

# **Be Irresistible: How to Effortlessly Attract Women and Become the Alpha Male Women Can't Resist**

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Dominic

## Introduction

Most men today have no clue what women really want. Many *think* they do — months of flowers, chocolates, and expensive wining and dining — but are actually completely wrong. There are four main reasons why so many of today's men find themselves struggling with women:

Firstly, in recent times, society has increasingly made men feel that they need to impress and seek the approval of women in order to feel adequate and attract them.

Secondly, today's men have been raised watching movies and television shows that depict female attraction in a way that is completely wrong. This has also made the first problem (above) worse by convincing men that they need to impress women. That they need to be a superhero and save the planet before they can "get the girl" — as if a woman's attraction is a prize that is only unlocked by being a "nice guy" and impressing her.

Thirdly, men often trust what women tell them when it comes to dating advice. That is, be a "nice guy" and women will flock to your side. Meanwhile, the girl who gave that advice goes out and dates a jerk. The poor guy who followed the advice ends up in the friend zone.

Fourthly — and finally — men often find themselves assuming that female attraction works exactly the same as male attraction does, and that if you're not sexy, ripped, or a "10," then you've got no hope.

So there's the four main reasons that almost all men today find themselves struggling with women. Here they are again:

1. Men are raised to feel inadequate.
2. Men are raised watching films that completely misrepresent how female attraction works.
3. Men listen to well-meaning — but inaccurate — dating advice.

4. Men assume that a woman's attraction is based on the same factors that a man's attraction is.

The reason I repeated those four points for you is because this book will challenge all of your previous ideas about female attraction. All of the conventional wisdom. All of the things that you *thought* were true but never work in reality.

In this book, we will uncover the inner workings of female psychology and how to unlock a woman's attraction. You will learn the evolutionary basis for female attraction and how to turn this to your advantage. In addition, this book identifies common behaviors that completely turn women off and teaches you to do just the opposite, turning the tables and eliciting primal attraction.

So let's dive right in and get started.

## 1. Creating Magnetic Attraction

*"Masculine and feminine aspects exist in all beings. For real passion to occur, there needs to be a ravisher and a ravishee. Sexual attraction is based on sexual polarity. All natural forces flow between two poles. The North and South Poles of the Earth create a force of magnetism. The positive and negative poles of a battery create an electrical flow. The masculine and feminine poles between people create a flow of sexual energy in motion."*

— David Deida

The masculine attracts the feminine and the feminine attracts the masculine.

If you've ever seen two magnets, you know how this works. If you put two magnets of equal charge together, nothing happens. They just sit there. Likewise, when you have two androgynous partners together, nothing happens. Many couples complain of incredibly boring and unsatisfying sex lives — this is why. The man is too feminine while the woman is too manly. There is no sexual polarity, no magnetism, and no attraction.

However, if you get two magnets of opposite charges — such as "+" and "-" — they attract. Moreover, the stronger the positive charge and the stronger the negative charge, the more intense the attraction is. And just as positive attracts negative, the masculine attracts the feminine, and vice versa.

At some point, you might have noticed that in your friends relationships (or your own!) you can tell when there's a spark of sexual attraction. Likewise, you can tell when there is more of just a 'friend energy' rather than that of lovers.

This 'friend energy' is the result of a lack of sexual polarity. There is no charge. There is no sexual energy. There is an absence of the polarity created by the interaction of masculinity or femininity.

However, when there is a strong polarity, sexual attraction is inevitable. This is why the macho quarterback and the dainty cheerleader just can't resist each other. There is an undeniable force of attraction (i.e. polarity) between them.

This is why some couples have sizzling hot sex every night and just can't seem to get off each other, while other relationships stagnate, become dull, and just seem to lack that "spark" and sexual energy.

### Modern Society and the Decline of Sexual Polarity

In modern society, women have become increasingly masculine. They take charge, chastise their men, and in the process, destroy any sexual polarity that might have existed in their relationship. On the other hand, men have become increasingly submissive, feminine, womanly, and less assertive and masculine.

The result of all this is one that you are almost certainly familiar with: Men are becoming increasingly hopeless around women and women are becoming more and more sexually frustrated as a result.

So how does this relate to you?

This has given rise to a whole generation of men who are more in touch with their feminine side than they are with their masculine side. This has left both sexes unsatisfied.

What this means for you is that you need to become aware of this and not be afraid to embrace your masculine side. Whether you are in a relationship, casually dating, or looking to attract women, be the leader. Embrace your masculine side and take charge. Don't be afraid to be a strong, manly, masculine man. Women love this.

The biggest turn-off for women is a nice guy. The term "nice guy" is synonymous with a weak, womanly, unassertive wimp. A creature that — despite having a penis — is more woman than man. As harsh as it sounds, this is how most men are today. The majority of today's men are submissive, unassertive, and emasculated — a fact that shows in their inability to attract women.

The only solution to this is to look deep within oneself and work to develop one's masculinity. Become stronger, both mentally and physically. Build strength of character. Build self-confidence and a devil-may-care attitude. Have a mission in life and don't depend upon the approval of women (or anybody for that matter) for happiness. Be masculine and dominant in all areas of life.

