

HOW TO HOOK *a Guy*

A FOOLPROOF METHOD ON
MAXIMIZING ATTRACTION



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A Foolproof Method On Maximizing Attraction

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My goal with this guide was to make it extremely short yet effective in understanding how men think and what men truly want when it comes to commitment. You can easily read this guide over the weekend and absorb the powerful information I am about to give you. Use it to your advantage. You're going to learn what men want. You're going to learn why they play games and do the dumb shit they do. You're going to learn what makes them commit and fall in love with you.

This is the MOST ACCURATE guide on male dating psychology. There are many books on the market that are full of fluff. That's not this book. Each chapter is needed in order to understand how we think. Each chapter works off the previous one and layers to give you a good understanding of what it's like to be a guy who likes a girl, is unsure about a girl, and/or wants nothing to do with a girl. You will know where you stand with men by the end of this guide.

Please note, this guide may be harsh. There may be things you disagree with and I may strike a nerve. That's not my intention. You know I am on your side. I feel I would be doing you a disservice if I sugarcoated anything like the other dating coaches attempt to do with their work. Oh, this is an informative guide. Not a how- to. Those are my other guides. This lays the groundwork. The fundamentals.

One last thing, you're the rule. Not the exception to the rule. I don't care how well he's treating you, calls you every day, tells you he loves you and buys you what you like. If he's not committing, you're not the girl. Simple as that. Do not give yourself the benefit of the doubt. I have been doing this for 10 years and never have been wrong. I have worked with over a thousand clients and not once has a client come back and said I was wrong. I am not saying this to sound snotty or discouraging. I am saying this because the information you're about to read is very logical. Men are logical. Take everything at face value. I believe a lot of women are their own worst enemies and overthink and over analyze. This book will help eliminate that.

With that being said ladies, I hope you enjoy this compact-to-the-point guide!

CHAPTER ONE

Battle Of The Sexes

To lay the groundwork, the most important thing to understand is that EVERYTHING a man does is in order to get advantages towards our primary goal of survival and reproduction.



Advantages

Anything that gives you a net gain over your competition or towards our goals of survival and reproduction.

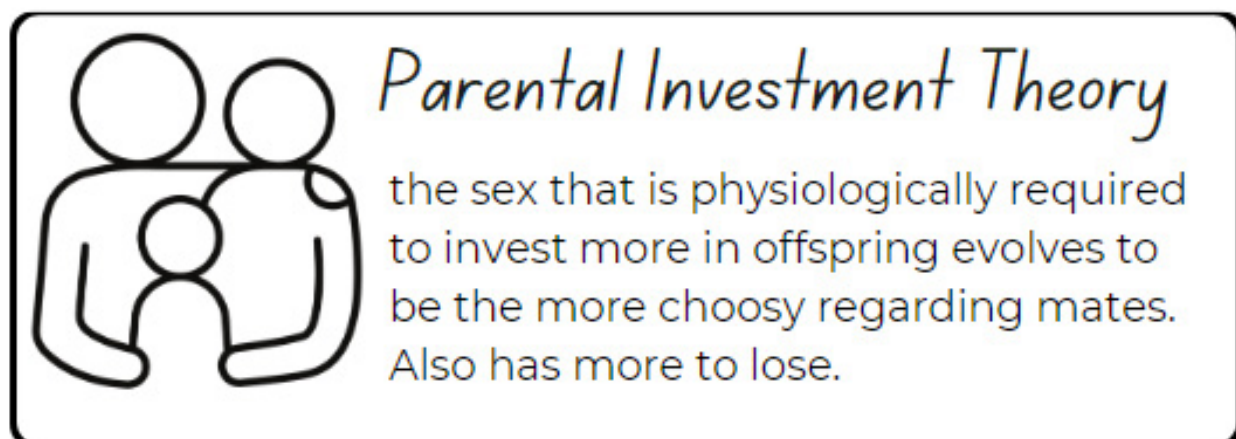
Because of this, we often act in our own best interest especially if we just started talking to someone or are not sure what we are wanting out of the interaction. Both sexes want what benefits us first and foremost. When you're on different pages, games start to be played.

Why is that? Why can't we just be upfront?

To answer this, it's first important to know why the goals and strategies are different between the sexes. The reason for this is physiology. Each sex is subconsciously looking out for themselves and making sure they can guarantee the advantages and assets they're seeking based on their physiological makeup.

