; sometimes, you're not letting her talk to you because you won't stop talking.

When she talks to you, she is investing into the conversation and the more she invests, the more she will comply with you in the future when you ask for

her phone number or to move to another venue.

That's really all there is to it. It is not about you having the perfect thing to say the entire time. It's really what you do after the opener, that matters.

Assume there is zero attraction within the first two minutes of meeting a girl. Don't get shaken up when she gives you the infamous "mean face" which is her normal reaction to simply protecting herself from a stranger.

Imagine if you had a pretty daughter, and every guy who approached her made her really happy to talk to them. She smiles and gives out her phone number to every guy. You would get upset with her, right? You would want your daughter to have some sort of defense mechanism up, to protect her from men who are obviously talking to her for the only reason that they are attracted to her.

Another example of the "mean face" is when you're talking to a group of girls, you'll notice the one you're talking to is enjoying the conversation, but the other friends are giving you the "mean face." It's not that the friends don't like you; it's that they don't know who you are and are trying to figure you out. You get past the mean face by being a Grounded Man who expresses himself freely which usually takes about two minutes. When the



conversation goes to 50/50, you should assume the attraction and the mean face slowly turns into a happy face. It's a beautiful victory!

Girls want to be approached by confident, social, and fun guys, but they first need to know they're safe. Sometimes an approach throws them off, especially during the day, because guys rarely approach during the day, but the first thing that's going on in their head is "am I safe?"

When she knows she's safe, then the conversation transitions to 50/50.

When the conversation switches to 80/20, where she is doing most of the talking and you're beginning to bounce back and forth from her 80/20 talking to 50/50, she is hooked.

It doesn't matter how you express yourself, it matters only that you *do* express yourself.

If you don't do anything, then nothing will happen. The interaction will die. Share yourself, your thoughts, and feelings with her, because whatever you want to share is the perfect thing to say.

Remember that.

She needs to invest 50/50, as well. She needs to view you as a real human being, and not some clown who has spiked her emotions and never sees again.

So, you might be wondering how exactly do I talk to women beyond what i've showed you here?

Don't worry, I got you covered in the next section ...

## How To Get Away From 21 Questions With Women

*“If you catch me talking in my sleep, your conversation bored me.”*

*~ Jarod Kintz*

Question after question just feels like you're doing all the work.

Imagine a salesman knocking on your door and asking you question after question. Every second with this person is so painful, and you just want out no matter how rude you'll have to be to get away from him. This is what it's like for a woman when you barrage her with question after question, and you're not really listening to what she tells you.

If you ever feel like you're doing all the work and not getting much back from a woman, that's because you are doing all the work, and you're not allowing her to participate in the conversation.

You're trying to be the masculine and the feminine at the same time, and it just doesn't work and never will.

I repeat, when you do all of the talking and don't listen to her or allow her to participate in the conversation, you are always going to fail at meeting new women.

How do you get out of the dreaded 21 questions?

How do you just flow with every girl, especially the ones you're attracted to?

First, don't assume all women are master social creatures. A lot of younger women actually aren't socially good at talking to strangers. They're used to guys chasing them and saying something stupid, and talking forever. They don't have a lot of experience being social with a Grounded Man who is allowing her to participate in the conversation.

So, don't always think it was your fault, or that you did something wrong if an interaction doesn't work out.

You kick the ball to her and she needs to kick it back. It's supposed to be give and take, but most guys don't even give her the opportunity to contribute in a conversation, since they think they need to impress the girl with some witty lines to win her over.

There comes a time in every conversation where the conversation dies and slowly fizzles out, and there's that few seconds of awkwardness where you're like, "Okay, what's next?"

A lot of guys feel as if it's their fault. Here is where they'll likely mess up, and they need to fix this.

Don't feel like the lull in the conversation is all your fault. She equally needs to participate in the conversation. You can look at her like, "Well, I just did the hard part, what have you got?" kind of look.

She should feel that weight, and eighty percent of the time she'll say, "Okay. Well, what are you doing tonight?"

The number one frustration women have with men is they are not listening to them. They wonder why they should talk when he's just waiting for her to stop, so he can say something ridiculous next.

Women often feel like, "What's the point of talking to this guy?"

Be present. Be interested in her, instead of trying to be interesting. This is just called active listening, and here's how to do it.

After she's done talking, say:

"Really?"

"That's so cool?"

Repeat the last sentence she said, showing interest and have an alive facial expression.

Great examples of good listeners are kids.

I was at a show at Sea World Park where I thought to myself, “Well, this is fun, but I’m too old for this.” But I was looking at the kids and they were one hundred percent into the show.

Whenever the man spoke, the kids were very engaged. They weren’t thinking about what to do after Sea World, or what ride to go on next. They were in the zone, giving their full attention to the show. The kids are completely present and enjoying the moment.

I want you to have that same type of attitude in your social interactions. Just respond with more emotion and facial expression. Be alive and more animated with your body. Don’t be a zombie in a conversation.

I’m talking about your energy, facial expression, and vocal tonality. Don’t be fake; be aware that being “too cool for school” comes off as you don’t care about her, which we know you do, so stop faking it.

When you do ask questions stay on the same topic, because when you’re asking a question from the left field and another one that isn’t even related to the conversation, then it will seem as if you’re all

over the place, which isn't good.

It's confusing to her.

Think of each topic as a tree that has unlimited branches. There is always something you can take from the topic she's on and expand on it, branching out.

Each question opens up another set of branches you can choose. Women are always showing you what they want to talk about.

She just told you something, so that's all you need. Whatever topic you have in front of you is the best part of the conversation.

Don't look anywhere else outside of the material she's giving you. Make from whatever you have on your hands the best conversation, and stop looking for something you like or have in common.

If you're talking about where she went to college, then follow up with something relevant to her college experience like the town it was in, sports, studying abroad, organizations, parties on campus, why she left or stayed in the same city after college.

All this, instead of asking pretty much at random, "Where did you go to college?" then following up with "Oh cool, what is your favorite movie?"

Doing so it just doesn't make sense, and it feels

like 21 random questions being thrown at her. When you're asking questions, keep it all relevant and dig deeper into each topic she's giving you. (We'll discuss more on how to have meaningful conversations in this chapter).

Now, when saying goodbye: end on your own terms; don't wait for her to run. Say, "I've gotta run," or "I've gotta get back to my friends. It's been a lot of fun. I'll see you around."

Never make fun of girls or degrade them if they're not reacting positively to your approach. As tough as it is be the bigger person and just bow out gracefully and move on to the next interaction.

As the night goes on, she'll realize you were a fun, cool, confident guy. As more guys approach to talk to her, she'll wonder what she did wrong for you to leave early, and be happy if she sees you again, and will likely be a completely different person the second time around.

Also, other girls are watching you, too. So, if you disown a group of girls in public, this is just immature and ruins your image in all of those women's eyes.



# How To Never Run Out Of Things To Say

*“Much unhappiness has come into the world because of bewilderment and things left unsaid.”*

*~ Fyodor Dostoyevsky*

You may still be wondering what you should say when interacting with women. Here's a run-through for you:

I want you to remember that you are The Grounded Man with the Internal Mindset, so whatever you have to say has value because it is coming from you.

It doesn't matter if other people find it interesting; it matters that you find it interesting, and then it will become interesting.

Have you ever watched Jim Carrey's old stand-up routines?

The lines he's delivering really aren't that funny, but it's the way he says them that makes it funny. If you believe it's funny, then others will believe it is, as well. It's not even about the lines coming out of his mouth. It's watching someone fully express

themselves verbally and non-verbally through their body and facial expressions that makes it enjoyable to watch.

All in all, lower your standards of how good you think what you're going to say needs to be, because at the end of the day, it's not what you say, it's the energy behind it and how you say it.

I'm going to give you a few things: always remember, you can use these but **DO NOT THINK THIS IS THE ONLY THING THAT WORKS.** You do not have to copy these because I really want you to be more free flowing and create your own materials.

These are just suggestions to get started. I want you to try some of this material and make it uniquely your own with time. You can disregard these if you don't want to use these, but if you want to, test some of these out and have fun with them.

### **Role Playing: Fun ways to create a sense of adventure and togetherness.**

Let's get married, then divorce her later.

You are my\_\_\_(girlfriend for the rest of the night)

Imagine that \_\_\_? (you can go anywhere in the world?)

What if\_\_\_\_\_? (we ran away together, we robbed a bank; can you drive?)

**Push: These are negative emotions that are good to use to create a challenging vibe.**

You are so\_\_\_\_\_.

Interesting? Or really? Or with a challenging voice.

Are you seriously\_\_\_\_\_ (immature, boring, socially awkward, and insecure about that)?

Are you always so \_\_\_\_\_.

I never thought someone would actually do \_\_\_\_\_.

Don't be so\_\_\_\_\_.

Oh, so you're one of those girls.

How does it feel to know that you're \_\_\_\_\_ (a horrible dancer, kisser, drinker)?

No you didn't.

I don't believe you.

You're such a liar.

If she's from San Diego, "Oooh, really? I hate San Diego... I'm out of here ..." turn around and your arm is slightly pushing her away in a fun way.

**Pull: These are positive emotions to show you have interest in the person.** It's good to balance out the negative with these positive emotions — the yin

and the yang type of thing, you know.

I like your ...

I like how ...

You have the most ...

You really come alive when you ...

You have this great energy about you when  
you...

### **Go-to phrases when talking to a group:**

Introduce me to your friends.

How do you guys know each other? Are you best  
friends?

What are you guys celebrating?

You guys out picking up guys tonight?

How many numbers so far?

Anyone get any good matches on Tinder tonight?

Who's the troublemaker between the two of  
you?

Who would win in a fight?

### **Statements of empathy to show you understand what/how she's feeling:**

Admitting what you're doing isn't normal which  
makes it okay. This is good for connecting,  
developing rapport quickly, and establishing trust  
when you're doing something out of social norms.

I know it's (awkward, weird, indifferent, strange, or unusual).

I am kind of ...

Let me know if I am being too ... (forward, touchy, talking too much)

I don't normally go out at night ...

I've been working 60-hours weeks lately so I'm really out of it ...

### **If she's being rude:**

That's cute. Do it again, but I want fifteen percent more this time please.

You remind me of my friend, she does that, too.

You're kind of like my dorky little cousin.

You keep this up I'm calling security.

### **You want an emotional investment:**

You can go if you want.

I like you, but the door is always open.

You're too cute, you should leave.

I'm feeling a lot of emotion around you. I don't think I'm ready for this.

She'll respond to emotional investments with "no, I'm having fun here." And, she'll be thinking, "Why is he willing to let go of me? No guy does

that.”

Now, the question is: “Where am I deriving all of this content from? I want to teach you how you can create your own lines in any way you want, and it can be just as effective if not more.

### **Here’s how you can do this:**

“You” interview questions

“You” statements

“I” statements

“We” adventures

Here are examples of each:

### **“You?” Interview Questions:**

Where are you from?

Do you live around here?

How old are you?

What are you studying?

Where do you work?

Most guys need to reduce “you?” known as interview type questions, which are what most guys use too often. They are good to use, but not firing one right after the other, especially out of context.

The woman feels like she's being interrogated when a guy drops question after question trying to keep the conversation alive. It's not fun and it's pretty boring, why should she tell you so much personal information when you've just met? Use "You?" mixed in with the others below.

### **"You" Statements**

You seem to be really adventurous.

You really came alive when you talked about

\_\_\_\_\_.

You have this really good energy about you.

You have a beautiful smile.

You seem very ambitious in life.

People, women in general, love hearing about themselves. Now, something you can add on to the "You" statements to add a little spark in the interaction is to say, "You are so amazing and intelligent; too bad you're still in school. I only date professional women."

It's challenging and fun and you can say it with a slight smirk on your face and feel the tension build up.

Some more examples:

"You know what? You're so cute and I hate that

about you.”

“You’re so cute and I feel good with you, but that makes me nervous.”

### **“I” Statements**

I’m from San Diego.

I like to salsa dance.

I like to surf in the mornings.

I like to do yoga.

I went to the University of \_\_\_\_.

These are good because you’re sharing a bit about yourself which prompts her to do the same. Always have the courage to go first and trust she will follow.

### **“We” Adventures**

We should go for a hike.

We should go to Las Vegas.

We should run away and get married.

We should go skinny dipping at the beach.

We should grab some drinks and go streaking.

Tip: It also helps to seed potential dates with the “we” statements in the conversation to make getting the number and date in her head.



“We should get yogurt with unlimited toppings.”

“We should try a salsa class and have tacos.”

You're not actually going to do it right now. It's really a joke, but potentially, in the future, you're planting the idea of you two doing something fun together at a later time, which insinuates a perpetuating relationship.

Also, what's really powerful is if you combine these “we” statements together into one long story.

For example,

“We should catch the last flight from San Diego to Las Vegas, pre-party on the plane, and create fake names. What's your name?”

She responds, “Then we'll go to a Cirque du Soleil show and jump on stage, get kicked out, and then go to a night club ...Ready?”

The run on “We” statements provides a big story that women can play with.

The goal of “we” statements is to create that togetherness connection between the two of you. It's all for fun, so you're not actually going to do the activity, but it creates a strong connection and instantly puts you in the “fun and playful” category of guys.

Now, you can bounce between these in a night and never really run out of things to say.

Just to recap the conversations with women:

Really focus on slowing it down. Don't react so quickly to everything. Just relax and be present.

So many guys will be so happy to be self-amused that they blow up the girl with all kinds of banter that may elicit a positive response because everyone is boring, but too much can kill the interaction and she won't take the guy seriously.

She'd think you're not normal: You're a clown, a comedian, an entertainer, or dancing monkey for the girl. Slow down; be present to prevent this from happening.

Have a strong vocal tonality too: talk down, not up. Talk as if you were a king or if you owned the venue you are at.

Don't confuse this with being rude, arrogant or someone who lacks empathy, but don't sound like a little boy who hasn't hit puberty yet or like someone who has no energy in their voice, like they've been smoking weed all of their life.

Be more alive, illicit good emotions, and radiate positive energy to others through your voice and body language.

## How To Have More Meaningful Conversations For Deeper Connections

*“Most people do not listen with the intent to understand; they listen with the intent to reply.”*

*~ Stephen Covey*

Conversations can get a little dull when it's all fun and games, so I want you to balance it out with tapping into your creative and intelligent side, as well.

You do this by simply going deeper in your answers and questions. Conversations are typically very surface-layer and boring. If you want to really touch someone's core, then you have to go deeper.

If a woman asks, “What's your favorite movie?”

A guy would maybe state, “*Star Wars*, of course!”

That would be a surface-layer answer. Instead, say, “*Star Wars*, because it's about the hero's journey of a common man who rises to the call to adventure,

overcomes extreme challenges, and transforms into a hero who saves the world from evil. I can relate to this story because I'm in a similar place in my life where the odds are stacked up against me, but I'm working really hard to get to where I want to be in life ...”

I know it's a bit overplayed, but do you see the difference?

Let's try this again now, “What's your favorite music?”

A guy would maybe state, “I like Thirty Seconds to Mars.”

A deeper answer would state, “Thirty Seconds to Mars — songs about going after the impossible, your dreams, that kind of thing. Reminds me of my childhood, always trying to come up above the water in a new place. Talk about wanting to be a football player, but being the smallest player on the team. Or swimming in college — I was the newest player to the team with the least experience.”

Do you see how much more you are revealing about yourself?

Let's say you're asking the questions and you want to get deeper with her.

If you ask, “What's your favorite movie?”

She might say, “I really like *52 First Dates*.”

Instead of going to the next question, stay on that topic and learn more about what this really means about her.

You can add, “Now, what is it about *52 First Dates* that you like?”

She might say, “It’s about having to recreate love every day instead of just going about your days like it’s Groundhog Day.”

You can keep going by stating, “What is it about recreating love that gets to you?”

She might say, “Well, my last relationship got very boring — we weren’t growing together after the first few years, you know. I wish more men were willing to recreate love every day. It would show me that men still care about building a relationship after the excitement has burned out.”

Okay, do you see the impact you’re getting out of just asking for her favorite movie?

Stop asking surface-layer question after surface-layer question and start penetrating deeper into what her response really says about her.

Oftentimes, we go from question to question looking for something in common when it’s really about asking questions to go deeper and understand who she really is as a person.

When she gets vulnerable and shares more about

herself, she is investing more into the interaction with you, which creates a stronger and more meaningful connection between the two of you.