## 2. How to Trigger Instinctive Attraction

Many men make the mistake of assuming that a woman's attraction is triggered by the same factors as a man's attraction. This is not the case. To get a deeper understanding of this fact, let's take a look at female attraction from an evolutionary standpoint.

As conceptualized by Charles Darwin, evolution is the result of the process of natural selection. Natural selection occurs when a certain trait either allows increased or decreased reproduction. Taking this into account, let's examine male attraction.

Us blokes find "hot babes" and "10s" attractive. So what is it that makes a woman beautiful in the eyes of most men? Most men would agree that health, youth, shiny hair, sparkling eyes, long legs, big boobs, a nice ass, and so on, are all factors that contribute significantly to attractiveness.

For us men, it is mainly physical traits that determine attractiveness. This is because these physical traits are all indicators of fertility (e.g. youth, health, stunning legs, big boobs, nice ass, etc.). Although we don't consciously think of attraction this way, we have evolved to desire such traits in those that we reproduce with. Those of us who, thousands of years ago, chased old disabled ladies failed to reproduce. Old disabled ladies are generally not fertile. As a result, men who desired such traits in a mate died out. Consequently, all men today find indicators of youth, health, and fertility to be attractive and "beautiful."

Women, however, have different needs. Us men can — at least in our caveman days — get a woman pregnant and then not need to ever worry about it again. We don't grow the baby in our bodies, and so the factors that contribute most to successful reproduction are purely physical.

Back in our caveman days, however, women were in a much more precarious position. Women are physically weaker, especially during pregnancy. Furthermore, men can produce offspring well into old age. Also, from a woman's standpoint, men do not grow the baby inside of their body, and so physical factors are significantly less important. It is for this reason that while men almost universally do not find older women attractive, it does not matter so much for women.

From an evolutionary standpoint, the factors that help women to reproduce are more abstract. Women want a man who she feels safe with. A man who can — in evolutionary terms — keep her safe through pregnancy and ensure that she successfully reproduces.

This is why women are so intensely and *instinctively* attracted to men who are dominant, masculine, authoritative, and both physically and mentally strong. Women find men like this irresistible. This is also why you often see women finding so-called "jerks" and "bad boys" so attractive, because such men often display some of these character traits that trigger within women a primal attraction.

This is *also* why women find nice guys — "nice guys" being a synonym for men who are unassertive, timid, submissive, and lack confidence and strength of character (i.e. most men today) — to be sexually repulsive. Women almost universally feel zero attraction for such men. Unfortunately, the majority of men are like this. As such, the majority of women are left sexually frustrated and unhappy with their relationships.

So while a man's attraction for a woman is triggered primarily by physical traits, female attraction functions differently. A woman's attraction is triggered primarily by character traits.

Women find traits such as dominance, masculinity, authoritativeness, strength of character, and confidence to be attractive. On the other hand, women find such traits as unassertiveness, timidity, and submissiveness to be sexually repulsive.

It also goes deeper than this, however. Many men *think* that they act in a way that displays these attractive traits, but the reality is that women can see through it. It's not so much about what you are directly communicating through your actions, but what your actions sub-communicate about you.

Let's examine this in more depth...

### 3. Unattractive Behaviors

A handful of "pickup artists" and the such have come across what appears to be a paradox. A paradox centred on whether certain actions communicate desirable traits, such as confidence and dominance, or undesirable traits, such as neediness.

For example, should you approach beautiful women directly, an action that communicates confidence and dominance? Or does approaching women directly make it seem as though you are needy and overly attracted to them, lowering your perceived status and value as a male? Is it, for this reason, better to approach women indirectly, in order to make it seem as though you are indifferent and don't rely upon the approval of women for your happiness, which could be perceived as more masculine and powerful?

The solution to this paradox lies not in what your actions communicate at face value, but what your actions communicate about your overall attitude.

One example of this is telling other people — especially women — of your accomplishments. Seeking to impress. At face value, it would seem that this action makes you seem to be a high-value male who is successful and has achieved great things. In this particular example, however, we know that this is never the case. People see what is being sub-communicated, and the sub-communication in this example is clear. The person feels inadequate and insecure, and as a result, resorts to bragging and trying to impress others to boost his or her self-esteem.

When it comes to women, women are *especially* attuned to what a man's actions sub-communicate. So while other men might scoff at the idea of approaching a woman directly, taking it at face value and seeing it as an "uncool" act of desire and neediness, women see the sub-communication. That if a man directly approaches her, he doesn't care too much about rejection. He is super confident and isn't afraid of being rejected.

Similarly, continuing this example, women see what is being sub-communicated by the opposite action: Approaching her indirectly. They see what this action sub-communicates, that the man is afraid of rejection and is too scared to approach her directly for fear of rejection, preferring to instead take the safer route and masquerade as a friend.

So when it comes to women, focus not on what your actions communicate at face value, but on what they sub-communicate.

For example, when women test their men — by indirectly insulting or challenging them — many men react in a way that they think shows attractive traits.

One example might be a woman looking at your rather unimpressive car and saying, "That's what you drive?"