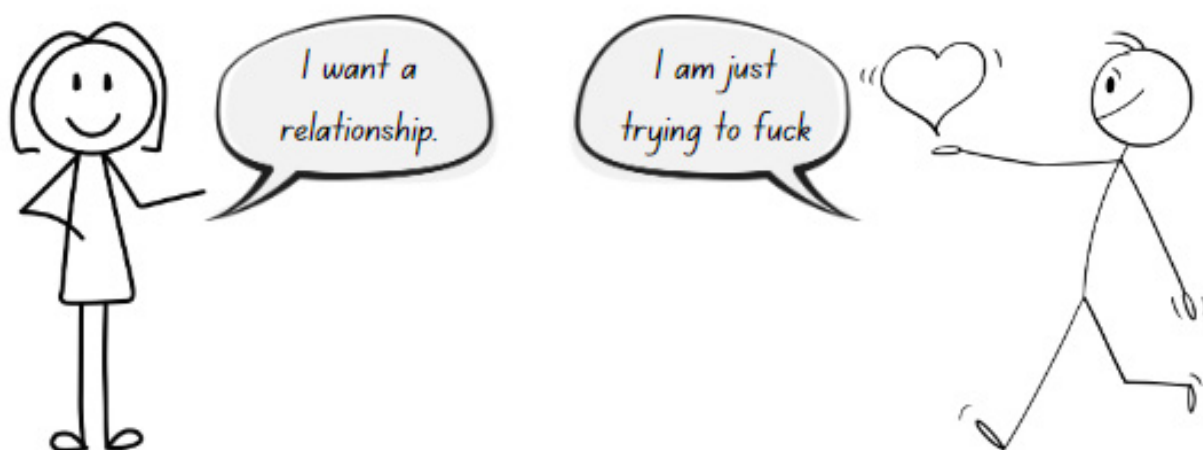
The woman is the more investing sex when it comes to long-term and offspring because she's the carrier. That means there is more Mating Margin (think of it as a margin for error if she makes a bad decision). This is known as the "Parental

Investment Theory.” You may not even want kids or already have had them. The brain still works this way as it ensures the primary goal of our species.



There is a reason women focus on communication, clarity, consistency, and commitment. It benefits the physiology of the woman. In ancestral times, if a woman is pregnant, she was slower, needed more calories and nutrients, more protection, rest, and recovery, she has a higher chance of medical mishaps, needs food for the offspring, and was pushed away by other men since she was “property” (I hate saying that as much as you hate reading it) of a mate already.

Men on the other hand can have sex as many times as they want and be the same person the following day. Yeah, they may have a reputation and disease but when the goal is to survive long enough and pass on your DNA, variety is another sexual strategy that benefits and pleases the man’s goal of guaranteeing offspring.

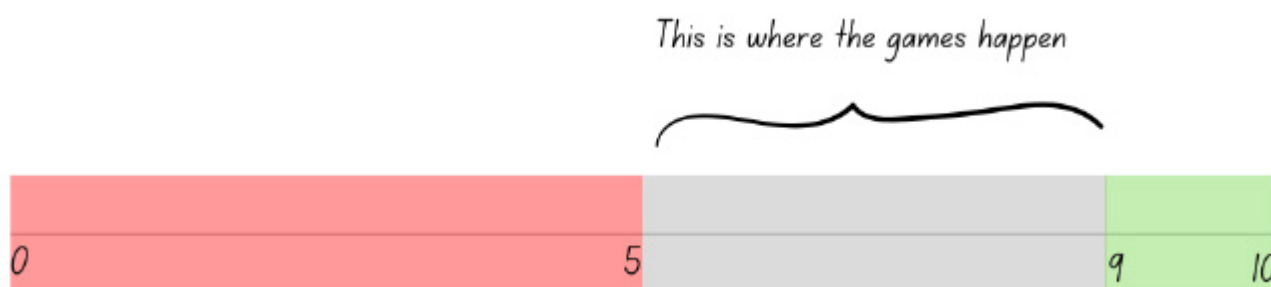


Let me tell you this right now because a lot of people want to beat around the topic because it sounds harsh: There is NO benefit in a man committing to a relationship unless he sees her long-term. Both sexes date and may talk to multiple people. However, men do it to have fun until the right woman comes along while women date until the right man comes around to have fun with (usually someone she sees long-term).

As you can see, there is a difference in what each sex wants and no one is getting their goal. No woman is going to be okay with giving away her most precious assets (sex) without commitment. Just as a guy isn't going to commit himself to one woman without exploring his options. There has to be a middle ground.

This is where games come into play. *If a man likes you and wants a relationship, you don't have to worry about games.* He will take you off the market to avoid the risk of losing you. If a man also is a high-value man who is the secure type, he is much less likely to play games. He values everyone's time.

In complete contrast, if a man wants nothing to do with you, he will just drop you instead of playing games. Games are played in the gray area. The area of uncertainty. Does he like you? Yes. Is there potential? Could be. He just doesn't know yet.



When you're in the gray area, there is an attraction but a lack of it somewhere. Just not enough to transition into more.

The games happen where the assets you offer a man are attractive enough to chase but are not worth the cost of committing to. Women don't benefit from this and men know that. He can't tell you, "Yeah, I am just trying to fuck your brains out and not commit." He will not get far. He has to dress it up. Everyone plays games so do not take it personally. Just because a guy doesn't want to commit doesn't mean you're not good enough. Some guys rather have three 7's instead of a perfect 10. That's just the place and mindset he's in right now.

For men to get these assets, they must gain an advantage. You're not going to put out for some random guy. There are three different ways a guy can game you or gain an advantage:

✎ **He can get an advantage over you**

⇒ An example I see a lot is you liking him so much that you're making emotionally based decisions instead of rational or logical ones. Basically, he gets you to like him.