When you get emotionally naked and vulnerable, you open the doors for her to be exposed and reveal her true self too.

This combination of having fun, stimulating conversations first, followed up by injecting meaningful exchanges will make you someone she'll never forget since you stand out from the crowd. It's really about having that balance of both stimulating and meaningful chats.

I'd say go in first with stimulating conversation and pepper in meaningful lines to reveal you're not only someone fun, interesting, and engaging, but also a man of substance, which is a very attractive combination.

We've gone over a ton of content here. I made socializing with women a big priority because so many guys just can't have that conversation with a girl and lead it into the direction they want.

A lot of guys get stuck in no-conversation purgatory where they finally overcome their fears and approach girls flawlessly, then she slowly closes herself down and runs off to her friends since the conversation simply died.

Guys can be stuck in this rut for years, so if you apply these concepts, you can smash through having boring conversations and start working on physically escalating which should actually be done in congruence with your conversations. Still, it's important as a beginner to get the social skills down first, then to incorporate being physical into your interactions.

As you progress, you can do both at the same time, but often guys will use being physical as a crutch and not know how to talk and have real conversations, which can end the interaction.

Now, let's get to the fun stuff.

## How To Physically Escalate With Women

*“It ain’t no fun if the homies can’t have none.”*

*~ Snoop Dog*

You’re having a good conversation and you’re wondering “when can I touch her?”

The answer is right now.

If you don’t touch her, you’re making it harder on yourself. The sooner you touch her the easier it will be to have a conversation, and she will view you as a man of interest. She’ll think, “with this guy, I can do this, and I’ll allow him to do that, but with that other guy I keep my distance because he’s too nice.”

You’ve approached, hooked, passed her tests and are having a great conversation.

Great job. Now, if she’s been giving you these signs, she is open to you touching her and escalating things at some level.



## **Here Are Four Signs You Know She's Wants You To Physically Escalate**

1. Holding eye contact
2. Is she talking to you and sharing herself with you, beyond just normal conversation
3. Smiling, laughing
4. Body language: hips are pointed towards you, playing with hair, licking lips

If she's doing those things and you don't physically escalate, you're basically saying, "I'm not interested in you," and to her, she'll feel rejected.

She'll wait a while, but if you don't escalate, then she'll slowly start drawing back and think of you as a friend.

She's not going to tell you, "Hey, will you touch me now?"

It's your job to take action, pursue, and physically escalate. You have to display your sexual interest to her.

Here are the four different types of physical escalation:

1. Platonic: Close proximity, rubbing, arm touching, shoulder touching, lower back

touching

2. Dominance: picking up the girl, spinning, grabbing hand, kissing, dancing
3. Sexual: Hips, butt, thighs, breasts
4. Relationship: holding hands, arm around each other, sitting on you, cuddling.

Go in that order: platonic, dominant, sexual, and relationship type of vibe and then switch it up and use a combination of all of them throughout an interaction as things progress.

The most enjoyable thing to do when you first meet a girl that elicits a positive response is to reach your hand out like you're going to shake her hand, but then, you spin her.

One of my favorite things to do is the hand clasp where you put your hand up almost like you're taking an oath, but your fingers are spread out and you reach out and she reciprocates and grabs your hand, then you close the hands so your holding hands then bring her close to you.

From here, she's into you as you have the man to woman vibe perfectly in place. I'd suggest staying close and having some conversation for a minute then doing a spinning hug where you pick her up below her waist and spin her.

Set her back down and remain close and continue having conversation.

Another fun thing you can do later in the conversation is to bring her close to you and put her arm around your neck and grab her hand and do a waltz dance for like six feet in one direction then turn around and go in the other direction. Google “waltz dance” if you’re unclear of what that is.

Continue chatting and talking and allow her to feel comfortable with all of this emotion. If it’s too much too soon, she’ll freak out and run so you have to make these physical moves slowly and pepper them into your conversations.

These moves are not the main course. Remember you are the Grounded Man, but these moves elicit very high positive emotions and add to the fun of the interaction. Think of yourself as the filet mignon and these physical moves as the dessert. It helps make a great meal, but without it you can still do it.

If you are getting close with a woman, don’t feel like you have to stay connected to each other at all times. You can let go of her and re-engage physically later. Don’t feel like if you let go of her, she won’t come back.

You need to be willing to leave the bird cage

open, so to speak.

Let her relax a bit, get to know each other better, and then come back to being more physical.

At this point in the interaction, a kiss is a possibility.

If you feel you can kiss the girl, then do it. I never go straight for the kiss even if I feel she is ready. I typically build up to it by getting real close and holding her and body rocking or maybe light dancing with her, but when you're doing this it's not about the dance really I'm just trying to be close with her and pull her in close to me so my lips are just about three to six inches away from hers.

So, they almost touch, and I look at her confidently, but I don't kiss her.

At this point, she'll want you to kiss her, but you don't give it to her. You continue playing, talking, and when the moment is right, you go for it and give her a good kiss, but keep it short.

You want to keep her wanting more.

If she goes for the kiss, maybe you dodge her and nip at the neck and whisper into her ear, "I want you," "you can't have this," "you're trouble," "look at what you're making me do," and bring her body closer to yours.

From here, I just have fun getting to know her,

being physical and enjoying the interaction:

Hugging while talking, holding each other closely while talking, hands, arm hook, touching the lower of the back, light kisses, lips touch, yet you don't kiss, leaning into each other, dancing, all the while having stimulating, and meaningful conversation.

It's a beautiful art, and I want you to master this.

This sets up the man-to-woman frame where it's very clear you're not a friend, but someone who wants her.

You will have significantly better interactions if you use a small amount of physicality over a long period of time than an intense amount of physicality in a short amount of time.

When should you be physical?

Be physical from the start. The longer you wait to be physical, the more awkward it's going to be. Don't escalate too fast, though: with too much — groping the girl too hard and too early — it's just too much and she'll feel unsafe and most likely exit the interaction.

It's very clear from this point on that all you want to do is have sex. There's not much room to explore when you're overly physical too soon.

Be light and physical while you're talking to the

girl, to establish physical rapport with the her. It's really about being very comfortable being close together in a sensual, challenging, and playful way.

You should know that with patience being physical and also having good conversation is very arousing for the girl, and is the perfect combination to create a high level of attraction.

Rule of thumb: don't over-escalate too quickly with a girl until you're in a position to go the distance. If you give her the full experience right away, then she has little to hope for the future. You want to keep her guessing as it leaves a bit of mystery.

You want her thinking, "Why isn't he going further with me, when I know he could?" Or, "What am I doing wrong?"

This is more challenging and gets her to invest more into the interaction to get more. Give her space to realize, "Yes, I like this guy and I want him to like me more."

Now, she's going to try harder to get your attention and interest, so it's a 50/50 interaction. This is where getting a number is out of the question — instead, it's mostly when and how can we isolate ourselves now, or see each other in the future.

Remember, the weight is on your shoulders to

make something happen with a woman.

If a girl is with a Grounded Man over a period of time, then attraction will naturally build, and eventually she will have desires to be intimate with you if the time and place is right.

Now that you're physically escalating, and you have a wide variety of opportunities to choose from, it all depends on her logistics on what you should do next.

Is she from your town, or is she visiting, and, if the latter, for how long and where is she staying? Once you get her logistics down, then you can accurately decide what is the best course of action to take with her, but have fun with the escalating part because it's a very enjoyable part about this whole journey.

It's a dance of the masculine and feminine at its finest.

Enjoy and have fun with it. The more you combine stimulating and meaningful conversations with fun and sensual physical escalation, the more aroused she will get and that volume knob is slowly turning to, "I want this man."

You now know how to approach any woman, hook her, and pass her tests so she's interested in you. She's now chasing you, you're having

stimulating and meaningful conversations together, and now you're getting physical with her.

Things are basically going great, so now let's make it even better.

How does that sound?



# Chapter 5

## Closing

*“You cannot swim for the new horizons  
until you have the courage to lose sight of  
the shore.”*

*~ William Faulkner*

At this point, it's clear she's interested in you, so what's next? You still have to lead and take the responsibility to make something happen between the two of you. Just because you're physically escalating and having great conversation doesn't

mean she's going to say, "Let's go on a date next week!" or "Let's go home now!" You have to lead the interaction forward.

## Determining Her Logistics

Nothing will happen unless you make it happen, remember that. You need to find out what her logistics are with these simple questions at some point in the conversation:

Where are you from?

What area do you live in?

What area are you staying at? (if out of town)

What are you doing this weekend?

You'll want to include these questions in your regular conversation. Don't wait until the last minute, to bombard her with all these questions at once, as it comes off as trying too hard and gives that agenda-seeking vibe which puts women in a defensive state. The answer to those questions tells you a lot about what you should do next. Let's dive in.

# Step-By-Step On How To Leave A Venue Together

1. If she's solo, then she's looking for a fun night out, and you're the guy to bring it to her. This is probably a best case scenario, yet quite rare. If she's from out-of-town, this tells you this is your only night you will ever have with this girl. If you really like her and want to take it further, then the one night encounter is your best option. By asking "What are you doing this weekend?" you'll find whether she's here for the weekend, or when she's going back home.

If she's solo and from your town, then you have the option of getting her phone number and setting up a date later, or of a one night encounter tonight. Both good options, yet I would always push to make the best out of the night right now, since the emotions are the highest right now.

She may forget about you if you just get her

number. Plus, you have to think there are other guys pursuing her, as well. However, right now, she's with you, so make the most of it vs. trying to join the club of guys she has pursuing her.

2. If she's with friends, but celebrating something in your town or visiting, then you will have to either do a one night encounter if this is her last night, or — if she is here for a few more days — you have the option of getting her phone number now and following up with her to hang out together later.

However, since you're already together now, it makes most sense to make tonight the night because if she's visiting, it's going to be difficult to get her while she is on a vacation to leave her friends to go with some guy she has just met. She has social pressure to stay with the group, and will most likely ignore you.

3. If she's with friends, but from your town, then it's either a one night encounter or get her phone number. Her friends will be a logistical barrier you have to work with in order to get her out. It helps to have your own friends with you when you go out so your friends can mingle with hers, and it becomes a fun party. Then, when you want to leave the venue, you can either take her with you or bring the friends

with you which is usually the case.

Now, I know what you're thinking: is this all about one-night encounters? I thought this was about finding the woman of my dreams?

No, this is not about only one night encounters, as I am all for being with one amazing woman. This is about making the most of your night, having fun, and gaining the most experience in the shortest amount of time possible. Remember, women want sex, too. You want sex. I'm just making it very clear, so you know what options you have, and you don't waste any of your finite time when you go out.

For some reason, we have that stigma in our society that a girl who has sex on the first date is some type of slut or not a good girl. If you are a Grounded Man and you've approached, hooked, passed her tests, and are having stimulating and meaningful conversation while being physical, then you are experiencing a wide range of emotions here, and the end result of all of that is usually sex.

I'm giving you the tools here to safely navigate the two of you from the venue to a place where you two can be more intimate. After having sex with a girl, especially if she's from your town, the chances she'll want to see you again are very high vs. getting the phone number which would be lower since she

has guys contacting her regularly, but it's still absolutely doable.

Ideally, you want to get intimate with a girl as soon as possible.

You want to establish yourself as a lover — and not as a provider — when you're escalating with women. A woman will get intimate with the lover much faster than she would with the provider. She'll make the provider wait months before getting intimate with him if she ever does, because she fears a provider would judge her and leave her if she gets intimate with him too soon.

Meanwhile, as she's making you wait, she could meet a lover type of guy who takes her from you. A lover is more exciting, spontaneous, and the “it-just-happened” type of guy. Keep in mind the lover can switch to the provider role; however, a provider rarely can switch to the lover role.

It's much better to approach your relationships with women from a lover frame and then decide after several dates and intimate experiences whether this is a relationship you'd like to invest more into.

So, the frame of mind to have is that you're having an adventure together full of ups and downs, tragedy, romance, drama, lots of comedy, and getting intimate at the end is a natural extension of the

process.

Women want sex, but they first want to experience all of those emotions like a roller coaster. The longer you're together sharing these emotions, the more likely it is you're going to be with her at the end of the night.

I typically go for one-night encounters first and then. If that can't happen, I'll go with getting her phone number and start texting, setting up the date in the next few days or early next week.

Look, I'm all for dating a girl and taking her out, but you have to understand if sex can happen sooner rather than later, then make it happen. It will quickly establish you as the lover in her life who she will want to see again in the future.

**NOTE:** Always wear a condom when having any type of sex, be safe and never do anything the woman doesn't want to do.

## So How Do You Get Her To Leave With You?

This is assuming you have her hooked, passed her tests, had stimulating and meaningful conversation, are already being physical, and you have been leading her around the venue (you haven't been standing in one place the whole time of the interaction). Start leading her to the bar, to the dance floor, to the table, to the lounge area, just lead her around, so when it's time to leave, she already has a history of following you and it won't be a big leap of faith for her.

When things are getting more physical, I like to ask her "Are you adventurous?"

This spikes a lot of emotions, and she'll typically respond with, "Why?"

You can confidently and slowly grab her hand or have her hook your arm and start walking out of the venue or if you're on the street, head toward your



car or a taxi. If you have done the above well, then about fifty percent of the time, she'll follow you and won't say a word, because she likes and trusts you.

The other fifty percent of the time, she'll ask, "Where are we going?" or "It depends ..."

You can respond with any of the following:

1. "Let's get drinks."
2. "Let's get food."
3. "Follow me ..."

If she's with other people, then she'll respond with, "What about my friends?"

You can say, "We'll be back soon."

I'll usually set a deadline of about one hour. I'll look at my watch and say, "I'll bring you back by 12 a.m.," and gently grab her hand and continue walking out. As you walk out the door ask the doorman if there is reentry into the venue, and most of the times it's "yes," and he'll stamp your hands. I do this because it assures the woman that she can easily come back into the venue and meet her friends.

This requires the presence of the Grounded Man, the Internal Mindset, and really Understanding What Women Want.

If you both have friends with you, then I would organize a big party where everyone can go to another venue or somewhere you can continue the party at whichever friend's house is closest.

If you go to another venue, plan on spending no more than an hour there. Going to different venues together is very powerful. It creates that feeling of togetherness between the two of you, so I urge you to go to one to three different venues when you're with a girl or even on a date.

Inside the venue, you want to start working toward getting her to your place. Continue having stimulating conversation, physicality escalating, and then mention,

“I'm heading back for some drinks and relaxing into the night. I have to wake up early; come with.”

That's it. Don't keep rambling on and on. Or, you can simply just lead her out of the venue and get into a taxi, uber or your car.

You'd be surprised at how women won't say anything because they want this to happen as much as you and all you have to do is lead the way.

You can skip going to multiple venues if you feel she's really into you — just go straight to your car, uber or a taxi. But sometimes the girl needs to spend more time with you before she feels safe and trusts

you enough to leave exclusively with you.

The whole time you're taking her to the car or waiting for the uber or taxi and while you're in transit to your house, you need to remain the confident, relaxed, and fun guy she was with earlier.

If you change frames of mind and start getting excited, nervous, or anxious that you have a girl with you, she might start to feel a bit of distrust or even unsafe, so continue to keep her emotions high with fun, sensual, and positive energy.

I'm going to pause here and come back to what to do once she arrives at your place in a later section.

I'll continue this in the dating section where you bring her back to your place after the first, second, or third date, because it's the same thing once you have her back at your place and she's never been there. I'll go into depth on how do you escalate into the bedroom from there.

I'll cover all of that later, but for now, I want to backtrack to the situation where, say, you couldn't get her to come with you, and you had to settle for the phone number instead.

Let's make sure you have this down since most case scenarios will be this way.

## The Best Way To Get Her Phone Number Without Fail

Let's say the logistics weren't working out for you, or she liked you, but wasn't going to leave her friends.

This is very common, and sometimes you can stay with her longer and try again, which actually works quite well, but you have to assess how much you like this girl.

The Grounded Man is always thinking abundance and knows there are plenty of women he can talk to in this venue, at another place, or another day.

So, is this one girl worth more of your time?

If she is, then always challenge yourself and stay with her. If you're on the fence, then get her phone number while keeping in mind this is still a risk since you may not get a response from her via text/phone.

However, I have a great guide to help you

maximize all of your texting conversations so they lead into a first date here:

<http://www.knowledgeformen.com/dating-toolkit>

Don't default to getting the phone number because you're scared, ran out of things to say, or just want to leave.