Many men would respond in a way that shows value (i.e. attractive traits) at *face value*. Something like, "Yeah, but I'm buying a Porsche next year."

In this examples, most of us guys would be impressed — wow, he's buying a Porsche next year? Impressive! But for women, the sub-communication is clear. The guy felt challenged by her and so felt the need to impress her to make up for it. The guy is insecure about his car and feels inadequate around women. Her comment got under his skin.

He might also say something like, "Yeah, well I don't like to waste money." The sub-communication is

the same. He feels that he needs to explain why he has an unimpressive car.

A truly confident and attractive man would simply not care. He couldn't care less about what anyone thinks about his car. He doesn't feel any need to prove himself. As a result, he'd either just ignore her or respond by turning it into a bit of a joke. "Yep, that's my car! It struggles to get up hills so make sure you're ready to jump out and push! You're strong enough for that, right?"

While this might seem self-defeatist or unattractive at face value, it is just the opposite. When it comes to women, a response like the last example demonstrates that you simply don't care. That you feel no need to prove yourself. That you are rock solid confident in yourself. That you don't feel inadequate in any way, shape or form. That you are completely indifferent to her challenging and testing you.

This is also often why women feel such strong attraction for jerks. Nice guys wonder in disbelief why on earth this is. Bad boys and jerks treat women like shit, yet women seem to love it? Meanwhile, nice guys shower their women in gifts and lavish dates, yet get no action? How on earth is this?

Once again, it's all about sub-communication.

By showering their women in gifts and lavishly wining and dining them for months, nice guys think that they are showing women what great men they are and that they are great guys and can look after her (i.e. be a provider). Nice guys think that this shows that they are a high-value male and that this means women should feel attraction for them. Unfortunately for nice guys, the exact opposite happens.

Meanwhile, by treating their women like shit and oftentimes being complete assholes, jerks and bad boys sub-communicate that they feel they are high-value males. The sub-communication is that they are of superior status and value, that they are super confident, dominant, and emotionally strong and indifferent. That they have nothing to prove and that women should be lucky they spend any time with them at all. All of this sub-communicates that they are very high-value and very confident. And women love this.

It all comes down to sub-communication.

When assessing whether a certain action or behavior is attractive or unattractive, don't take its meaning at face value. Rather, ask what it is that this behavior *sub-communicates*.

Does it sub-communicate attractive traits such as indifference and rock solid self-confidence? Or does it sub-communicate unattractive traits such as neediness, feelings of inadequacy, and a constant need to prove oneself?

What an action sub-communicates about you determines whether or not it is attractive in the eyes of women.

## 4. Let Her Be Feminine

One of the biggest factors that has contributed to the dramatic increase in the number of men who find themselves struggling with women is that today's men don't act like men!

As a result of masculinity decline, women find a lot of men less and less attractive. Rather than being strong, dominant, masculine men who lead and take charge of all areas of their life, from their career to their dating life, men today are increasingly indecisive, unconfident, assertive, insecure, and submissive. Men have gone from predominantly embodying masculine qualities to embracing their "feminine side." And it shows.

There are two big reasons why men who refuse to be masculine find themselves struggling with women.

Firstly, they are plain unattractive. Feminine women are attracted to masculine men, full stop. Masculine traits are attractive to women. When men are emasculated and become more and more feminine and womanly, women find them sexually repulsive. Women want strong men.

Secondly, when a man stops being masculine, the woman takes on the more masculine role in the relationship. When men become unassertive and indecisive, they force that role and those responsibilities onto women. Women feel sexiest and happiest when they are in the presence of a strong man who takes charge and takes on the masculine role. They are then able to take on the sexy, feminine role. This creates

sexual polarity, as we discussed earlier.

Furthermore, as sexist as it may sound in today's society, women are happiest when they are allowed to be feminine. Women do not want to be the center of a man's life. Rather, they want to be apart of a man's life and tag along.

They do not want to be the one leading the relationship and taking charge of everything. They don't want to have to be responsible for everything and making all of the decisions.

So embrace your masculinity, and let her embrace her femininity. Be a man! Take charge. Lead. Do what *you* want. Don't make her the centre of your life, rather, allow her to just tag along as you go about your adventurous life doing what you want.

Though from a movie, a great example of this is from the 2010 film *The Tourist*, starring Johnny Depp and Angelina Jolie. In the film, their names are Frank and Elise, respectively. Here is a conversation that demonstrates what we have discussed :

Elise: Invite me to dinner, Frank?

Frank: What?

Elise: [gives him a look]

Frank: Would you like to have dinner?

Elise: Women don't like questions.

Frank: Join me for dinner.

Elise: Too demanding.

Frank: Join me for dinner?

Elise: Another question.

Frank: [thinks for a moment] I'm having dinner, if you'd care to join me.

Elise: [smiles at him]

That is the attitude you need.

Let go of the nice guy attitude of, "I want to do whatever *you* want to do" or "How can I make *you* happy?"

Instead, be a man. Be masculine. Take charge. Live an exciting life and do whatever makes you happy — regardless of what others might think. Women can tag along and join you for the ride. You're the one in charge. You take on the masculine role and she takes on the feminine role.

Once again, this is also why women find bad boys and jerks so irresistible. Jerks and bad boys aren't afraid to do whatever the hell they want. Typically, they couldn't care less about what anyone thinks. They're also not afraid to take charge and lead their women. When it comes to jerks and bad boys, they just take charge and do whatever the hell they want, and women can tag along. There are clear masculine and feminine roles. Furthermore, such men display attractive qualities by being dominant, masculine, not caring what anyone thinks, and confidently taking charge.

## 5. Why Women Love Masculine Men

Many men put a *huge* responsibility onto women. A tremendous one. They make women responsible for their happiness.

They approach women with the mindset that *if* they were with her, *then* they would be happy. That in the meantime, they're just kind of feeling neutral or unhappy. This same mindset is also present in most men's relationships with women. They are needy and clingy. They become overly attached.

This whole frame of mind is highly unattractive and repels women. Women want a masculine man. A strong, dominant, confident, independent man who is *already* living a life he loves. Who is already happy. Who is confident in himself.

This is once again — as usual — why so-called "bad boys" and "jerks" do so much better with women than do "nice guys." They are indifferent to whether they're with a woman or not. They are happy and confident either way. They don't depend on the approval of women to be happy. They don't *need* women. Ironically, women find this mentality highly attractive.

Women find most attractive the type of man who is indifferent to external events. He could get

harshly rejected and have a drink chucked at him and think it was hilarious. He could be single, in a great relationship, or having heaps of one-night-stands. He'd be happy either way. He'd be confident either way. His happiness and self-worth does not depend on external events — least of all women. He lives an exciting life either way. Compared to “nice guys,” he's pretty indifferent to women.

In addition to embodying highly attractive traits, the success of such a man with women can also be seen from the standpoint of value.

A nice guy that feels *if only* he could be with women, then he would be happy provides no real value from the woman's standpoint. He only *takes* value and offers little in return.

Meanwhile, this is not the case for a guy who is comparatively indifferent to having women in his life. He goes about living his life how he wants, he's happy, he's having the time of his life all the time, he does what he wants, he is adventurous, confident, and living the life he wants. He's already happy, regardless of whether he's with a woman or not. From the standpoint of a woman, this guy offers a lot more value. He offers the promise of fun, adventure, and happiness. He's already happy, and so he brings happiness with him. He doesn't depend on a woman for his happiness.

Such a guy offers a lot more value than a typical “nice guy.” While a nice guy takes value — depending on her for happiness, this type of guy *gives* value — by being happy and fun regardless of the situation.

As such, there are two main reasons that such a guy is hugely attractive to women. Firstly, he embodies masculine, attractive traits. Secondly, he brings value rather than takes value.

So don't rely on women for happiness, they can sense it and it is a huge turnoff. It comes across as needy, a hugely unattractive trait. Be strong, relatively indifferent, independent, and masculine. Create your own happiness. Be happy regardless of whether you're single or bed hot women every night. Be fun and confident. Have inner strength and strength of character. Be masculine. Be a f\*\*\*ing man!

## 6. Embrace Your Masculinity

Imagine two men: Bob and Dick.

Bob sits in a way that takes up as little space as possible. Dick sits in a way that takes up plenty of space (i.e. legs apart, arms on back of chair or hands clasped behind head, etc.).

Bob is always a little anxious and uncertain. Dick is always confident, chilled, and relaxed.

Bob is always worried about what other people might think of him. Dick gives zero f\*\*ks.

Bob likes pop music. Dick loves hard rock.

Bob loves watching television. Dick loves grunting as he pumps iron in the gym.

Bob is afraid of his masculinity and fears being seen as too aggressive. Dick embraces his masculinity and attacks all areas of his life a real man should: Aggressively. After all, he's only got one life, right?

Bob can be a bit emotional, seeks the approval of others ( *especially* hot chicks), and tries to make women happy by constantly asking them what *they* want to do, ignoring his own desires. Dick is relaxed and indifferent to most things (especially things that are outside of his control). He has rock solid self-confidence and feels exactly zero need to prove himself, and he does what *he* want to do — if she's lucky, a woman can tag along with him as he goes about doing what he wants.

The difference is pretty clear, right?

Bob is emasculated and afraid of his masculinity, while Dick is unabashedly manly and embraces his masculinity.

Who do you think women find more attractive?

Dick, of course!

The lesson is this: Don't be afraid of your masculinity. Be manly and embrace your masculinity. Although some might say otherwise, women don't want a man who is a "nice guy" or who is in touch with his "feminine side." In fact, women find such men to be sexually repulsive.

Think I'm exaggerating when I say they find it sexually repulsive? Imagine a big, manly, masculine woman with big muscles, a beard, a hairy chest and a deep, manly voice. You'd find her pretty sexually repulsive, right?

Well, women feel exactly the same way about "nice guys" and wimpy dudes who are more womanly than they are manly.