Challenge yourself to stay with the girl and try to leave with her later or take it as far as you can go.

The more you push yourself to do things that are uncomfortable, the more you will grow and the more results you will experience.

Most of the women I've been with for one night encounters were girls who at first weren't that much into me or were really difficult to talk to, yet I stayed in there and eventually made it happen.

Remember, it's just a phone number that allows you to call or text her. It does not mean things are moving forward and she's going to be your next girlfriend.

She may give you her number because you didn't really give her a reason not to, kind of like when you're at a party, and you're talking to someone and they ask for your phone number. You don't really want to, but they didn't give you a reason to say no, so you give it away, yet you have no intention of ever really following up.

Girls do this too, and very often.

Always aim to first have an adventure with the girl you like and to stretch the night out as long as possible, while ending up in an isolated location such as your place or her place.

The number is never the main goal. It is not a piece of social validation or that your “skills” are improving. The phone number is a tool to help you continue the adventure at another time, and that is all.

When you ask for the number, be casual and relaxed, because it’s not a big deal.

Your body language is communicating how you feel and how she feels.

Any nervous activity on your part will show her that you’re not safe and/or of low value.

Now, here’s what I say to get numbers almost every time, and it’s been tested thousands of times. It works really well, so you can use it:

“Hey, let’s exchange phone numbers real quick.”

Say it in a commanding type of voice, as if you were talking to an old friend.

As you say that, pull your phone out on the add contact screen and put your phone in her hands.

You want to be on that contact screen so she can easily grab the phone and add it. Eliminate any

friction of her trying to figure out how to use your smartphone.

“Let’s” is a “we” statement. And “exchange” is a mutual exchange of value, where she gets your number, and you get hers.

This makes it feel like you’re not taking value from her, but she is also receiving value, as well.

The phrase “real quick” and having the phone out increase compliance since humans usually grab whatever you hand them, and once it’s in her hands she’s going to just start typing.

If you’ve gotten this far in the interaction, this will work about eight out of ten times. If she seems hesitant, don’t react to that. Just casually say:

“You can even put in a fake number, and I’ll never know the difference.”

This implies the number isn’t that big of a deal, and you’re not trying to take value from her. Usually, the girl will just start typing.

In the last eight years, I’ve only had two girls actually give me a fake number when I said that.

If she is still hesitant to give you her number, then this tells me there is a lack of trust.

Maybe you were too self-amused and “gamey,” and she thought you were funny, but you failed to establish rapport, show interest, listen to her or show

her the more authentic calm, and relaxed side of you.

If you get denied, then as a last resort, immediately say a ten-second elevator pitch, so she gets a better idea of who you are, and what you want.

For example, I'll say something like, "It's okay. I'm from San Diego, I'm a writer, a podcaster, I love traveling, working out, doing yoga, and I read everything I can get my hands on. I listen to Jack Johnson, and believe long walks on the beach are masculine — don't laugh at me."

Basically, you're throwing out who you are, what you like, and something funny or corky to reduce the tension.

This is a fun way to make the girl feel more trust with you and safe with giving her number to you.

If she still is hesitant after all of that, then I bow out gracefully. It's done.

She's not interested. She has a boyfriend. She just got out of a relationship.

Just accept that not every girl will like you, even if the interaction is going well, and you did all of the above.

It's not always you.

Say something like, "The day/night is young."

Always leave a girl respectfully, and never insult



her when you get rejected.

If a girl is hesitant to give you her number, then you need to establish more trust, and the best way to do this is to add a little more authenticity in your interactions.

Be more you, be more present, and just listen to her. You were probably doing too much 80/20 and not enough 50/50 or 20/80 in the conversation.

She needs to be able to trust you and feel safe with you.

Also, as a side note, when you are getting her phone number, get her to input her name and number herself. This helps in case you forgot her name, too, which can happen when you're talking to many people in one night.

That's just another piece of compliance where she's inputting the phone number, and you're not putting it in yourself.

Sometimes girls will test you while exchanging phone numbers with, "What's my name?" If you don't know, you screwed up, and some girls can get really pissed off and leave.

If you get caught in this, don't name guess and get it wrong three times in a row. Just be honest and say, "Listen, I've had a long day. I know you are (INSERT 3 THINGS YOU KNOW ABOUT

HER) and I think you're awesome, but I did forget your name and apologize."

Say whatever you remember about her to show you were listening to her and apologize and ask for her name. You have to own your mistakes.

You could also challenge her and ask, "What's my name?"

While she's giving you her number sometimes it's fun to flip the script here and to challenge her first and say, "Wait, what's my name?"

Eight out of ten times, she forgot and I'll just tease her and say, "What am I? Just a piece of meat to you?"

She'll input her name on your phone, and you'll have just teased her because she forgot your name. So that's just fun stuff there, and you're making it a fun experience to exchange phone numbers, not this painful experience women often dread.

As a side note, I've found that if a girl gives you her last name in your contacts, this is a sign she trusts you more, and you will most likely get a response to your call/text.

Also, don't leave her the second you get her phone number.

Stand there and text her your name and maybe something funny so she can put a name to your

number right away.

Stay with her at least another minute. All that talk you did shouldn't be to get the number, or else she'll feel used.

You can increase the chances of her responding to your text or phone call if you stay with her for just another minute after you get the number, and then bow out gracefully on a high note.

For a lot of guys, texting is a problem, and they don't realize how powerful of a tool it can be to getting more dates with girls.

You just went through all of that work, and you want to be able to maximize those experiences, so don't let those numbers go down the drain. Phone numbers have a time limit on them and the longer you wait, the less likely you'll get a response.

You've determined her logistics and felt the best possible thing to do was to get her number to see her another time.

I created an entire guide on how to go from getting her phone number to the first date, how to prevent flakes from happening here, and included screenshots of real text messages, from "hello" to "hey, I'm outside." You can get them here:

<http://www.knowledgeformen.com/dating-toolkit>



## How To Go From Getting Her Phone Number To The First Date

I set up all first dates via text. I rarely ever call a girl unless we're already dating or in an existing relationship.

Here's what I've learned: if she's 35 and under, then texting will yield the highest response. If she's 35 or over, then a phone call is better.

I do not text girls to build a relationship with them. It doesn't work like that. You're never going to text your way into a relationship.

A phone number is just a tool to continue the adventure you had when you first met.

The best way to build a relationship with someone is in person where you can communicate verbally, non-verbally, and physically escalate.

Some guys want to text and chat with a girl forever and ever. This does nothing except reduce your value over time.

You have to move things forward and get off the phone and be with her to make anything happen.

*Two Scenarios:*

If you got her phone number early in the night, say between 6 p.m. and 10 p.m., then I'd assume she's still out enjoying her night and I'll simply text:

“What are you doing?”

Or ...

“Where are you?”

I do this because I'm trying to meet up with her if she's still out to continue the adventure.

This is usually pretty easy to do and when you meet up again, the dynamics have changed.

You are coming to see her, and it creates a sense of togetherness, and her friends will welcome you to the group, since you're meeting up with her.

You are now one big party if you brought your friends, as well, although solo is fine.

The response rate to this is pretty high, because she has high energy and wants to continue the party. If you get no response, then it's not a big deal.

It's not over; just follow the next step here.

The second scenario is if you got her number late

in the night or at a time when it's not possible to see her that same night, which is going to be most of the time.

Your goal here is to quickly establish rapport, flirt, as quickly as possible, and then transition to asking her out to meet up in person.

## The Rules Of Texting

*“Give, give, give, Ask”*

*~John Ruhlin*

Okay, I'm going to spend some time here because after years of doing this, I have lost amazing women because I did not know how to properly turn a phone number into a date.

You can spend all this time going out and overcoming your fears meeting women, but if you don't know how to make this transition, you will never have a dating life; therefore, no relationship can happen.

I repeat. If you do not know how to go from getting a girl's phone number to the first date, then no dating life or future relationship will happen. You do not want to waste your time going out and doing all of this work; so, read up and pay very close attention.



# ***The Four Things That Need To Happen Before The First Text***

*(during the interaction)*

## **1. You know her name and she knows yours.**

I know this is basic, but I have lost a lot of numbers when I first started out, so let's prevent that from happening to you. When I get a phone number I always have her input her name and number into my phone. When she gives me my phone back, I immediately or within the next fifteen minutes send her my name and maybe a short line of call back humor from the interaction we had (more on that later). The goal here is to eliminate the chance of her responding to your first text with "Who is this?" Or even more awkward, you get the first date with her, but do it not knowing her name.

## **2. Go for longer interactions with the girl.**

All phone numbers are not created equal. If you just met a girl, the interaction was just average, and it lasted for less than five minutes, that phone number is very weak, and you're getting off to a bad start. You don't really have enough to get something going, so you're trying to get a plane off the ground without much

runway to work with. The longer the interaction, the more of a runway you have, which will make texting, flirting, and setting up the date much easier.

**3. Seed a reason to text her.** During your interactions you should be seeding future dates or potential future meet ups even with friends. The whole “we” statements really come into play here. I usually ask girls in my interactions, “So, what’s your favorite yogurt? I can learn a lot about a girl by the type of yogurt she likes and the toppings she chooses.” Or talk about happy-hour spots.

Or I’ll say, “If you could go anywhere for under \$25 in our town, where would you go?”

It’s fun and playful, yet that’s not the point. What I’m doing here is seeding for a potential date. When I do text her and ask her out to yogurt or to go on a hike, then it makes sense because we already discussed this in our first interaction together. Seeding potential dates in your interactions increases the chances of her responding and of her wanting to see you again.

**4. Stay with her for at least one minute after getting the number.** If I get a girl’s phone number

and instantly leave, then that number will do okay and I'll probably see her again. Yet, I found if I just stayed with her and talked for at least another minute and then texted her later, the response rate was nearly perfect. Women don't like to feel used and when you just "hit and run" a girl and get her phone number, she feels like you took something from her and will often get buyer's remorse.

When she gives you her number, and you stay with her, she feels more comfortable and trusts you. You're investing extra time with her, and it isn't so much about the number, but about getting to *know her*. Don't collect phone numbers; collect solid connections with women, and you won't have to worry so much about her not responding.

### ***The Three Things To Always Be Doing When Texting.***

1. Flirt, be authentic, and have fun
2. Keep it simple and straightforward
3. Handle logistics and setup the date

### ***The Six Things To Not Do: Reducing The Friction***

1. **Negative things.** Nothing negative, upset, or angry.

- 2. Being unclear,** saying jokes or things that might not be easily understood via text or that can be taken the wrong way. Remember she doesn't know you yet. For example, sarcasm or self-deprecating humor can be hard to understand via text.
- 3. Closed statements** that leave her with nothing to easily respond to unless it's giving value which I'll touch on later.
- 4. Too many emojis or characters.** An emoji is those smiley faces, animated animals, or food symbols people use when texting. You can use them, but if you do all of the time, it comes across as trying too hard, especially when a girl doesn't know you yet. It comes off as childish, so save it for when you get to know her better or use them rarely. A good emoji here and there can elicit positive emotions, but too many and you overdose.
- 5. Long paragraph texts.** It just shows too much emphasis and thought was put into the text. It comes across as needy and you just met so relax. This is kind of an old school rule of

thumb, but keep your text length equivalent or less than her text length. Once you find your own groove, do whatever you want, but until then, stick to that. Also, avoid sending multiple texts without her responding. Give her a chance to respond just like you would in a normal conversation.

- 6. Texting late at night or early in the morning.** Generally texting between 12 a.m. - 12 p.m. yields a lower response rate. Flip the script and imagine a girl you just met texting you at 4:30 a.m. or 7 a.m. I would think this is a low-value girl who doesn't have much going on in her life and really values me highly even though we just met. Keep in mind those times are for girls you just met or if you're in the early dating stages, so once you start dating and get into a relationship do what you want.

Also going 3+ days without responding back to her because you're busy can kill the number. Or if everything was going well, but you didn't push for logistics and set up a date then the connection will slowly die down.

If she's responding positively to you, then you

need to assume she would like to see you again, but remember the weight is on your shoulders to make that happen. Women will not be asking you out for the first date; that is your job. She'll move on, because she thinks you already moved on from her, which may not have been the case, so don't forget to respond even if you don't know what to say.

The goal is to reduce the amount of friction by having solid interactions and only giving her value texts and not giving her a reason to not respond. As we all know, once she stops responding to a few of your texts, then it becomes more consistent and she'll eventually stop responding to them altogether. *Dead number!*

### ***How to Add Value through Texting and Always Get a Response***

The immediate goal is to add value through text. When it reaches a high level where you feel she would say yes to meeting up, then simply do it. If she rejects your attempt to set up the date, then quickly act like it didn't happen and return to adding more value.

**Do not get logical, argue or say anything**

**negative after she rejects your attempt.** It simply means that you have not added enough value and established enough comfort with her yet to get her to meet up with you. Let's learn how to add value through text now.

**1. Flirting:** callback humor from the interaction, memes, gifs, pictures, creating a nickname for her, authenticity. Always think, "is this text adding value or taking it away?"

**2. Callback humor:** You're referencing something in the interaction you had with the girl. Did she mention she's from Los Angeles? Does she like to travel, does she like movies, and is her favorite food Mexican? Also refer back to the seeds you planted in the interaction. Responses to something you seeded are always much higher than anything else. It shows you listened and valued that conversation with her. Most guys don't do this. Always take mental notes of those things when you're in a conversation.

**3. Nicknames:** these are good and are basically a form of callback humor. Only use this if it's funny for both parties and it's something that was brought up

in the conversation. Coming out of left field with a nickname may be interpreted as an insult via text. Reduce the friction.

**4. Memes & GIFs:** memes are those funny pictures with quotes, and gifs are basically short clips of something funny found online. I keep about ten memes and a few funny gifs on my phone and use them when necessary. They're kind of like secret weapons that evoke a very high emotional response from the women. Do not use them all the time, however, as this just shows you as trying too hard. Download GIF keyboard on your phone. You're welcome :)

**5. Pictures:** I will sometimes send pictures of something I cooked or where I'm at. I'll only use this to establish more rapport with the girl and show her what my world is like. It establishes trust between you and her. I'm not in the photos. If she's asking what are you doing and I'm cooking, instead of saying that, I'll send her a pic of the meal. She doesn't want to feel like you're a pick up guy she wants to know that you're a real guy.

**6. Authenticity:** If a girl is hesitant to see you,



then she needs more trust and authenticity. If you come back with too much humor, then she doesn't view you as a Grounded Man. Humor is very important, but too much of it and it's hard to connect with someone like that.

So, the pictures come in handy here. Often I'll say, "Add me on Facebook or Instagram." (I'm not big on Instagram, which is more casual, so I use Facebook more.) Sometimes just her looking at your social profile will make her feel more comfortable with you. Yet, do not transition to messaging on social media as that would be a downgrade. Continue talking through personal texts.

If your social profile is lacking in pictures and you don't have much going on, then do not do this because it may reduce your value. Work on building up your social profile by snapping a few photos when you're out with friends every now and then. A lot of guys with social lives don't take the ten seconds to capture it.

Before you fire off a text, spend another ten seconds reviewing your text and ask yourself, "Is this the most value that I have to offer?" "How can I make this even better?"

Spend maybe ten seconds being creative, yet no more than a minute. You don't need to bang your head against the wall coming up with the world's greatest text, but just be more conscious of what you're sending out.

Overtime, you'll naturally develop the skill and have the right thing to say the majority of the time. Remember, there isn't just one way to get a great response and to setup a date; there's millions, so relax and be yourself. I promise if you do that while following the steps above, you will be a rock star at turning phone numbers into dates.

### ***When To Send Texts?***

Send your value-giving texts Tuesday - Saturday and on Sunday or Monday evening is when I start working toward logistics and setting up a date for that same week.

I rarely try to setup a date on a Thursday, Friday, or Saturday for the following week. I find it easier when you set up the date just a few days out.

To recap:

Value giving texts on Tuesday - Saturday between 12 p.m. - 12 a.m.

Logistics and setting up the date Sunday and

Monday between 4 p.m. - 10 p.m.

You don't need to follow this to the tee, but use this as a guideline when first starting out. These dates and times have yielded me very high results so use them.

### ***Resistance From Her To Reply Back***

If she rarely responds back to you, or if she takes days to get back to you, then you may have had a poor first interaction that didn't give her enough to want to see you again in person. Or, if you had a great interaction, then something is going on in her personal life that is out of your control.