They want a strong, masculine, manly man. A man who does what he wants and doesn't give a single shit what anyone else thinks. A guy who is always composed, chilled, and relaxed. A guy who has rock solid confidence and feels exactly zero need to prove himself. A guy who acts powerfully and is assertive and authoritative. Who takes charge, is decisive, and leads. Women want a man that they respect.

So get your act together, take charge, and be a f\*\*\*ing man!

## **7. Her Respect and Attraction Go Hand In Hand**

When it comes to women, respect and attraction go hand in hand. Women only feel a strong attraction for men that they respect. Considering that most men don't even really respect themselves, it's easy to see why they struggle to attract high quality women.

Now, when we talk about respect, we mean a powerful respect. There are two kinds of respect: A loose kind of respect and a powerful, awe-inspiring respect.

For example, a woman might have "respect" for her grandfather. He's friendly, he's kind of cute (like a puppy dog), and he's a nice bloke. So first of all, we have that grandfatherly type of respect. If you're trying to get with a woman, this kind of respect spells doom. Women do not find this type of respect to be attractive at all. Not one bit.

We also have a powerful respect. The type of respect we have for someone who we consider to be powerful, authoritative, and awe-inspiring. Awe-inspiring to the extent that we may even feel a hint of fear or intimidation.

This powerful, awe-inspiring respect is the type of respect that women find irresistible. A woman who feels that kind of respect for a man automatically finds him immensely attractive. Respect and attraction go hand in hand.

That being said, this doesn't necessarily mean that you need to be a Navy SEAL or Roman Emperor — although it certainly wouldn't hurt.

Rather, you just need to have respect for yourself. Hold yourself in high regard and act like it. Think of somebody that you have this type of respect for and ask yourself how they would act in certain situations. Or even think of somebody like James Bond or Julius Caesar and ask yourself the same thing.

Even if men like James Bond and Julius Caesar were not British spies or Roman leaders, people that they came in contact with would still have immense respect for them all the same.

Why?

Because they respect themselves! Because of the way they act. The way they carry themselves. Their mindset and attitude. Their behavior. Their unabashed masculinity.

Nobody respects he who does not respect himself, and this is especially true with women.

So be the emperor, not the grandfather.

Once again, this is also why women find jerks and bad boys so irresistible. Who do you think such men more closely resemble? The grandfather or the emperor? You guessed it — the emperor. Justified or not, such men have immense self regard, and they act like it. Women find this hugely attractive.

## 8. Men With Other Priorities are Irresistible

Many men make women the centre of their lives and treat them as such. This is a terrible mistake that only ends up working against them. Women don't want to be put on a pedestal — at least not high quality women. They don't want to be the only thing in your life. They want to be *part* of your life. They don't want to *be* your life.

"If only I had a hot girlfriend, then everything would be great," most men tell themselves. They make women the sole purpose of their life. They become needy, clingy, and insecure. Because of this, they fail to lead and be decisive. They stop taking on the masculine role in the relationship. They shift all decisions and responsibility onto the woman, constantly replying, "Whatever *you* want to do. I don't mind."

They act as if they're not a real man, as if they have no desires. They just want to tag along with whatever the woman wants to do. In fact, they *become* the woman! They take on the feminine role.

Because the guy becomes an indecisive follower, the woman then has to take on the masculine role, always taking charge and making the decisions. Women hate this. This is a HUGE turn-off. As a result of all this, the girl loses all attraction (if she even had any to begin with) and runs for the hills.

Rather, you need to be a man with a mission. Have a huge life goal that you work towards. Give your life a purpose. Then, women become a lower priority. They are not your number one priority. This then automatically allows you to adopt all of the attractive masculine traits that women find so attractive.

You will be more confident and hold yourself in higher regard. You will be less invested in women. You will care less about what other people think. You will become all around more attractive.

Consider Julius Caesar. He was a man with a mission. He was either forming political maneuvers to gain power or off conquering armies in foreign lands. Eventually, he effectively became dictator of Rome, bridging the transition from the Roman Republic to the Roman Empire.

What a guy, right? If anything about him is certain, it's the fact that he was a busy guy. Whether conquering foreign armies or becoming dictator of Rome, he had plenty of priorities beyond just trying to seduce women.

Nonetheless, Julius Caesar was the ancient world's single greatest seducer of women. Not only did he seduce hundreds of women, but he decided that that was not enough. He wanted more of a challenge. So he then started seducing and having scandalous affairs with all of Rome's most beautiful noblewomen. It's also been estimated that Caesar slept with somewhere near half of all the Senator's wives. And this was all before Caesar was even particularly famous or powerful!

Furthermore, Caesar allied himself with two of Rome's most powerful men — Pompey the Great, Rome's most powerful military general (before Caesar snatched that title from him), and Crassus, Rome's single richest man — an alliance that became known as the First Triumvirate. The funniest part, however, is the fact that Caesar had already slept with the wives of *both* his political allies.

And it wasn't just all the noblewomen, Senator's wives, and wives of his political allies that Caesar had affairs with. Caesar had even slept with the mother of the guy who assassinated him!

So overall, Julius Caesar truly was about as successful as you can possibly get when it comes to women. Nonetheless, women were not his number one priority. They wouldn't have even been his second or third priority. He did not make them the sole purpose of his life. He did not need them for his happiness or confidence.

Even if you don't want to sleep with quite as many women as Julius Caesar did, you should keep the same attitude and mindset. Women are not your number one priority. You have other huge goals that you are busily working toward achieving. When it comes to women, just be relaxed, fun, and confident. They're not your sole purpose in life.

Furthermore, because you are busy pursuing bigger and more exciting goals, you become less available and more "hard to get." This, too, works out to your advantage, as we will discuss next.

## 9. Absence Makes Her Attraction Grow

Most of us have heard of supply and demand in economics. Basically, if something is in high demand but low supply (i.e. is scarce or rare), then people will pay a lot for it. This is why things like superyachts, diamond, and gold are so expensive. Conversely, if something is abundant and easily accessible (i.e. not rare and not scarce) then people won't pay much for it. This is why things like plastic bags, water, dirt, and the air we breathe are virtually free.

This is the same when it comes to relationships. If you are available 24/7, women will not value you very much. This is one of the problems with nice guys. They are constantly available and thus become the equivalent of a plastic bag or a pile of dirt — very low value. They get taken for granted and are not valued much.

Alternatively, the bad boys and jerks once again seem to get it right, even though they take it to the extreme. They're busy doing other things, whether that be drinking with mates, working toward a goal, or getting some action with another girl. As a result, they are less available. They take a while to respond to texts because they are doing other things rather than constantly checking their phone. They're not available 24/7 for whenever a woman wants to see them.

They are scarce. As a result, women place a higher value on them and their time. They also become more attracted to them. Additionally, during the time that women are ignored by such men, they begin to think about them more frequently and wonder if they are good enough. They begin to eagerly anticipate their next encounter. Likewise, if the guy doesn't immediately respond to text messages, she begins to think about him more and excitedly awaits his reply. Overall, his scarcity makes him more valuable.

Nice guys, on the other hand, are not scarce whatsoever. They are available at a moments notice and they respond to text messages immediately, as if he has nothing else to do other than eagerly await for her to text something to him. He seems to be available every single night and day of the week, and willing to sacrifice other commitments to get so much as a second with her. Likewise, nice guys are willing to do anything for women — help them move, fix their car, go shopping for them, clean their house, anything!

Their complete lack of scarcity means that they get taken for granted.

Be gold, not dirt. Dirt is abundant and gets taken for granted. Gold is scarce and, for this very reason, highly valuable and deeply desired.

Imagine if gold were everywhere. You could dig in your backyard and five minutes later have three kilograms of gold. Nobody would want gold anymore. The same applies with the way you spend time with women.

Remember: Absence makes the heart grow fonder.

Don't be available 24/7, don't be a woman's slave by helping her do *her own* chores, and don't feel the need to always immediately reply to text messages. Don't be afraid to go about your own life and ignore her for periods of time. Let her attraction grow.

## **10. Women Love Men Who Take Charge**

*"The feminine looks to the masculine for direction. A woman does not want a man to look to her for direction but would rather he follow his own direction. It is better for a man to act when he wants to and not need a woman to give him permission to do as he please. A woman would rather a man acts when he feels like it instead of when she feels like it, and for him to be able to change her feelings at will. That is why a woman prefers a man to take the initiative in everything. She wants him to keep leading every and advancing every step of the way instead of waiting without knowing what to do next."*

— David Deida

So many relationships in today's society have stagnated and failed for one reason. The man fails to take charge.

Similarly, countless men have failed to seal the deal or get a second date for one reason. The man fails to take charge.

Attractive, feminine women desire a strong man who takes on the masculine role. The masculine person in the relationship (including same-sex relationships) is the one who takes charge. They make the decisions, take responsibility, and take charge. They are the leader in the relationship.

Women find men who shrug off all responsibility and refuse to take on the masculine role to be hugely unattractive. They want decisive men who know exactly what they want to do. They don't want have to take on the masculine role and take charge and make all the decisions. They don't want to have to lead some wimpy "nice guy" who's only response to anything is, "Well, what do *you* want to do? I will do whatever you want to do."

Nooo! Women hate this. It is a tremendous turn-off.

You are the man of the relationship. You need to take charge of everything. From approaching her, to asking her on a date, to deciding what to do, to escalating physically and taking her to bed. Take responsibility for everything. Take charge. You are the man. You are the masculine half of the relationship, she is the feminine half. Use this to create sexual polarity and intense attraction.

Once again, as you might have guessed, this fact works to the advantage of all those jerks and bad boys. They aren't afraid of taking charge. They just do what they do. They take on the masculine role, she takes on the feminine role, and the resulting polarity leads to intense attraction and sizzling hot sex.

I know it can be tempting to outsource the masculine role by simply saying, "Well, I'll do whatever you want to do." But don't. It kills attraction and women hate it. Overcome this urge, take charge, and lead like a real man.

## **11. The Secret to Seductive Communication**

Many men fall into the trap of feeling inadequate and as though they are not good enough (not good looking enough, not successful enough, etc.) to deserve a beautiful woman. This results in them attempting to compensate for these feelings of inadequacy by seeking to impress.