When her best friend texts her, do you think she takes three days to get back to her or has some weird excuse to why she takes so long to return a text?

She's perfectly fine and is seeing your texts, but is choosing to not respond promptly. If that's the case, then stop texting her for a few days.

Do not bombard her with multiple frustrated texts if she is not getting back to you. This will ensure that she does not get back to you at all, and you will lose her.

You have to respect yourself and your time. Most guys would get upset and start texting her mean

things or would take this really personally as an ego hit, but just relax.

If I have a dead phone number from a girl, then the goal is to just get a response of some type. I usually send her something wild like:

“Whoa, I just saw your twin at the mall!”

“So, you fainted from the excitement of getting my texts? Totally understandable. Text me when you wake up : )”

“Your responses are too fast for me. Slow down, speedy!”

These yield a very high response rate from women in that order. Right now, you can go through your phone and text that to a few girls, and you’ll get some responses.

Once you get a response, revert back to adding value and restart the process.

If you don’t get a response at all, then you have to move on, that’s it, and you have to be able to move on from that otherwise this game will crush you.

You can see real text message conversations from “hi” to “hey, I’m outside” in my Rules of Texting Guide here:

<http://www.knowledgeformen.com/dating-toolkit>

## ***Handling Logistics and Setting Up the Date***

You want to setup a time and date when the two of you are going to meet. The easiest thing for me has always been happy hour, yogurt, coffee in that order, and your first date should always be one-on-one. Avoid inviting someone out to a social event on the first date, like a barbeque or pool party, when you haven't really established anything between the two of you just yet.

When you feel the flirting is going well, and you've amped her up via text, then let's get the logistics figured out and setup a date.

### **Asking her out:**

“Hey, let's do something fun this week.”

“Hey, let's do something fun tonight.”

“Let's grab yogurt this week.”

“Let's do happy hour this week.”

“Let's hangout this week.”

“I'm thinking of grabbing a (coffee or drink) somewhere. Wanna join?”

“Let's get lunch somewhere.”

“Let's do something fun and simple this week.”

“I'm thinking of having dinner for my last meal of the day. You thinking the same?”

## **Basic Format:**

“Let’s do (happy hour, coffee, yogurt or some activity that is \$20 or less) this week.”

Notice how I’m not asking to hang out with her; I’m telling her this is what we *should* do. This gives her the choice of saying either “yes,” or “no,” and when her emotions are amped up from a good text message exchange, she’s more likely to say, “yes.”

If she does respond with a positive statement to seeing you in person, then I go right into logistics and give her two options that work. You have to make this as painless as possible and reduce any friction of trying to coordinate a date and time.

## **Logistics**

“Cool, I can do Tuesday or Wednesday evening, which one works for you?”

Right there that statement has yielded me more dates than anything ever. What’s interesting is I’ve rarely ever had a girl tell me she can’t do any of those times and then ask for more options.

She’ll respond with some positive statement, which means keep going or a on hold statement.

For example, a girl may say, “I get my work schedule on Monday or Tuesday, so I’ll get back to you.” If that’s the case or something similar, then

simply revert back to value giving texts until she responds.

### **Confirmation**

You'll receive something like

“Tuesday evening works!”

“Wednesday works :)”

Or something positive, so move forward and close it down.

When you're setting up the date and doing logistics, respond to every text promptly within five minutes. You have her full attention right now, so close in and lock a date. Don't ever play hard to get when you're setting up logistics for a date. Lock it in the calendar as soon as possible.

### **Locking it Down**

Confirm a time and location/venue:

“Cool, let's do 7 p.m. at PB Coffee House.”

“Cool, let's do (one time that works for you) at (happy hour joint, yogurt or coffee shop).”

### **The Rebuttal**

She may respond with:

“I can do 8:30 p.m., does that still work?”

## **Bull's-eye**

Agree to anytime. Don't be the challenging guy here. Just lock something down as quickly as possible.

Respond with:

“Cool, see you there.”

“Okay, sounds good.”

“Works for me, stay on your best behavior until then.”

Congrats at getting this far; yet, you're not done. Keep reading to ensure you don't get a flake on the day of the date.

## ***Ensuring the Date Actually Happens and Eliminating Flakes***

Now, the time between the date is critical so **continue sending value add texts**. Do not just assume you're going to show up at the venue at that time without saying anything. That's asking for a flake!

### **The Day of the Date**

The two things that ensure she doesn't flake: Send her 1-3 value texts between 1 p.m. – 5 p.m. This does three things. It:



1. Increases comfort
2. Builds up to the date
3. Keeps her mind from flaking through constant communication

Two to three hours before the date, tell her you're getting ready, on your way, or you're running late, whatever the case may be.

“About to hit the gym then hopping in the shower. See you in a bit.”

“Just got out of the longest meeting, I'll be running 15 minutes late. See you soon.”

“Had a crazy workday, going to change, see you soon.”

These above texts are reciprocity. You are doing something and getting ready for the date which implies she should, too. It shows you're on your way, you're in transit, and you're investing time into this, so this makes her feel like she should follow.

If you don't send any texts that day, she may not even respond to you and flake or just as bad, you are forcing her to lead the date by confirming with you if the date is still on.

You need to be leading the way because a first date is very nerve-racking especially for a girl and with someone she barely knows.

What you're doing with the above actions is

removing any friction that can happen on the day of the date. It's a simple process, yet very effective and reduces flakes and makes the date more exciting. I've been using this same process with slight variations for almost all the girls I date, and it just works wonders.

There you have it. A simple, straight to the point, guide to texting, to get you more dates than you've ever had before.

Happy texting!

## The First, Second And Third Date

When you setup the date, make sure you arrange it at a place where you would have fun without her. Bring her into your world. You want to be in motion, doing something fun.

I do one of these three things on my first date:

1. Happy hour drinks and light food
2. Yogurt
3. Coffee

You meet at one of the above locations, and then, after about thirty minutes to an hour, you go for a walk in a fun and busy social area like a shopping center, park, or mall. You want there to be a wide variety of things for you to do and have some beautiful views.

I also carry fun toys in the trunk of my car like a football, frisbee, beach towels, and beach chairs. I've whipped those out a bunch of times, and it's just spontaneous and fun.

The best day to setup a first date for me has been Tuesday, Wednesday, or Thursday in the evening between 6 – 9 p.m.

Friday, Saturday, and Sunday should be avoided for the first date unless you have some fun social event going on and you just throw her an invite. Even then, I want to spend some one-on-one time with a girl before I bring her into my social circle.

To clarify, I pay for everything on the first date, but the thing is I never pay more than \$25 on the initial meeting. Oftentimes it's under \$10, so don't think this is a big deal.

If you ask a girl out, then you pay.

Dinner and a movie is just out of the question on the first few dates since it's too serious, possibly boring, and you can't really have good conversation.

So, you've setup a date. You most likely did it a few days ago, and the time has come to where you are supposed to meet up later, most likely in the evening or at night.

Don't assume the date is set in stone. She can still easily flake since she doesn't really know you, and a lot of girls don't go on dates with guys they met briefly; it's usually someone they already know.

This is a big move for a lot of women. She might not respond to you, or tell you she's busy all of a

sudden.

Never assume the date is on. You still have some basic work to do to solidify the date for the evening. Please refer to the text guide on what to do on the day of the date here:

<http://knowledgeformen.com/dating-toolkit>

I haven't had a girl flake on me the day of the date in years and it's because of those things I've suggested, in addition to just having better interactions with her from the get go.

If women are flaking on the day of the scheduled date, it's not that you have bad texting skills, it might have just been not the best interaction. Great texting cannot solve bad interactions.

All dates must be: fun, adventurous, interactive, and moving around to multiple venues.

You want to go to a location that's very close to where you live or generally close to her place.

So what do you actually do on the first date?

## **When You Meet Up For The First Time**

Assume you have to start over. Just because you may have kissed her or danced with her doesn't mean you start from that point.

You are not her boyfriend ... yet.

That's why one-night encounters are great, because you continue riding that wave, but now you have to treat it like you just met her again, except you don't have to approach her, of course.

She may test you, and you still want to look for that hook, and then start going into having a stimulating and meaningful conversation. Of course, be physical; if you can kiss her, go for it or at least tease the kiss.

If you're at a venue, do not sit across from the girl. Always sit next to her so you can be close to her and touch her.

I recommend changing venues at least once. That's why I love getting coffee, yogurt, or having a drink, because they are simple, and there isn't too much stress about the date since "it's just coffee." Then, go out into the streets or to a park where you can enjoy the town and being together.

Once you're together, focus on building comfort, getting to know her and being physical. This is not shoving your tongue down her throat — this is light touching and being comfortable with this. You don't want to let her feel like she could have you at any moment. This kills the tension. Have fun, be the Grounded Man and have somewhat of a challenging

vibe.

You do not need her, but you want her.

## What To Talk About On The First Date

The goal of the first date is to have fun, be yourself, and build a connection together.

If you succeed at this, then the second date is inevitable.

To take some pressure off yourself, remember each of you have fifty percent responsibility for the conversation. It's not all on you, but you can navigate the conversation in a way that builds a stronger connection in the shortest amount of time possible.

In addition to the stimulating and meaningful conversation previously discussed, here are some fun conversation starters I like to talk about:

“So, you told me you did \_\_\_ for a living. Tell me more about that.”

“What do you enjoy most about that?”

“What were you like in college?”

“If money wasn't an object, what would you want to do or be?”

“I have a scenario for you. I can give you one



plane ticket to anywhere in the world, where would you go?”

“What book would you bring with you?”

”What movie can you watch over and over?”

“What is your favorite way to spend the weekend?”

“Were you a trouble maker or good girl growing up?”

“What’s the boldest thing you’ve ever done?”

“What are your guilty/pleasure TV shows?”

“Would you like to be famous? Doing what?”

“What would make a ‘perfect day‘ for you?”

At the end of each of these questions, be sure to answer the question yourself, to share more about who you are and stay on that topic for a while vs. jumping from one question to the next.

## **What Not To Talk About On The First Date**

I’m going to keep this real simple.

Don’t complain or be negative about life, money, illnesses, family problems, your ex, sex, desire for marriage or children.

Stay away from those things and focus on having fun, stimulating, and meaningful conversations, physically escalating and building a strong connection

together.

If you do that, you'll be golden on your dates.

## How To Kiss On The First Date

You want to focus on going slowly, physically escalating with her from the moment you see her on the first date.

Starting with a hug, move to touching her lower back, to having your arm around her lower back and over her for a short while. The more you build up these light physical touches, the easier it will be to transition to a kiss.

The best time to kiss is in the middle of the date, when the emotions are spiked at the highest.

This is better than at the end of the date, when it's awkward and kind of assumed.

Here is a simple step-by-step process on how to kiss a girl:

1. Get close to her
2. Arm around her or both hands touching her waist
3. Make eye contact

4. Make a statement about her, how you feel and tell her what you're going to do.
5. Go in slowly for the kiss

For example:

“You're beautiful, I'm having fun with you. I'm kissing you.”

“You're adorable, I'm enjoying the night with you. I'm kissing you.”

“You're so cute, I'm excited we got together tonight. I'm kissing you.”

If you're by an epic view, sometimes I'll just grab the girl and say, “This view is just too damn beautiful, so I'm going to kiss you.”

Now, don't make the first kiss a crazy make out and shove your tongue down her throat. Just a nice, warm, gentle kiss that she can remember. You want to leave her wanting, so be the first to pull away.

If she rejects your kiss, then you may not have been physical enough throughout the date. I start off with my arm gently touching her lower back as we walk. Open doors, always being a gentlemen. Slowly, move your arm around her for a few minutes, and then take it off. Switch back. Tease her

hands, hold her hands, pick her up and lift her, carry her.

You want to focus on getting to know her better and having fun while physical escalating at the same time.

## How to Bring Her Back To Your Place

Towards the end of the date, you may want to bring her back to your place. Simply mention you have something fun to watch, see, or a view. Just something to do at your place that is fun and entertaining.

A movie works well in this location, too. Call back humor and references from the date come in handy here. You want to find a reason to get her back to your place. If the date is moving forward well, yet she's not responding to going back to your place, then drop the:

“I'm heading back for some drinks and views to relax into the night, I have to wake up early, come with.”

Or you can simply just lead her to your car, an uber or a taxi.

If the first date was near your place, I usually go for a walk. When you get close to your place, just say, “Hey, I live right over there. I can show you

\_\_\_\_\_ (something that you guys talked about) real quick”.

If she resists going back with you and it's a very serious “no,” then just continue enjoying your time together, finish the date, bow out gracefully, and repeat the texting steps to setup another date. Then, simply repeat this whole process until you can get her back to your place on the next date.

If it's a playful “no” or she's like, “Well, what are we going to do?” Then, just assure her you really want to show her this thing or do what you talked about at your place and be honest with that.

You can also say, “You're not getting lucky this soon, I don't know what you were thinking I just want to show you this thing.”

Basically, don't make a big deal out of it if she doesn't want to come. It does not mean she does not like you or is not interested in seeing you again. It simply means she's not ready to come to your place in private yet. If you get phased by this, it could really ruin the date and she might think that all you want to do with her is have sex.

All in all, dating is fun, so just stay in touch and add value to her through text or phone call and work on setting up another date and on enjoying your time with her.

Spread out your first three dates to one per week, and once you've dated more than three times, then you can start opening up your weekends to her and seeing her more often.

Don't overwhelm her with text messages and phone calls. Just relax.

She likes you.

Be grounded and trust that you're enough, and she'll respond positively the next time you ask her out.



## What To Do When You Bring Her Back To Your Place

Let's say you get her back to your place for the first time whether you just met, or if it's the first or third date.

This section applies if you we're having a one night encounter, or it's your first date and you got her back to your place or it's your 3rd date — but all in all, you finally got her back to your place.

Once there, the key is to make her feel comfortable and safe.

If you have roommates, let them know you're bringing a girl back.

You want to reduce all the friction and make it a smooth landing when she first arrives.

Before you leave for the date or go out for the night, you want to ensure your place is clean and that you have drinks and snacks readily available.

I have a setup on my phone that syncs to a sound

dock, and I can play music as I'm entering my home.

I can create that fun vibe right off the bat. I usually give a quick tour of the place to make her feel comfortable. She typically uses the bathroom, so make sure that's clean, as well.

While she's in there, I'm preparing drinks, but never pouring the alcohol without her seeing it.

If you just hand her a drink, she might be like, "I don't know what's in this?" Which creates a negative, creepy type of vibe.

Always make the drink in front of her and make it the same amount of alcohol, but always have juice or something to mix the drink with if needed for her.

If you have just straight alcohol, she's probably not interested in taking shots ...

Keep in mind I'm not getting hammered here and neither is she. We're basically both just holding drinks to create that fun, social vibe, and I rarely even finish this drink and neither does she. However, the fact that you poured something for the two of you establishes that she's going to stay for at least fifteen minutes.

If she's not into drinks, then having something you can throw in the oven or heat up is a good idea. Because you're baking something, she has to stay for

the duration of that, so if it takes thirty minutes to cook, then she's going to stay for at least that long.

I always keep snacks on the counter so anyone can grab a bite. The goal here again is to make her feel safe, comfortable, and at home.

I like to take the drinks and show her the view from my balcony. I get a little physical, touching, joking, teasing, and light kissing, then we move to the couch in the living room, and I ensure the lighting is not very bright.

I keep folded blankets on the couch. Often, girls will just grab it and put the blanket on, which is good, because she's getting more comfortable.

I usually throw on Netflix and might make popcorn and put on something funny, but never put on something that you really want to watch.

The goal is not to watch a movie that's going to keep her engaged, but to put on something that's just on in the background while the two of you are talking and being close.

Instead of putting your arm around her, I usually pick up her legs when she's sitting and put them over my lap so she's laying on her back with her legs over me.

You want her comfortable, relaxed, and enjoying herself. At this point, I'll say, "Hey, no shoes on the

couch,” and I’ll take them off for her which most women will usually respect this since it’s your house rules.

Subtly, start massaging her legs on and off and socializing and go in for the kiss periodically.

She’s already laying down, so move over, get on top of her, and start kissing and things can heat up from here.

You might have to kiss her, then watch the movie, then kiss again, and take it slow depending on her reaction to you getting closer to her. By pulling back, you’re going at a pace that’s comfortable for her and slowly turning up that “volume knob” of attraction she has for you.