Unfortunately for these men, seeking to impress does just the opposite. Women see through the act and read the sub-communication of such actions. They see an insecure guy who obviously lacks confidence in himself and is trying to make up for it. Because he clearly feels that he isn't good enough for her, she reflects that feeling back to him. As a result, many men struggle to attract women.

Although it may at first seem counterintuitive, women instinctively find men who don't try to impress them to be much more attractive. This is because the sub-communication is that the guy has nothing to prove. That he feels confident in himself and he feels that he is more than good enough for the girl. Consequently, the woman reflects this back at the guy.

The mistake so many men make is — as soon as they have the attention of an attractive women — to start talking about themselves. They talk about their job, their salary, their car, their house, all in an attempt to impress and seem attractive.

Furthermore, women love talking about themselves. Ask her some questions about herself rather than talking non-stop about yourself. Women will love it. And not just small talk — go deep. For example, if she tells you that she is a doctor or a nurse, don't just say something like say, "Wow, must be long hours, eh?"

Go deeper, dig into the motivations, feelings and emotion behind it all. Ask her something like, "How does it feel to save someone's life?" Likewise, if she moved from another country, don't just ask the lame and boring, "You like it here?" Go deeper. Delve into the emotion and feelings behind it all, like how it felt to leave her home country, the unfamiliarity, and so on.

Although us men are predominantly logical beings, women are predominantly emotional. Where we analyse logically, women feel. They are creatures of emotion.

Another great advantage to not setting out to impress is that women — people in general, really — find something much more impressive if they had to dig and find it themselves. A woman will find an accomplishment of yours much more impressive if you just casually answer when she directly questions.

If you blatantly attempt to brag and impress, you will only end up seeming unimpressive. If she has to dig and ask to find out, she will find it infinitely more impressive. She'll also be left wondering what other impressive things you've done that you're not telling her.

Even more than women love talking about themselves, women love hearing about themselves. What this means is that rather than constantly asking questions, guess! Make statements. She'll respond.

So instead of asking, "What do you do for work?" take a guess. Say something like, "You seem like a creative type, you must work in [industry]." Or, "I bet you're in law school because [observation about her]." Just take an educated guess. Rather than asking questions, make statements.

This approach is great for several reasons.

First up, if you guess right, she'll be immeasurably impressed by your astuteness.

Secondly, even if you guess wrong, she'll tell you the real answer and then most likely ask you what it is about her that made you think what you guessed. This gets conversations going strong and keeps things super interesting.

Thirdly, studies have shown that friends and family mostly speak in statements — because they already know each other and are comfortable with each other. Strangers, on the other hand, mostly speak in questions — because they don't know each other and ask questions due to this unfamiliarity. However, our brains subconsciously associate these two types of communications with friends and strangers, respectively. What this means is that if you speak in statements, the woman will subconsciously feel much more comfortable, familiar with you, and as if you two have known each other longer than you actually have.

Aside from using this for general questions — such as, "Where are you from?" (to "You seem like a British babe" or "I bet you're from L.A.") — you can use this method of communication to set expectations. For example, you could tell her that you bet she's adventurous, and she will subconsciously (and sometimes even consciously) start acting in a way that is congruent with what you said. Likewise, if you tell her that she seems like the conservative type, you'll be significantly less likely to take her to bed on the first date.

So make sure that you make statements in line with how you would want her to act. Or, as Dale Carnegie called it in his bestselling book *How to Win Friends and Influence People*, "give a dog a good name." In other words, tell people that they are how you want them to be, even if they're not.

For example, if you tell a big client that they're incredibly stingy, guess what — they'll subconsciously start acting in a way congruent with just that. Alternatively, if you tell them that they're a great customer, they will start subconsciously acting like it.

So give a dog a good name. Tell her that she seems like the adventurous type who is open to new experiences, not that she's conservative, cautious, and traditional.

## **12. The Secret to Being an Irresistible Catch**

The secret to being an irresistible catch is to turn the tables. Most men today feel that they are inadequate and need to prove themselves to women. Don't fall for this trap, it only results in killing any attraction that may have been there in the first place.

Instead, turn the tables.

Most attractive women feel superior to most men. They get hit on by strangers hundreds of times each day, and as a result, they feel they can get any man they want. They feel that it is the man who needs to prove himself worthy of her attraction.

Rather than fall for this and try to impress her, flip the roles. Pretend you are a hot chick who gets hit on hundreds of times a day. Act as if hundreds of chicks are chasing after you and that the woman you're talking to is just another one that you have to deal with.

Have standards. If you're at a bar and a girl you've just met asks you to buy her a drink, don't do what a nice guy would do and immediately buy her a drink. Instead, put on your "hot chick mindset" and tell her something along the lines of, "Maybe later if you're well behaved." Or, just flat out say no and

ask her to get *you* one.

You can also flirt and act as if she is just another girl who's chasing you and trying to get in your pants. When appropriate, playfully tease her about how she's trying to seduce you. Just all around be playful and act as if it were *you* who were the catch and she's trying to seduce you. In fact, the Oxford Dictionary's definition of "flirt" is to "behave as though sexually attracted to someone, but **playfully** rather than with serious intentions."