Always respect her level of comfort with you, especially when getting intimate. From here, you’re in a very good place so I’ll come back to this.

Now let’s say you could not take her to your place, which is the ideal place, but you are dropping her off at her apartment.

When you’re dropping her off whether you’re in your car, uber or in a taxi, ask if you can use her bathroom. I’ve never had a girl tell me I couldn’t do this. This will get you into her place. Once you get out of the bathroom, say, “so this is your place,

huh?” and kind of look around interested.

Say, “I’ve got to wake up early tomorrow, but while I’m here why don’t you put on your tour guide hat and show me around real quick.”

While she’s showing you around, she’s going to show you her room eventually and then you can get close to her when she’s near the bed and start kissing and lean into her until she falls back onto it.

If she doesn’t show you her room, do this near the couch. Now, you’re isolated, kissing, and laying down together. Not a bad place to be, eh?

## Handling Resistance To Sex

In all situations, whether it's a one-night encounter, or a first, second, or third date, the first time you're with a girl lying down, she's making the decision in her head as to whether or not she should have sex with you, especially if she's mulling over if it's too soon.

Nine out of ten girls are going to give you some form of verbal resistance to having sex with you.

It doesn't mean she's not interested in you or doesn't like you. It means it's the first time she's having sex with you, and she is supposed to give you some form of resistance.

I personally don't like it if a girl gives me no resistance.

She's going to say, "no," but it's not a real "no."

You see, there are two kinds of "no's."

There is "no," and then there is, "NO!!! Get off of me!"

When you hear the "NO!!!" stop what you're

doing immediately and take a step back. Never forcefully persist on anything physical without her consent, ever.

Equally, never take advantage of a woman who is overly intoxicated or under the consumption of anything. She will remember what you did and will be hesitant about any type of future relationship.

Overall, do not do anything she does not want to do, ever.

The key is to not get thrown off, scared, upset, or angry. It's not a rejection; she just needs more time with you. She needs to feel safe and to trust you because sex is a very intimate and risky act, especially for women.

Relax and go back to stimulating and meaningful conversation. Get to know her, have fun with her while slowly physically escalating.

Think of the first form of resistance as a "time out" or "half-time" where you're taking a break from escalating. This gives her time to re-evaluate her decision which you should allow her all the time she needs.

If she's still in your bed or lying down with you on a couch, she's still considering having sex. If she's getting up, putting clothes back on, or slipping into her shoes, then just let it be and don't fight it.

If it's a playful no, that's her logical mind saying, "Society says you shouldn't hook up so soon, and I don't want him to think I'm a slut."

From here, simply slow down, but keep going at a pace that's comfortable for her.

The worst thing you can do when she shows resistance is to get angry and upset with her and to try to logically convince her why you should have sex, or to ask her whether she still likes you.

All will kill the mood. Just relax; be okay with the situation, let it be and continue playing with each other. You want to take two steps forward, one step back.

If I ever get any form of resistance where I can't get through the "No," then I slowly transition into massaging her and caressing all parts of her body while she's laying down.

Dedicate about 15-30 minutes to massaging and then start kissing and touching her sensually over her entire body while purposely avoiding her pelvic area.

Tease and don't give her what she wants, yet ...

By this time, she will usually be ready and will have verbally told you or shown you she's ready by taking off clothing or asking if you have a condom on hand. If she doesn't verbally tell you, she may



physically tell you by her grabbing you, bringing you closer to her, or putting your hand over her pelvic area.

From here, you can continue moving forward, but take a step back, move forward, and then step back again. Continue this until you feel she's ready. Simply grab her hand and put it in on your crotch.

If she's hesitant still, then continue massaging and caressing her entire body while kissing her and repeat. Don't skip foreplay ... ever.

Having more foreplay and going less straight into sex will be more stimulating for the both of you.

Be patient, relax and be the Grounded Man.

Enough foreplay will reduce thoughts of her saying "no."

Take your time and let her relax and fall into her deepest feminine with you. You're all set...

Always use protection when having sex, never do anything she doesn't want to do and be safe!

## How To Handle A Woman You Really Like But Who's Not Into You

*“Sometimes good things fall apart so better things can fall together.”*

*~ Marilyn Monroe*

Let's back track a little and say the dates were not going so well.

Bottomline: If you're not a “hell yes” about her, then you may want to let her go. If she is not a “hell yes” about you, then you may want to let her go, too.

If you feel like there is still room to learn more about her, or if you were holding back, and she didn't experience the full you, then it may be worth investing into another date or two.

All in all, if the first date or two don't leave you wanting more of her, then you have to really listen to your gut. I encourage you to walk away, so you can create space for another woman.

The time you spend pursuing a woman who doesn't really excite you is time spent away from pursuing another woman who does excite you.

When two people like each other, it's not hard to communicate and date; it just flows.

Equally, after a few dates, if you do like the woman and she is not showing the same level of investment back into you meaning she is not a "hell yes" about you, then this is a sign you may want to walk away too.

If she doesn't respond back to you or has all the time excuses as to why she can't hang out, then you have to take this into consideration — she isn't all that much into you.

Think of the last girl you had a really big crush on. Did you take days to get back to her, reschedule, or flake on dates? No, absolutely not! You responded promptly to make it happen and to move forward with her.

When a girl has a high-interest level in you, she makes it easy for you to see her, responds quickly, and flirts back with you. It's almost as if you could do no wrong.

Stop making a woman a priority in your life when you are just her option. Maybe even third option ...

I give girls three strikes, then I move on.

Does she take a week to respond back to me?

Strike 1.

Does she flake on a date or cancel last minute with no attempt to reschedule? Strike 2.

Does she have some value or habit that is just wrong or I don't agree with (smoking, drugs, racist, no ambition or future)? Strike 3.

A part of really getting good at dating is having the backbone to walk away from situations that don't serve you. Just because she may be an attractive woman doesn't mean you need to chase her around the world!

Let her go.

You have to be willing to respect yourself enough to walk away from a woman that isn't interested in you. She loses respect for you more and more when you put up with her second class behavior to you.

You deserve the best, and she is clearly not the woman of your dreams, because she would happily make herself available to you if she was.

You don't always get what you want in life, but if you stay the course and continue the journey amazing things will happen to you.

Okay, so I really wanted to make that clear,

because it's what really makes or breaks guys. So now let's get back to the fun stuff.

## The Secrets To Having Great Sex

*“Sex is an emotion in motion.”*

*~ Mae West*

When you're having sex, it's important for you to go into your masculine which will prompt her to go into in her feminine. Sex is the ultimate form of submission from a woman and establishes the highest level of trust.

Tap into your inner caveman. Sex is a primal act where two people can become wild animals.

Be masculine, dominant, make noise, breathe fully and hard, tell her what you want, if she's doing something you like, then verbally tell her you like it when she does that.

You want to get out of your head and into your body. Really feel every aspect of your bodies together as if you were becoming “one.”

I've never met a girl who doesn't like to be

dominated in bed. It's a natural thing for *most* women to naturally want the man to take control in the bedroom.

Of course, there can be times when she's taking a lead role, but I'd say it's generally 80/20, where eighty percent of the time you're in control, and twenty percent you can let her do her thing.

Most guys are passive and quiet in bed which makes for a boring experience for the woman. The more you let loose then the more she will do the same, and you two will experience a side of each other that may have never been shared with anyone else.

Take the lead, make noise, and she'll follow suit.

Don't ask her to do anything. Just move her into the position you want. If she doesn't want to do that, then don't get mad or upset. Simply transition back into a position you know she's comfortable with and continue the fun.

Do not get bummed out and stop to ask her why you can't do this certain position or why she won't go down while you're having sex. No arguing during sex ... ever!

The key to talking dirty is to say what's going on and how it makes you feel.

Always wear a condom and be safe. And, flush

the condom down the toilet when finished. Don't leave it in the trash or on the floor. Take care of the condom as soon as you're finished.

If you're having trouble getting it up or you have premature ejaculation and/or having performance anxiety, then the solution is to:

1. Stretch out the pelvic floor, abdominal, thigh, and lower back muscles for twenty minutes daily. Google pelvic floor, abdominal, thigh and lower back stretches and put together five stretches that you can consistently do every day for thirty days. This will loosen and strengthen the muscles to allow more blood flow into this region.

Yoga is known for improving erections and the sexual function, so just do it. After 30 days you will notice a significant increase in your sexual appetite and the size of your erections. This is a natural way to solve this problem which I encourage over taking sexual performance pills.

2. Have more sexual experiences. If this is you, just accept you're going to have a few bad experiences with women before it starts getting better. Be open and honest with women by letting them know this isn't something you do all the time.



You don't need to pretend to be a master of sex when you're really not.

With more practice and having a girl you're hooking up with regularly who is very cooperative and doesn't get upset if it's not working tonight, you'll be improving.

You need to have more positive sexual experiences in your life and the more you have, the easier it will be. Trust me, I used to not be able to get it up when I was younger and would be so upset about having a beautiful, naked girl laying down in front of me, but I couldn't do anything about it.

It took meeting a girl who understood and would be patient with me to get enough experience until I became capable of having sex anytime and anywhere.

If premature ejaculation still persists, try more foreplay with the girl: have sex, then foreplay with the girl, then sex and so on.

Plus, there's nothing wrong with having sex multiple times in one night.

I thought something was wrong with me for so long, but it was really just about getting comfortable with sexual experiences, with yourself and really knowing how to control your body and tap into that primal desire when you need it.

## How To Have An Awesome Dating Life

This is the period usually within the first six months where you are seeing a woman regularly, having sex, and going out.

You're not exactly official, but it's clear that there is a lot of potential for you two in the future. You're not opposed to being official, but the conversation just hasn't happened yet.

You want to focus on having fun, creating new experiences, and building a stronger connection together.

Just because you're having sex regularly doesn't mean you need to see her or call her every day. Stay focused on your life, career, friends, and hobbies. Men should not change their life purpose to trying to make this one girl their girlfriend, because it will scare the woman away.

The second you show any signs of weakness, like being too needy, clingy, available, or jealous is the second she starts second guessing you as a potential boyfriend.

Read that one more time actually, because it might just save your dating life as it's the leading cause of dating relationships being ruined.

The key is to remain the Grounded Man with the Internal Mindset. If you do, then you will succeed in transitioning from dating to a relationship if that is what you want.

Now, after a few months, if you haven't labeled the relationship, these questions or something similar will come up from her:

“Are we together?”

“Are we exclusive?”

Which is actually a good thing because it's showing interest in wanting a relationship with you and taking what you have to the next step.

Here's the best way to handle it if you're not sure

...

“I wouldn't put a title on what we have here. I want to keep getting to know you to see if this can be more serious. And I'm really enjoying getting to know you better. Also, I'm always going to be honest about how I feel about us at all times, and so far so good.”

The key is to speak the truth and not lie. Just share with her how you feel about her and the possibility of this turning into a relationship. Don't

lie to women to sleep with women.

Just be honest and you'll be surprised to find out she may be on the same page with you, which will make for a less stressful dating relationship.

Now, after having sex and dating for several months, the time for a decision comes: do you want to be in a long-term relationship with this woman and, if so, how do you make it an awesome, happy, and loving relationship?

Let's find out how to make sure this is really the woman you want to get serious with and, if so, how to make it the best relationship ever.

# Chapter 6

## Girlfriends And Relationships

*“It is better to be hated for what you are than to be loved for what you are not.”*

*~ Andre Gide*

Getting In A Relationship For The Right Reasons

Keep people in your life who truly love you, motivate you, encourage you, enhance you, and make you happy. If the people around you do none

of these things, then let them go.

The best relationships are when two healthy, happy independent people come together. You are both happy with or without each other.

The wrong reason to get into a committed relationship is for sex. You're lonely, bored, or you need this person in your life in order to be happy. All of these scenarios typically end in a break up.

Yet, if you naturally vibe with her, connect with her, share similar values, she supports your mission in life, then you have a potential relationship here.

When you meet a girl who makes it completely un-motivating to meet other women, then you may have found a girl worth investing more time and energy into.

Let me repeat: when you go out and you're proud to be with the woman you're with and you could care less about other women then this is a good sign.

Here are some questions to think about:

- What are your personal values?
- What are your boundaries in a relationship?
- What are your standards that are non-

negotiable?

Here is what I value in a woman:

- She has clear goals and is moving towards them.
- She loves to travel and experience new cultures.
- She has high standards for herself and the people closest to her.
- She's close with her family.
- She is adventurous and willing to take spontaneous risks.
- She has her own hobbies outside of drinking.
- She can hold her own socially.
- She does something that impresses me, or that I admire.

When you have your values and you meet a woman who meets these values, then you may have found a woman worth investing in a relationship with.

# Don't Ever Settle Because You're Lonely

*“The biggest human temptation is to settle for too little.”*

*~ Thomas Merton*

Fall in love when you are ready, not when you're lonely. If you're lonely and bored in life, this shows you really need a reality check with where you're going.

- Do you enjoy your career?
- How is your health?
- How is your social life?
- Are you close with your family?
- Do you have hobbies and passions that you are actively pursuing?



Now, the wrong reasons for getting into a relationship are:

- Getting a girlfriend because you're scared of approaching or meeting new women.
- You're not sure if this opportunity will ever come again so you're trying to hold it for as long as possible out of scarcity.
- You're tired of being single or lonely.
- You enjoy regular sex, or even sex without a condom.
- You're caving into social pressure of being in a relationship, as all of your friends are getting married and having kids.

You may think being in a relationship will fill an empty void inside of you like something is missing and she is the missing piece to that.

You feel like you can finally go out with someone and do fun things with this person and you couldn't before. You're getting older and want to settle down I get it.

You must be very cautious of who you're getting into a relationship with. You are The Grounded Man who has so much going for him in life. She's going to have the opportunity to meet your friends, family, network, travel and lifestyle.

You're showing her your world which you value to the highest regard. If she's the wrong girl, she could ruin what you've built. She has a lot to gain by being with you so be very selective, picky, not just any cute girl that's willing to have sex with you regularly should be considered someone to get into a serious relationship with.

It's better to be single with high standards than in a relationship settling for less than you deserve out of scarcity.

Is that even a high quality relationship that will last?

You have to ask yourself: Is this woman someone I want to be with:

- Five years from now?
- Ten years from now?
- Twenty years from now?

- Would I want this woman to be the mother of my children?

Think of ten women you've had a crush on in your life. Now picture all ten of them dressed in their best and all of them looking at you, and one of them is your existing girlfriend.

If you could walk up to and have anyone of those women, who would it be?

Would you regret the opportunity to meet another woman who could be more beautiful, intelligent, creative, or simply someone you deeply admire?

If you're hesitant about these questions, then chances are you may be settling in a relationship for the wrong reasons, and you may want to consider breaking up now to save yourself and herself the time of being together when you both could be with someone else and happier.

The time you spend with someone is time spent away from someone else who could completely rock your world and be the woman of your dreams.

## Take Care Of Yourself First

*“Love yourself. Be true to yourself. How you treat yourself sets the standard for how others will treat you.”*

*~ Steve Maraboli*

We all have holes in our personality, and many men think if they have sex with beautiful women then they'll be all better: “I'll be a real man and then finally, I can be happy.”

Also, men often think, “If only I had a woman who loves me and takes care of me, then I'd feel better about myself. Then I could smile and show up in the world the way I want to. But until then, I'll be sad, depressed, and miserable and show that to the world.”

People look for things outside of themselves to fill the gaps of self-worth. Look, the right frame of mind to meet somebody new is to have already things that are more important in your life than

meeting somebody else.

The best way to meet someone who is going to enrich your life is to already be someone who has an enriching life. This is what the Grounded Man and the Internal Mindset can do for you.

Enrich your own life yourself. People are so focused on external validation it makes me sick!

Those things are outside of you. Draw your happiness from within and other people will be happy to be around you.

Things to work on:

Take care of your appearance and health. I don't get why in this day and age there are still people eating fast food, drinking soda, and smoking cigarettes. It's proven that this stuff will kill you faster, and while you are alive, it makes your life miserable with less physical, emotional, and creative energy which are all things needed to build an amazing life.

Hit the gym at least three times per week, get at least seven hours of sleep daily, and eat healthy at least seven out of ten meals, and you're already in the top one percent of the world with health.