Once again, bad boys and jerks are naturals at this because they genuinely believe that they actually are a catch and that women find them irresistible.

Women are instinctively attracted to playful arrogance and teasing. So much so, in fact, that it is universally discussed by all pick up artists. David DeAngelo calls it "cocky-funny" (i.e. being playfully overconfident), other's call it "negging" (i.e. playful teasing), and yet others call it different things. Despite all the different names, they are all talking about the same thing: Acting as though superior in a playful way. Pretending that *you* are the catch. Women love it and find it irresistible.

## 13. How to Pass a Woman's Tests

Women regularly test their men. Right from when a man meets a woman for the very first time all the way through dating and marriage. So long as you're in a relationship (or seeking one) women will constantly test you.

Although it may seem stupid and illogical, consider it from an evolutionary standpoint. Women are attracted to confident, dominant, masculine men. The best way to find out if he does indeed embody attractive traits is to test him, to challenge him, to indirectly insult him, and see how he responds.

If he doesn't care and is not at all affected by her tests, she knows that he is an attractive, dominant, confident, masculine man. Her attraction consequently increases and intensifies. However, if he is upset or offended by her tests, or feels the need to prove himself, then she knows she has an unattractive, submissive, weak, wimpy guy. Her attraction evaporates and she'll likely ditch the guy as quickly as she can and go search for a stronger, more masculine man who can, evolutionarily speaking, look after her and keep her safe.

The best way to respond to a woman's tests is to agree and amplify what she said. Agree with what she says to the point where it is ridiculous and absurd. Doing this sub-communicates that you simply don't care, an attitude women find irresistible.

A common test that women use when approached by men — especially if they begin conversation with an improvised opener — is, "I bet you use that line on all the girls."

An example of agreeing with this statement and amplifying to absurdity would be saying, "Yeah, I literally wake up in the morning covered in bitches, it's that effective."

Or if she were to say something along the lines of, "Aww, are you upset?" an agree and amplify response would be, "Yeah, I'm going to go home and watch Titanic."

Likewise, you could respond to her accusing you of being "one of those pick-up-artist/player guys" by telling her, "Sounds like you've got an eye for talent."

Meanwhile, a typical nice guy response would be something along the lines of, "I would never dream of stringing a girl along!" followed by a pathetic justification of how "I'm not like that!"

So if ever you find a woman trying to test you — in an attempt to determine your strength of character, composure, and what "you're really like" — the best response is to simply agree and amplify it to absurdity. Just have fun and give zero f\*\*ks. Women are instinctively attracted to this attitude.

## Conclusion

Most men today have grown to embody traits that do not trigger instinctive attraction within women. In fact, women find many traits of today's men to be sexually repulsive.

Women have evolved to be attracted to men who were strong (physically, but *especially* mentally) and can protect them. They are instinctively attracted to confident, dominant, masculine men who take charge and are completely unaffected by external challenges.

Women frequently test their men by indirectly (and sometimes directly) insulting or challenging them. They do this not in an attempt to frustrate, but because they want to be reassured that they are in fact with a man who is mentally strong, dominant, relaxed, and indifferent to the thoughts of others.

The problem is that most men today have grown to be unassertive, indecisive, and easily hurt and upset by the thoughts and remarks of others. They seek approval, don't take charge for fear of doing something that other's may not approve of, and are just overall less confident, less masculine, and less confident.

To ignite within women a deep, instinctive attraction, work to develop your masculine qualities. Work to develop and increase your confidence, assertiveness, dominance, strength of character, and a relaxed indifference to what anybody thinks of you. Live not for the approval of others, but for yourself.

As you develop these highly attractive masculine traits, begin to apply them to all areas of your life. Attack your work with aggression. Attack your gym sessions with aggression while listening to your favorite AC/DC song or *Bad to the Bone* by George Thorogood.

Take up space with your body when sitting and walk like John Travolta in *Saturday Night Fever*. When you make love, be a man. Attack your woman with passion. Embody masculinity in all areas of your life. Take charge. Lead. Do what you want. Do as you please. Care not one bit about the thoughts of others. Live for yourself.

It is this mindset that women find most attractive. They have evolved over millions of years to find such men irresistible.

If it helps, be a bad boy. Be a jerk. Select a masculine role model — whether it be James Bond, Tyler Durden, Tony Stark, Frank Underwood, Hank Moody, Don Draper, Vladimir Putin, Donald Trump, Napoleon, or Julius Caesar — and ask yourself, what would they do in this situation? How would they live their life? Would they care whether or not a woman likes them or not, or would they just have fun and amuse themselves? Would they be afraid of their masculinity? Afraid of being assertive? Afraid of what other people might think of them?

It will take time to embrace your true, fearless self that has been locked away deep within you. It will take time to shed all of the meek nice guy characteristics that society has conditioned you to adopt. But it will be worth it.

Shed all the meek, timid, anxious, and submissive behaviors and traits that are not only holding you back from success with women, but also from happiness and success in life in general.

Unleash the irresistible wild beast within.