I'm not big on expensive fashion because I don't care about it. However, I do care about having nice, clean, fitted clothing and having a nice haircut and

being clean shaven.

A \$20 shirt that fits great looks better than a \$300 shirt that doesn't fit. It doesn't cost that much to look good, it just takes a little time and effort.

Have hobbies you enjoy by yourself (because in long-term relationships slowly one or both parties sacrifice their identity and lose their interests too, which is horrible). Furthermore, when you change your identity in a relationship, you no longer become the person your partner fell in love with.

She doesn't need to like or do the hobby with you, you just need to have some type of pastime you like to do.

Have friends that are yours. Not just friends that are really hers anyways.

It's a bad sign if you're in a relationship and you don't have anyone to hang out with on your own, and you depend on her friends or family to have a social life with.

If you don't have any friends, then what does it say about you?

If you don't have friends of your own, then you don't have a social life. Start with friends, then worry about the girlfriend. Otherwise, lack of identity will make you desperate and clingy to anyone that you date, which, as we know, will scare her away.

Have a fun job or business you enjoy. You're going to spend 8-12 hours/day doing this one thing for a long time. So, if you're unhappy there, then what makes you think the next twelve hours are going to be great? If you spend half of your day doing something you hate, then that will infect every aspect of your life.

If you don't like your job, then slowly start moving in the direction that will bring you more joy. Don't give up on doing work you love.

Get your own place if you have roommates. When you're in your 20s you can slide with this, but once you hit your late 20s and 30s, it's really time to have your own living space. Your girlfriend should be able to come over and not have to worry about other people or having to "hide out" in your room.

Travel to more destinations in your life. Traveling is not expensive unless you make it expensive. Go see the world and experience new cultures to expand your awareness of the world. Of all the interesting men I know, the one thing I've noticed in common is they are all well-traveled. Go see the world and have fun, now that's not too hard to ask, is it?

Read more books. Stop watching television, get off social media, and hit the books. Someone spent

their entire life learning some great skills or lessons, and they wrote it into a formatted book so you can easily read it for ten dollars or less. It's a steal. Why aren't you taking more advantage of this?

Get a mentor. You can't do life alone. A mentor is someone who has the result you want in life. Get a mentor for different aspects of your life such as your health, wealth, relationships, and personal growth. It will save you money and time, two valuable things in the world.

Surround yourself with like-minded men. Jim Rohn said it best, "You are the average of the five people you spend your most time with."

Wait, didn't I say that earlier in this book? Well it's just that important to read it twice and actually take action on that.

It is literally one of the greatest life hacks of all time. Just put yourself in an environment and you will become that environment. Look to have at least three male friends who are on the same wavelength as you. Men who want to grow and become the best versions of themselves in all aspects of life. This will be the most powerful investment you will make on your personal development in your life.

People who don't do these things go from relationship to relationship and think they just need



to find the right one, when in reality they need to take responsibility and work on themselves to attract the type of women they really want. The grass isn't greener on the other side, it's greener where you water it.

Take care of yourself first and you'll find more opportunities coming your way personally, professionally and romantically. I hope you can tell so far in this book that so much of becoming good with women is really about becoming good with yourself.

When you improve the quality of your life and take action going after the women you want then dating and relationships is simply a natural byproduct of that.

## Staying The Grounded Man In The Relationship

*“The most erotic moment for a woman is feeling that you are Shiva, the divine masculine: imperturbable, totally loving, fully present and all pervading. She cannot move you, because you already are what you are, with or without her. She cannot scare you away, because you already penetrate her in fearless love. Feeling this hugeness of love and freedom in you, she can trust you, utterly and surrender her testing in celebration of love.”*

*~ David Deida*

It's important to be the Grounded Man in a relationship to prevent you from blaming your woman for your problems or situation. Take full responsibility and accountability for any problems or challenges in your life. It's not her fault. Handle your

life and be a grounded man.

When you make a mistake admit it openly, ask for forgiveness and move on. Learn from them and grow from them.

You must always grow as a man. The Grounded Man is why she fell for you, so the second you start losing touch with that, she's going to slowly disconnect herself from the relationship.

You don't wait for the right person to come into your life. Instead, be the right person to come into someone's else's life.

Nothing in your life is more important than your purpose. If you haven't found it, then your purpose is to go on an adventure to find your purpose.

You will not find your purpose online or in a book — only through experience in the real world.

She wants you to have a purpose.

When you put her over your purpose, she views you as a weak man.

Although it may please her in the short term, in the long term it will be a detriment to the longevity of your relationship.

She wants you to respect your purpose.

Love yourself fully. You love your woman fully but don't forget to love and respect your own wants, needs and desires. You can't force her to love you.

You can't beg her to stay when she wants to leave and be somewhere else. Don't ever change just to impress someone.

There is nothing more attractive than a grounded man who knows what he wants, knows how to get it and is working towards that every day.

You do not want to be a lost man who lives to please his girlfriend. This is bullshit and will end in a divorce or break up eventually in time. You will lose your finite time, thousands of dollars and ultimately be left with a deep wound.

When a man says this cliché phrase “a happy wife equals a happy life,” this is a lie. It should be “a Grounded Man equals a happy life”.

She will benefit by being with a Grounded Man vs. The guy who lives to please her. She may like a man who lives to please her on paper, but she will fall madly in love with The Grounded Man.

Remember: true happiness comes from within, not from someone else.

Don't make the mistake of waiting on someone or something to come along and make you happy.

Draw your own happiness from within your life and being in a relationship is an added bonus to a life well lived.

## Foundations Of The Relationship

*“I want to be in a relationship where you telling me you love me is just a ceremonious validation of what you already show me.”*

*~ Steve Maraboli*

1. Trust is the foundation of any healthy relationship. If there is no trust, then your needs can't be met. Then, you won't know if her intentions are true. Without trust it is manipulation. Once there is no trust, the relationship is over.

If trust is broken, you need to show remorse and an honest intention and effort to rebuild that trust which will only come in time.

Never break her trust in you. Integrity is a virtue that you must always hold strong especially as The Grounded Man. The moment she loses trust in you is when problems start to arise. You must be her

rock that she can count on at all times. This is your role: to be a rock for her and in your own life.

2. Respect is valuing each other's feelings, actions and thoughts the same amount as your own. Looking down on the things she thinks and feels shows lack of respect. Ideally, you want two people who look up to and admire each other's feelings, thoughts, and actions.

You can't have respect unless you first have trust.

3. Empathy is an understanding of the other person's perspective. Put yourself in their shoes and see the world through their eyes. If they can't do that, then they don't want a relationship they want a servant.

Without trust there is no respect, and without respect there is no empathy, and without empathy there is no relationship.

Please read that above statement again. It will save you a relationship or two...

All you have is two people temporarily talking and having sex with each other fulfilling some void in each of their own individual lives.

Are you dating someone who you respect? Or just has looks? What does she do that you admire?

Is there something you are just amazed at when she does this or that?

If you removed her looks is she an empty canvas for you?

A relationship has to be deeper than the sexual aspect and considering these questions will help you decide if this is the right person for you in the long term.

## Communication Is Your Best Ally

*“The single biggest problem in communication is the illusion that is has taken place.”*

*~ George Bernard Shaw*

You have to have open, honest lines of communication with your partner, or this relationship is destined for failure.

Try the following next time you're at odds with someone you're dating or in a relationship with. It's exactly what she wants to hear:

“Listen, I think we need to be more loving to each other. We would really benefit from creating that environment together, because we both deserve this and need it in order to be happy and grow together.”

It's about having those tough conversations and not letting your needs and wants go unheard.



If you can do this in the beginning then when you're mistreated in a relationship, you're able to sit down with her and speak from your heart, which will cause her to do the same.

You want to get down to the nitty-gritty and reveal what's really going on and how you feel.

When a woman says: "Nothing," when you ask, "What's wrong?"

You can do two things here:

1. Engage her defensively, from scarcity, afraid of the situation.
2. Stay strong, listen, and be patient. Remember it's not about you and engage her in a warm way.

If you've done something that upsets her, then ask so you can work on that.

If she doesn't budge, then let her know you're available for her and you're ready to talk about this. Handle the situation with class and calmness.

Silence is often the loudest cry, so let don't let things go unheard in your relationship. Have those open lines of honest, trustworthy and safe communication open.

We're really afraid of the truth in our

relationships. We're scared to talk about what's on our minds and be vulnerable, so we let issues build until they kill any chance of having a healthy conversation that could save the relationship.

The root of failure in relationships is usually a fear of honesty. We're afraid of being open and truthful with others as well with ourselves. We're afraid to strip down and reveal to the world the honest truth of who we really are and how we feel.

We're afraid of what might happen if we become open, honest, and vulnerable, when in reality we should be afraid of what would happen if we don't become open, honest and vulnerable.

Stop hiding how you really feel and share with your partner how you feel, what's bothering you and what's working for you in the relationship.

If years go by without anything shared, it will blow up in the future like a nuclear bomb a.k.a. as a break up, divorce, or loss of your children.

The key to relationships is going to be communication, and the key to communication is being open, honest and vulnerable with what's really going on.

## Setting Healthy Boundaries

*“The greatest regret in life is being what others would want you to be, rather than being yourself.”*

*~ Shannon Alder*

You are not responsible for your partner's actions or emotions, and they are not responsible for yours either. Stop trying to fix the problems in your girlfriend's life.

What usually happens here is people condition themselves to think the more problems I create the more attention I will get and the other person thinks the more problems I fix, the more I will be needed and loved in the relationship.

People feel mad at something and blame their partner instead of dealing with that emotion. It helps us feel good in the short term but creates problems in the long term.

Remember, your job is to be one hundred

percent you, express yourself in a healthy and understanding way, and respect each other.

It's not your responsibility for you to make her happy. You still care about her but the weight isn't on your shoulders to make her happy.

Be there for support and show empathy for the problems presented to you, but it's not your job to solve them. Women have their own life to manage as do you.

Stop trying to fix her into what you want her to become. You love her for her with no expectation of her ever changing. And if she changes, love what she becomes.

## **Beware Of Losing Your Identity In Relationships**

*“Man, when you lose your laugh you lose your footing.”*  
~ *Ken Kesey*

Dating is an aspect of personal growth, but getting to know yourself is key. When you enter any relationship, you need to know yourself, so you don't repeat the same mistakes made in previous relationships.

Loving yourself is always the most important thing. To truly love someone else, you've got to first accept and embrace yourself. It will be imperative for you to listen, learn, and want to understand your partner's desires. You've got to drop your ego so you can become more in tune with her needs.

Once you do, you'll see that this will create the most beautiful relationship in the world.

What usually happens in a relationship after the

first year is one party becomes more and more needy and demanding which leads to loss of respect from the other party which leads to loss of attraction, which leads to loss of sex, which leads to disconnecting from the relationship.

When there is a loss of respect on either end of the relationship then there is a high probability for cheating and or a break up.

The key is to remain the Grounded Man with a strong Internal Mindset at all times during the relationship.

## Vulnerability Is The Key To The Kingdom

*“What happens when people open their hearts? - They get better.”*

*~ Haruki Murakami*

Vulnerability is the key to seduction, everything else is child's play. Vulnerability exposes your true self, because what happens is you remove all performance and overcompensating behavior, and you act as if you're on the same level. It shows worthiness, acceptance of flaws and creates a deeper connection because it shows you're human.

Reveal your true self to her; hide nothing about who you really are, be completely transparent, an open door into your world. The good, the bad, the ugly.

Don't be scared to be authentic and share who you really are, otherwise she's going to fall in love

with someone that you really aren't.

If you want to have trust, you must be willing to share everything, especially the uncomfortable things you don't want to share. It takes courage to love, open up and let someone into your heart and trust them with that, but you have to drop the mask if you want to be in love.

If you feel that you have to hold up a shield and show up perfect all the time then you will never experience the full dimension of what true love can be. Say what you mean and mean what you say. Don't expect others to read your mind. Don't play games with others' heads and hearts.

We cannot connect with someone who has no flaws and is perfect.

A real person is not perfect; a perfect person is not real, and we can only connect with someone who has flaws.

Vulnerability is when you stop trying to defend yourself and trying to control and micromanage other people's perceptions of you.

You let go of trying to control if someone will like you or not. It takes a lot of courage to stand up for yourself and what you value in life.

If you don't stand for something, then you don't stand for anything. It's very hard to deeply connect



with someone who doesn't stand for anything.

Your goal here is not to connect with the entire world, but to connect with the right people, and the only way to do that is to be vulnerable, to show the world who you truly are.

It's about letting go of your defenses and keeping yourself open to other people's judgments.

It's not about saying everything you're thinking. It's not like now you're free to say anything and everything that's on your mind.

You want to feel the need not to have to hide your true self, and that it's not necessary to always share. Only share it when it's relevant, but don't hide things from people to control your perception of yourself.

Using vulnerability as a technique to perform and get a desired result is not vulnerability. If you're trying to be vulnerable, then you're not being vulnerable. It's about letting go of trying to control anything.

Vulnerability builds self-esteem because you realize the more you share, the more you connect with those who matter. Relationships become easier. Dating becomes easier. Friendships become easier. Life becomes easier.

You're not worried about people liking you.

You express yourself openly, and if they like you good, if not good too.

You don't want to attract people into your life by being someone that you are not, because you will always have to live up to that, which will cause more pain in your life.

You reveal your true self and stop creating an image that you want others to see, especially in your relationships.

If you're vulnerable and you're putting your emotions on the table, the people that matter will come forward, and if they don't, then they're not a good fit for you because they're rejecting your authentic self.

Now, why would you want to be around people who don't like the real you? That doesn't make any sense ...

If you can't open up to your partner, then the relationship is going to fail in the future. If you do it now, and she breaks up with you, then you're saving yourself years of time and heartache.

Isn't it great that the answer is to be yourself and not to be someone that you're really not?

Life is actually trying to make it easy for you to succeed, but we constantly make it harder on ourselves.

Be vulnerable with all people in your life. Get one hundred percent naked and reveal your true self to the people closest to you and the women in your life.

Can you drop the shield and commit to being the real you?

If you do, I promise you a whole new realm of possibility will open up for you.

# Understanding What Love Is And Isn't

*“You know you're in love when you can't fall asleep because reality is finally better than your dreams.”*

*~ Dr. Seuss*

In our society today, we idealize romance and love. Keep in mind, love was seen as a mental illness centuries ago. They thought of love as creating irrational behavior that would cause people to do crazy things and even risk their own lives for the sake of “love”.

Love can cause people to make poor decisions and do things that are very unhealthy for them.

Our culture and society teaches us that love conquers all and you can make it work if love is there. Love is a justification for a lot of self-defeating behaviors. The fact is none of these behaviors actually lead to a healthy relationship.

Love is great, don't get me wrong. I've been in love and it's a wonderful experience. Love is one of the greatest emotions humans can have, but love should not be valued as something more important than yourself.

Is love supposed to last forever and ever?

Well, people don't stay in love for their entire lives, as we've seen with the divorce rate hovering above fifty percent for the last thirty years.

Sometimes, the best thing a couple can do is to break up, to let go and grow in different ways.

'Til death do us part?

This prioritizes love in this fairy tale Disney-type of settings. It's okay to be in love, but is love causing you to get involved in behavior that is hurting yourself, others or even your partner?

On the contrary, love is not about sex, going on dates, and showing off your new partner; it's about being with a person who you can be yourself one hundred percent with, absolutely naked and be loved for all of your flaws, imperfections and insecurities.

If you love someone, tell them. Forget about the rules or the fear of looking ridiculous.

What is really ridiculous is passing up on an opportunity to tell someone that your heart is fully

invested in them, and that you love them.

But don't kill yourself over it, just embrace what it is and let it be.

As the relationship grows, and as the two of you grow, you will fall in love with her over and over again. You're not now, today, the same person you were ten years ago.

Focus on what you love about her and let that grow. When you think of her think of what you do like about her. Focus less on the things you don't because what you focus on will grow, and you don't want to begin resenting her for these little things that really don't matter in the grand scheme of things.

Remember, she doesn't have to stay with you, and she can share her life with someone else if she wants to.

Always fight to win her love just as you did in the first six months you met her.

If you're going to love someone then the only way to do it is to love fully with an open heart.

## How To Have A Long, Happy, And Loving Relationship That Gets Better And Better

*“You don’t need to justify your love, you don’t need to explain your love, and you just need to practice your love. Practice creates the master.”*

*~ Miguel Ruiz*

So this is going to be more of a rant ...

Never stop dating and never take the things she does for you for granted. When you asked her to be your girlfriend or to marry you, you promised to be the man who would protect and carry her heart. She chose you, never forget that. Don’t get lazy with your love.

Treat each date like it’s your first date — full of excitement, adventure — from the way you picked out which clothes to wear to the nervous feeling in

your stomach as you picked her up, or walked into the venue looking for her for the first time. Bring that feeling back and keep it alive.

Have fun together always. Go on adventures together. Experience life together. Be mysterious and take her on fun excursions without telling her where you're going. Laugh more. In fact, laugh uncontrollably together late into the night. Don't take life so damn serious — you have to slow down and enjoy the present moment, and have some fun.

Be best friends. A relationship where two people are naturally good friends with each other is a relationship that will stand the test of time. If sex is taken out of the picture, and you really can't stand being with this person, then this person is not for you in the long run.

Never waste a moment; it may be the last with someone you love as it has been for millions of others whose loved one suddenly passed away.

Be present when you are with her no matter how busy you are. When you are with her – be with her. Show her fully one hundred percent of your attention on her. No TV, no Smartphone, no social media. No e-mail. Be with her, listen to her, and love her.

When someone gives you their time, they are



giving you a portion of their life they will never get back. It's one of the most precious gifts you can receive: your attention.

Don't waste it. Live it. Share it.

Have amazing sex together. Explore each other in new ways and fully open up, and embrace your masculine and enjoy putting her into her deepest feminine.

Give her space. Let her do her own thing and support that she needs alone time as you do too. Leave the bird cage open, and the bird will happily come back. If she has trouble with this tell her to take time for herself. She needs space to renew and get re-centered, to find herself as do you.

Don't let money stop you from loving her. You don't need to take her to Tahiti to have a romantic getaway. You don't need to work seventy hours a week to make money so that you can take her somewhere and then say, "I'm doing this for us baby." No, you're not.

There's something else going on there. Get creative with your time together and, trust me, how much you spend financially will not matter.

In disagreements with loved ones, deal only with the current situation. Don't bring up the past. Don't go to sleep angry at each other. Forgive immediately

and focus on the future rather than carrying weight from the past. Strong relationships are not just about the good times you share, they're also about the obstacles you go through together, and the fact that you still say I love you at the end of it all.

Remember the first to apologize is the bravest, the first to forgive is the strongest, and the first to move forward is the happiest.

Always choose love. Relationships are work and a commitment to grow together and willingness to continually invest in creating something that can last. You're building a pyramid — it's going to take time and when you're done, it will stand as a wonder of the world where people will look at it in awe for years.

If your relationship isn't what you want it to be, then you need to take one hundred percent responsibility for your part in the relationship, regardless of where your woman is at mentally and commit to applying these lessons while there is still time.

Commit to being The Grounded Man and an epic lover. There is no greater challenge and no greater prize than being the man you were born to be, the man your woman can't help but brag about.

Ultimately, women want to feel safe and know

you're going to be there for them. Any sign of showing you cannot do this signals to her that you're not a strong man, and she will be attracted to someone else who can do this for her.

All right guys ... this is it for an incredible relationship. Follow what I've outlined here, and I guarantee that you will have more successful relationships for the rest of your life.

# Chapter 7

## Mastery

*“You can only arrive at mastery by practicing the techniques you have learned, facing challenges and apprehending them, using to the fullest the tools you have been taught, until they shatter in your hands and you are left in the midst of wreckage absolute ...I cannot create masters. I have never known how to create masters. Go, then, and fail ... You have been shaped into something that may emerge from the wreckage, determined to remake your Art. I cannot create masters, but if you had not been taught, your chances would be less. The higher road begins after the Art seems*

*to fail you; though the reality will be that it was you who failed your Art.”*  
~ *Eliezer Yudkowsky*

## **How To Go From Beginner To Intermediate To Advanced In Approaching And Interacting With Women.**

### **1. The Beginner: Getting Started**

Learn to be social in general and get comfortable in social situations. You're not trying to get everyone to like you. Just be yourself and keep your mouth moving. It doesn't have to be with just girls. When you go out talk to everyone and always just think, "I'm an awesome guy because I'm growing and challenge myself with this." Always be moving and talking and reduce that reaction time between interactions.

No need to be flirting and trying to escalate. If it happens, great; but that's not the goal. Just go out and have fun that is all. You have to learn to have fun and control your state when you're going out

without the use of alcohol. No more than three drinks as a beginner.

The beginner thinks he needs to know more and that people better than him know more than he does, and that's why they are getting more results. Only it's not about knowing more — it's about doing more. The one thing you need to be doing as a beginner is taking massive action every time you go out. I'd recommend going out as much as possible as a beginner.

You'll learn more from one night or day of going out, then you will from consuming hundreds of hours of content online about this stuff. Go out and take action.

Stop saying you don't know what to say to a woman!

Default opener with everyone is: "Hi, my name is \_\_\_\_."

As a beginner, you're approaching and interacting with everyone. You're not looking for a date, a girlfriend, or even someone to take home. You're just going out and having fun. Get into the flow of taking action early right when you hit the venue or go out start making moves. So, just walk in, circle around, see what's going on, and then, within five minutes, you need to be interacting with others.

So, aside from having fun, you should master these fundamentals:

Eye contact; Confident and strong. Hold it.

Vocal tonality: be loud, the worst way to start a conversation is with the girl asking, "What?" Convey value through the tone of your voice, an authoritative, commanding tone. Too many beginners have this problem and you can't hear them. They think their approach is bad, but you can't hear them, so of course they got rejected.

You have to understand rejection isn't always about you. You have no idea what's going on in a woman's life, so don't take things personally.

Just be louder and know you're awesome. Show yourself. Pull down the curtain and have less structure.

Own the tests women give you. They are testing you to see if you are the Grounded Man, which is a good thing, because when you pass she likes you more. A lot of beginners let the test break them down. Own them when they come your way.

Work on being a little more dominant and getting physical as soon as possible.

Interactions go for 5-15 minutes, then the interaction dies down. There was a window of opportunity to move forward, and you didn't pick

up on that so it died down. You were not decisive enough. You have to keep pushing those interactions forward.

At the end of every night out, ask yourself, “Did I do one hundred percent?” What could I have done better? What did I do well?



## **Challenges for the beginner are:**

1. Having a conversation.
2. Physically escalating.
3. Showing consistency.
4. Breaking through the social conditioning of the past.

You'll know you're moving forward into the intermediate area when you can:

1. Be comfortable in social environments and be social in general.
2. Have fun when you go out with both men and women.
3. Approach most women you find attractive.

## **2. The Intermediate: You have experience and decent results**

People think you're awesome, and girls think you're awesome. Their friends do, too. They think that you have a lot of girls in your life and that you get a lot of sex. The problem of the intermediate is you're not getting in reality the results people think you are.

You can approach, bring girls home, and date, but you're not getting the results you want

consistently.

You're not investing enough time in sets with women that actually like you. You reject yourself out of sets because you're not sure what to do or you let them walk away.

You need to start leading girls around the environment more. The best guys are always leading.

You have some good times out, and some bad times out. There's a lot of inconsistency and not feeling like you're seeing a lot of progress. Oftentimes, guys are thinking about quitting or looking for a girlfriend to settle down with at this point.

Stop focusing on more advanced material and forgetting the fundamentals like eye contact, vocal tonality, and just having fun in any environment.

Be more direct with:

1. Good eye contact
2. Good projection/tonality
3. Proximity/how close you are when you talk
4. Physicality
5. Verbals/words you use

After a while, some guys start to get bored and blame the environment for their lack of success. It was a bad night out tonight. This venue was full of guys when

they really need to bring back the fun vibe.

Common problem: building an ego that you're successful with women. The more success you have with women, the bigger ego you have. Then, you go out and see the women you really want, but now you have a different type of approach anxiety.

You're not afraid of rejection, but you don't want your success with women and your ego to get rejected.

Taking it too seriously and focusing on only getting good results can stifle you. Instead, think about how you can have more fun, how can you add more value, how can you make yourself laugh and get into that happy state.

The reason why people progress at this is because they practice the most. Just like in any sport, they practice day in day out. So, the only way you're going to get comfortable with some of these risky actions is through experience.

When you are not experienced, the challenges come, they get to you and you view yourself as failing when it doesn't go your way or the way it worked for you as a beginner. However, it's those challenges that give you the best results, and where you can grow the most. It's what takes you close to the advanced stage.

Instead of developing this intuition for what will work and what won't work, when you were a beginner start challenging yourself, especially when things aren't perfect.

Move toward the high-risk, harder sets with women you really like. Be the selector! Don't wait for the perfect opportunity — just go for it.

### **Challenges for the intermediate:**

1. Being direct and clear with intentions.
2. Avoiding being too self-amused and not listening to the woman in conversation.
3. Avoiding skipping the challenging sets, i.e., the very attractive women, and looking for what's easiest or for similar-looking sets that you've had success with in the past.

### **You'll know you're moving forward into the advanced area when:**

1. You can fearlessly approach, hook, and pass tests from women.
2. You can adapt to ambiguity well, and you do not stick to a script.
3. You have an abundance of women in your life and are dating women that would like to be in a relationship with you.
4. You have changed all insecurities into your

best assets.

### **3. Advanced: Effortless Attraction**

At this stage, you must value your time and yourself over women, even the most beautiful ones. You're approaching the hardest and most attractive women consistently.

You're a rock. There is no sign of approach anxiety with any women. Women sense that if they stay with you, then they're going to go home with you that night.

Everything becomes an art:

Approaching the woman

Hooking

Passing tests

Having stimulating & meaningful conversation

Getting physical

Getting logistics

Taking her home

Overcoming last-minute resistance

Having sex

Dating her again

Taking her home

Having sex

Getting to know her more

Dating

Having a relationship

When you're developing stronger connections with women throughout all stages, you enjoy and appreciate the beauty and the feminine of all women. You are being one hundred percent authentic, which allows her to be even more authentic with you, and she loves you for it.

Your interactions with the girl quickly look like you're a couple just minutes after approaching, and you find yourself with an abundance of women to choose from.

### **Challenges for the advanced:**

1. Having too many women, losing the focus on other life goals.
2. Struggling to find the right woman to commit to.
3. Being too out of touch with reality from society's point of view, however feeling yourself the happiest you've ever been.

### **You'll know you're moving forward into mastery when:**

1. You can teach material and change other people's lives
2. You're no longer concerned about this area of your life

3. You've successfully applied these skills into other areas of your life: health, business, career, personal growth

You have to identify the end goal you want, because achieving it will bring you greater satisfaction than the fast thrills of entertainment in your day-to-day life that occupies the masses, such as television, browsing the web, movies, porn, masturbation, video games, and other forms of instant gratification.

Knowing your end goal will help you get through the drudgeries of the day-to-day hustle that this will take.

As you become better at this, it begins to become pleasurable. You see improvement and results in your life you haven't seen before. You begin taking major lessons learned on this journey and applying them into your personal and professional life as well.

This no longer becomes a chore but a hobby, a passion, a pursuit of mastery, as you become addicted to the constant improvement and transformation right before your eyes.

You turn everything you say and do into an art. It becomes beautiful.

Fear simply becomes something that you need to smash through in order to reach the next big

achievement.

You realize you aren't developing a skill to help you in your dating life, but you're actually developing a lifelong skill that is beginning to impact every aspect of your life.

The Grounded Man.

The Internal Mindset.

You begin to realize that everything you have ever wanted can be learned.

Many people cannot handle the boredom and tedious tasks that mastery requires. They fear starting out on such a long journey.

They prefer their quick hits of instant gratification and dreaming of success, but are never actually taking action on it. They are not aware of the rewards that exist for those who choose to master a skill or even master themselves.

Finally, the big epiphany will arrive that all of this time you are not just mastering success with women, but you are mastering the self.

You purchased a book on how to improve with women, but indeed I have taught you how to become the most powerful version of yourself :)



## Understanding It's A Marathon

*“Progress comes to those who train and train; reliance on secret techniques will get you nowhere.”*

*~ Morihei Ushiba*

If you want to have success with women, then stop looking for shortcuts. Do the work and grow. Embrace the pain, rejections, and the bullshit that will come from this work. There are no cheat codes to getting the victories in life that are most desired.

If there's a guy who cheated, does he deserve the prize? No. Embrace the hard work that it will take. Play it smarter. It's not about going out and being crazy. Push yourself hard in a smart way to get the results you want.

Persistence is not enough to get good. People think they're not going hard enough, and that's why they're not getting good.

People spend years doing this, but they spend

years doing the same thing and playing at the same level. They make no progress because they're doing the same thing damn every day.

Yes, you do need to be persistent, but in a smart and adaptable way. If something's not working, you have to try something else. Take a step back and re-evaluate your approach. If you're doing the same thing and getting the same result, that's all you deserve.

For example, too many guys have short interactions with women, two to five minutes long, where nothing can really happen here.

Start having longer interactions instead of running away when an interaction is not going perfectly. Leaving on a high note is good, but you've got to play to win not lose.

Stop bailing out as soon as an interaction gets scary. Play *not* to lose. You've got to be willing to make a bold move and take some risk. You've got to put your personality out there and just let go.

Also, stop drinking all the time. If you stick at it sober then you'll naturally build the social willpower to interact with women sober. You don't want to be reliant on anything except yourself.

At the end of your nights or dates, analyze them to see where you can improve. Go in depth and

think about how you can improve.

What are your sticking points?

What are your biggest challenges?

How are you working on those?

What can you do to improve next time?

Break down your nights out and dates, even with a friend. Remember your reference experiences of what you did well and didn't do so well at, because it's how you really master your dating and relationship life.

## View This As A Game

*“I never realized it was all a game, until I started winning.”*

*~ Eric Leventhal*

As a teenager, I'm sure we all played and beat some of the video games we purchased.

Now, when you start out, you begin at the lowest level with the most standard equipment on your character.

The game is quite boring then, since we don't have many skills, and we are still learning the rules of the game. There are others online who are much better than you and will constantly kill you within seconds.

We think we'll never be able to play this game or be at that high level. When we die in the game, we re-spawn and keep playing, and the game continues with or without you.

You can either progress with everyone else or sit back and watch everyone else improve and leave you behind.

But you reflect that if you quit now, what was then the point in starting in the first place?

We begin to copy what other successful players are doing, and begin to see small levels of success as we continue playing. Slowly, the frustration of playing the game decreases, and we begin to experiment with new ways of beating our opponent.

Through this experimentation, we start seeing big wins, learn from the failures, and improve upon them. What was once painful has now become enjoyable. Then one day someone over the mic asks you, “How did you get so good?”

“Are you cheating?”

So, you’re finally realizing you are now the one others don’t like to play with.

It’s not really that complicated. Go out, take action, use your brain, common sense, read this book, get a ton of reference experience, and keep going, and you’re going to improve.

You may not be the best in the world, but I guarantee you will be light years ahead from when you first started.

What gets people off track?

They get distracted, and they come up with all these stories they tell themselves why this cant' work. They have an Asian or Indian accent. Your environment is just wrong. My city is different. The girls here are different. I'm too young. I'm too old. I don't have enough money.

"I'm a big fat victim!"

"You don't know me!"

"I don't have it as easy as you!"

"You don't know what I've been through!"

Don't take it so serious. Grow past it. Are you going to grow up and identify with this forever?

There is always someone who had way worse than you and accomplished a lot more.

No one feels sorry for you.

Don't get significance from self-pity and attention from others. Feeling sorry for yourself does not serve you. These things aren't just holding you back from having the woman of your dreams, but they're holding you back from everything you want in life.

Until you take responsibility and become the Grounded Man, these things will hold you back forever. You must move forward from whatever victim mindset you have from the past and go after what you want in life with the utmost intensity.

If you think the past or some victim thing is

holding you back, then it is. If it's to your advantage, then you win.

Fully own your flaws, insecurities, and turn them into your greatest assets. Don't think the world owes you anything because your life was hard. Everyone has it hard. You're not different.

Trust in the process. Guys who have been worst off before you have made it. Everyone has a crazy messed up past. Move past it and crush life.

Try it my way for a change.

## The Real Secret To Success

*“You must immerse yourself in your work. You have to fall in love with your work ... You must dedicate your life to mastering your skill. That’s the secret to success.”*

*~ Chef Jiro*

You must learn to enjoy the process of going out and meeting women, dating and relationships, which requires patience and the ability to deal with tedious tasks. It’s not sexy or fun at first, but how strong your “why” is for this will determine how much willpower you will have to break through the barriers that often repel the masses.

You must understand there are no shortcuts in life.

Anything that is fast and easy should be dismissed. You must embrace the process of trial and error. You must experiment with your own imagination, take the hard hits and failures as a part



of the learning process and continue on despite the emotional trauma this journey will certainly bring.

In the beginning, you may copy others who are successful, but you must make everything uniquely your own with time. You cannot trust the success of others too much, as you must accumulate real-world experience by and for yourself.

You will have to expose yourself in public and be embarrassed at times. However, these same embarrassments will soon turn into public successes, bringing you more respect for yourself in your social group.

You must embrace failure as part of your learning experience. The more you fail, the more experience you gain, which improves your skill set significantly.

If you don't fail at all, then you will not grow.

Slowly you will begin to respect the time it takes to see progress, because you will be able to see that with time you are slowly improving. When you look back at where you were every three months, you will notice your skill is becoming more finely tuned, and you are getting more results with women.

Don't idealize the end goal of having this dream girl, but instead, break it down into smaller wins such as:

*I went out today ...*

*I talked to five attractive women today ...*

*I got a phone number today ...*

*I got a date today ...*

Your destination is too far away when you're first starting out. If you're struggling to approach and interact with women, and before you go out you're thinking about this dream girl, but you can't even hook a girl, then it seems too far away.

You will lose patience, because the steps to get there are not fun or exciting, and the target seems too far away. Instead, break everything down into smaller manageable pieces.

Ask yourself:

- How can I improve my eye contact, vocal tonality and the volume of my voice?
- How can I pass tests women give me so they don't phase me?
- How can I hook girls in conversations quicker than before?
- How can I improve my conversations with women so they're so stimulating that I don't even want to take her home? I'm so excited about the conversation that I forget about

having sex altogether.

It's not about sex anyways, it's about you becoming the man you want to be in the end.

The idea here is to get lost in the details. Lose yourself in the moment of each stage. Break each thing down, so you can improve on just one thing for a week or even a month. Get that down then move on to the next thing.

Don't view this whole thing as one thing you have to learn; break it down into pieces you can master in short bursts.

Going at it this way helps slow your mind down and develop the eye small details that add up to the larger whole. This is an essential skill for the true mastery of any skill set in life.

## Master One Thing First

*“Order and simplification are the first steps towards the mastery of a subject.”*

*~ Thomas Mann*

Get really good at approaching women, having conversations, texting, dating, or making love. Find something you naturally are attracted to within the whole framework of dating and get really good at that one thing.

Become better at one thing more than anything else. This will give you an ease of knowing that once you arrive at this point, you know exactly what to do. Also, it will slowly begin to spread out into the other areas.

For example, if you want to be really good at texting and setting up dates, which are great skills, then you'll soon realize it's not so much about the texting aspect as it is about having a solid interaction,

and the way you get the phone number, and the things you say to her while she gives you her number that allow the process of setting up dates to effortlessly happen.

When you master one thing, you develop skills in all the other areas, which allows you to focus on one thing before you branch out into everything else. I know there's so much to know, but it helps to break down the whole dating process into smaller pieces you can master first.

You'll see the instant rewards that come from mastering one thing, and then you'll have a sense that you can tackle almost any area of dating the same way.

Mastering one thing at a time creates momentum and a pattern of confidence that will continue to grow and make for a much more enjoyable journey for you.

Reaching these smaller goals gives you a sense of reward and actual progress, which will make it easier for you to resist any diversions along the way and to fearlessly move forward.

Remember, you can break through any challenge with enough sustained and persistent effort on your part.

Action is the key.

## Master Basic Social Skills

*“I just realized my lips are inside out. They should be turned inwards, because I spend most of my time talking to myself.”*

*– Jarod Kintz*

Oftentimes, guys just need to take a step back and to first understand social dynamics, before entering the arena of success with women.

If you can't talk to the cashier at a grocery store or to the barista at a coffee shop, then you sure as hell can't talk to a stunning girl in a mini skirt and high heels in a loud environment with macho dudes running all around vying for her attention, as well.

If this is you, then you don't have a problem with women. You may have a problem socializing in general.

You can't ignore this, or you're going to miss all the social behaviors and cues that must be respected

or followed to have a fluid conversation with strangers.

If you do not understand these, then you will make all kinds of mistakes with women without knowing why or how, and you'll take it very personally.

This will only hurt you and make it harder for you to progress, since you keep making the same mistakes over and over. However, the problem here is you are associating the failures with the notion that women don't like you, and that you are not good with women. Yet, the reality is that you are not a social person, and your feedback is only coming from women reinforcing that belief.

I'd recommend you read these four (4) books three times through to work on your social skills:

*How to Win Friends and Influence People* by Dale Carnegie

*How to Talk to Anyone* by Leil Lowndes

*The Charisma Myth* by Olivia Cabane

*Never Eat Alone* by Keith Ferrazi

You can also download my thirty-day challenge to social freedom action plan here:

<http://www.knowledgeformen.com/dating-toolkit>

## Always Be On

*“To really achieve anything, you have to be able to tolerate and enjoy risk. It has to become a challenge to look forward to. In all fields, to make exceptional discoveries you need risk — you’re just never going to have a breakthrough without it.”*

*~ Steven Kotler*

Guys think they can allow themselves to take “being on” seriously only when they’re girls around. On the contrary, you should always be “on” wherever you are.

Talk to every girl as if you’re speaking to the most beautiful girl in the world.

Talk to your friends as if there were ten attractive women in the room.

Always be expressing yourself, self-amused, socializing, challenging yourself at the coffee shop, in line at the grocery store, when you’re shopping for



clothes, everywhere.

Always be on, regardless of whether or not there are girls around. You want to develop your personality permanently, not just when females are around. That's not personal development; that's putting on a performance for other people if you only do it when attractive women are around.

Be the best you can be 24/7 whether you're with attractive women or at an elderly retirement home.

The true reward is in the process ... the journey. It's in you taking action and in you challenging yourself to be the man you want to be at all times.

If you start doing well, don't take a break. If you get a phone number, a good reaction, a fun date earlier in the week, it's okay, great, now keep moving forward.

Satisfaction comes from within when you're taking action, and you're not worried about their reactions or whether other people like you.

You can often forget to be "on" because you're beginning to get bored. You find yourself lost in conversation or walking on the street and questioning why you're still doing this.

You find yourself in scenarios you once thought you looked forward to and were fun, yet now are less than satisfying. Don't let boredom make you feel

this, this is something you've moved on from. You can use boredom to your advantage and start experimenting with new methods.

Everything slows down in your moments of boredom and the more present to the moment you become. View yourself as a social scientist and turn those moments of boredom into mini social experiments where you can step outside and get creative.

You try something and see whether she responds: "Oh nice," "How about this," "What if I do this," "Oh wow," "This is fun." You begin turning your moments of boredom into moments of opportunity. Some of your biggest epiphanies and "ah hah" moments will come from your moments of boredom, so get excited and use them to your advantage.

## Maverick And Goose

*“I feel the need ... the need for speed!”*

*~ Maverick, TOP GUN*

You can't do this alone.

Well, you can, but it will take you a few extra years and it will be less fun.

It's a lot more fun to have someone to go out with who is on the same page as you. I'm not talking about someone who goes out with you and gets drunk and then makes a fool out of himself every night. No, get someone whom you can go out with who is fun, has positive energy, and who can hold you accountable.

Tell them to read this book, and then go over each chapter together.

When you're done, go out two to five times per week whether it's in the day or at night. You can seriously reduce the amount of pain, frustration, and

rejections you have by just having a wingman with you.

It's not that hard to find a guy who wants to improve his dating life. Think of five friends you know who may be interested in doing this with you:

“Hey, I'm reading this interesting book that shows you step-by-step how to go out have fun and meet women. Check this book out here.”

Five out of five guys will be interested. Three out of five will go out with you in the beginning. One out of five will make it through the first thirty days.

Once you have a wingman, you will have more fun and get more results ... faster.

## Building Your Drive And Motivation

*“Willpower is the key to success. Successful people strive no matter what they feel by applying their will to overcome apathy, doubt or fear.”*

*~ Dan Millman*

Who really wants to improve in this area?

Who thinks this would be something fun to try?

You got to take this seriously and understand you will go through a lot of trauma to really improve 10x your dating life. If you're doing this for fun then you will give up within three months. You have to buy into this one hundred percent and take it seriously. There are rewards, but it does require your hard work and dedication.

Are you tired after work? Not enough time to go out? There are no excuses. Simply eat healthier, exercise, go out. Push yourself. Just put in forty-five minutes instead of watching Netflix or having a beer.

Find a solution to help you make this happen. There is always something you can do.

You can't be passive about this. Just by finishing this book, you're not going to get good. You have to take this content and turn it into action consistently day in and day out.

If you go out, you still need to take action, and if you can't break down what you could be doing better, then you're not going to get good.

Be more proactive and less passive in your life. This type of intensity will flow through into all aspects of your life, and you will see yourself slowly improving in all aspects of your life (health, wealth, personal growth).

You can mess around with this for years and not get the results you want. Hustle now. Go against the fear, go against your emotions. As soon as it gets hard, most guys stop going out and meeting new women.

If you go to the gym, lift weights, it hurts, and you stop, are you going to grow your muscles?

No, you have to push through.

If the actions you're taking are challenging you on a deep emotional level, then you're transforming. This is good.

Let me say that one more time. If you're in a lot

of pain doing this — meeting, interacting, and dating new women — then you're growing into a more powerful version of yourself.

Keep going so you can reap the rewards of all of the pain you're enduring.

Don't postpone having your dating and relationships until you get "something," like getting fit, having more money, or having more friends.

Start now. Don't avoid the path; take the path now.

Don't wait until "the right time" because there is never going to be a better time than right now. If this book can't motivate you to go out and take action, then what will?

You can't give up on success with women because you already know about this. You know that you could be a more Grounded Man, dating more women, and having stronger relationships with the women you really want. You know it's possible now.

You've peeked behind the curtain.

By reading this book you've swallowed the red pill. It's either take action and do this, or stagnate forever. The payoff and the reward is real, and you can have it all.

You must develop that willpower to transform

your life. You can always become more grounded as a man. Find happiness in the present moment of just doing this and enjoy the journey to becoming the man you want to be.



## Growing As A Man

*“When you stop growing you start dying.”*

*~ William Burroughs*

View improving your dating life and relationships as self-growth. You are becoming a better, stronger, more Grounded Man.

In order to get higher-quality women, you need to become a higher-quality man.

Change is hard for our DNA. We want comfort and security because it's easy.

You must understand that personal transformation is hard. Yes, it's supposed to be so, but it can be done.

If you want something, you're going to have to work for it.

Stagnation in life is death. If you're not growing, you're dying ...

Really, what are you doing?

You should always be growing. Even self-reflecting and taking a break is growing, but you cannot stop and do nothing because you've "arrived" at some level of complacency in life.

Five years from now, what would it feel like if you had this taken care of?

If you've gone through all the work and had dated and slept with many women you really liked and found the woman of your dreams to be in a long term relationship with ...

You chose her. She didn't choose you.

You were her best option.

Or, you could be the guy who does nothing and is in the same place five years from now, complaining and pissed off about his dating life on some online forum.

The choice is entirely yours ...

Anything that's not helping you as a person—remove it from your life.

Get rid of unhealthy people in your life.

If you live in a bad environment, move out and into a better location. If your job is holding you back, quit it and find something that pays more or better suits your needs.

Would you rather keep those friendships, job, and live in that boring city, or have the awesome life

you want.

Play it smart; it could be the best decision you ever make.

If you live in a city with a small population and it's limiting the amount of women you can interact with, then the only solution is for you to move to the closest biggest city you can.

Start taking baby steps today to begin moving in the direction you want. It's those little one percents added up over time. You're not going to get any lucky days. You make your own luck through action and persistence.

Think of a guy you admire. Where are you and where is he?

What are the steps he took to get to where he is now?

He probably has a lot of reference experience and has been at this for a lot longer than you have.

Change does not happen one magical day. You have to make it happen.

## Wrapping It Up

Phew!

So ... there you have it.

A 7-step system outlining how to be a more powerful, purposeful, and confident Grounded Man, as well as having a strong Internal Mindset to master your emotions and self. Then, we dived into how to go out, meet, and interact with women so they're chasing you and how to get the phone number and turn it into a first date. We dove into how to have a happy, loving, and long relationship, and then looked at how to master these skill sets.

Right now, you might be feeling a bit overwhelmed. This book isn't exactly what I would consider light reading. You've just consumed a full, intensive course on becoming a more powerful man, dating, and relationships, so you should feel really proud of yourself for making this time and investing money in yourself.

Being overwhelmed is a good thing, because

even though your mind is spinning a thousand miles per hour, right now your brain is subconsciously making connections from past experiences and will continue to do so moving forward.

Right now, your unconscious mind is thinking about how to be a more Grounded Man with the right Internal Mindset, while Understanding What Women Want, and how to meet and have stimulating interactions with women, leading to dating and eventually more serious relationships.

All of this is happening, even though you might feel overwhelmed.

Make this book your friend. Don't just read it and never use it again. Come back, read the chapters where you have major sticking points and re-read it to breakthrough them.

This is a resource that will never grow old. I challenge you to read this book from front to cover three times and to come back to specific sections you're stuck on.

Follow this process and give it your all.

This is not about becoming good with women; it's about becoming the most powerful version of yourself. It's about who you become through this journey.

You can't even imagine how much this is going

to change your life when you fully commit to this.

Enjoy.

## The Awakening

Many people who read this book before it was published wanted to meet me in person and were most interested in becoming more of a Grounded Man with the right internal mindset. They and many other readers found the chapter on the Grounded Man was the most compelling chapter for them, the one which gave them the most value and that was concerned with something they wanted the most help with.

I've coached hundreds of men on how to become a more Grounded Man, which is really the most powerful version of themselves.

Men have this idea of the man they want to be and often feel this large gap between where they are now and where they want to be.

I help men close that gap and become that man.

Once this book is available to millions, I know it's going to be much harder to accommodate everyone who wants more personalized, in-person

help.

So, I created something special just for the readers of this book. I've opened up the Awakening LIVE 3-day intensive event currently taking place in San Diego, California, so I can personally work with men to help them break through what has been holding them back in life and to become a more confident, purposeful, and happy man.

If you'd be interested in being a part of the Awakening live events, then I want to invite you to check out:

<http://www.kfmseminar.com>

And with that ... I will end this book.

Thank you so much for reading, and I wish you all to achieve success beyond your wildest dreams in your life and relationships.



# Additional Work by Andrew Ferebee to Maximize Your Growth Potential

**The Knowledge For Men Podcast:** I interview twice a week NY Times Best Selling Authors, UFC Fighters, Navy Seals, multimillionaire entrepreneurs, relationship coaches and share their biggest life lessons with you for free at [www.knowledgeformen.com](http://www.knowledgeformen.com).

**Double Your Confidence in 30 Minutes or Less for Free:** I used to sell this program but right now it's free for a limited time. Go to [www.kfmconfidence.com](http://www.kfmconfidence.com) and watch the program and get the results.

**The Porn Pandemic:** A Simple Guide to Understanding and Ending Porn Addiction for Men (find it on [kfmauthor.com](http://kfmauthor.com))

**The Break Up Manual For Men:** How to Recover from a Serious Break Up, Become Stronger and Get Back into Life (find it on [kfmauthor.com](http://kfmauthor.com))

## **Unleash The Man Within — Online Seminar:** I

share some of my biggest life lessons on overcoming your biggest challenges and obstacles in this free 90 minute online seminar and do a Q/A at the end.

Register for the next event at [www.kfmllive.com](http://www.kfmllive.com).

**The Awakening LIVE:** A 3-day live intensive experience where I break men down and rebuild them back up into leaders of men. This event sells out every time and it's for very serious men only. Go to [kfmseminar.com](http://kfmseminar.com) to learn more and find out when the next event is held.

## Urgent Plea!

Thank you for reading my book!

I really appreciate all of your feedback and I'd love to hear what you have to say about the book.

Please leave me a helpful review on amazon, in order to impact more men out there who need this book.

Thank you so much and please turn the page.

Andrew Ferebee

Founder of *Knowledgeformen.com*