✎ **He can get an advantage over other men/competition**

⇒ This could be through looks, status, game, money, courtship, or being in closer proximity. Anything where he can beat out his competition in a measurable way.

✎ **He can get an advantage over the situation.**

⇒ I will talk about this more later on in another chapter but men will transition into the "Negotiation" stage to get what they want if their current stance wasn't working. They would say things like, "Yeah, I know I said I don't want a relationship. That doesn't mean forever though. I obviously will want one just not now. Let's just keep talking and see where it goes." He will say this in hopes that you agree.

A lot of women argue the morality aspect of this and how it's wrong. I agree. "Are guys straight up lying to my face?" Well, not always. I don't think it's as black and white as women make it sound. Even if he didn't want a relationship, if he liked you and told himself, "This time things may be different," He should follow it right? That is how men feel early on.

I want to make it clear, ADVANTAGES ARE NOT GOOD OR BAD. They're neutral. Even if a guy likes you and wants a relationship, he still has to gain an advantage for you to choose him and not his competition. What makes an advantage good or bad is the intention behind it. For example, is he investing in you and telling you what you want to hear in order to get in your pants? Or is he investing because he likes you and the words coming out of his mouth have some merit?

The problem a lot of women run into is the dreaded gray area again. It's knowing if he's telling the truth and if he's actually playing games.

The most common game is the hot and cold shenanigans. The things you do and say drastically change the dynamics and layers over time. That's why it's sometimes hard to read. He is a great guy in the beginning, but a month in, he can be a complete person and start pulling away due to the "pressure" the context of your situation paints.

He will start saying things like:



"It was moving too fast for me and I am freaking out. I can't do this."

"We never talked about a relationship or where this is going so why are you mad at me?"

"I thought I wanted a relationship but now that we are here I am not sure."

"I even told you I wasn't ready. You knew that so why are you even upset?"

There is some logic behind these arguments. I am not saying they're valid or good but a guy can like you and still feel these things. The number one reason a man pulls away is pressure. His feelings are genuine so he's not going to abandon them. However, he may not be ready. Liking someone and wanting a relationship are two different things. There is no advantage to getting rid of you when I like you despite being unsure of what I want. I may want to explain that. That is most men's justification. Of course you get the raw end of this and get strung along.

I don't even like calling them lies because, from my experience, I don't think a lot of guys are lying. I think they do like you but don't:

- Speak up until there is a lot of pressure on where it's going. This causes a man to speak up and give the "I am not ready" talk despite liking you.
- Realize how fast they're moving because they like the assets you offer. They don't realize the context they're creating which again, puts pressure on them because they may have painted this ideal relationship scenario they have to answer to.
- Say anything because they don't want to burn the bridge. They're unsure of a relationship but do like you so they don't want to cut you off either.

What Are Men After?

What Do We Really Want?

Now that we know why people play games (to get an advantage towards survival and reproduction), what benefits are men going after? What do they specifically game for?

The good news is all men want the same thing. At our core, we chase the same benefits but may have different ways of going about it: Good and bad. And there are ways you give them to him: Good and bad. Some men are straightforward while others are deceitful.

Below, the green sentences are ways either you or he get that benefit and the red are the negative ways he tries to get them or the ways you give them and shouldn't be.

Those benefits are :

☞ **Safety/security**

- ⇒ Knowing he's your best option, loyalty, trust, communication, titles (when you're the one he wants), relationships, and bonds
- ⇒ knowing he has you, having the power advantage, territorial, and use manipulation to ensure securing you.

☞ **Ego boost/validation**

- ⇒ supportive, loving, caring, nurturing, you being his best option, you being super attractive and you initiating all the time (I am not saying you should initiate all the time. It's just what a guy would like).
- ⇒ Knowing he has you, being your best option, giving him more chances than he deserves, allowing him to be hot and cold, and him taking you for granted.

☞ **Access to assets (ease to obtain)**

- ⇒ Doesn't play games, has amazing assets, is fair and consistent, doesn't play games, consistency, a woman who serves her man (when he deserves it), and investment
- ⇒ Lowering your standards and him taking advantage of it, giving him assets he doesn't earn, not investing in you but still getting the benefits, and being hopeful he will change.

☞ **An abundance of resources (time, energy, money, etc)**

- ⇒ Low maintenance, chill, relaxed, drama free, willing to pay her end (don't do this all the time. Only after he shows his willingness to invest), and a woman who helps him gain these resources.
- ⇒ High maintenance, high drama, always wants to be courted, expects him to always invest while she sits back, and is unfaithful or trying to make him jealous (no man wants to invest in uncertainty).

☞ **Lower stress and risk avoidance**

- ⇒ A drama-free woman who gives services and is on the same page as him.
- ⇒ A high-drama woman who plays games and is on a different page.

☞ **Limit liabilities**

- ⇒ Healthy physically, drama-free, loyal, on the same page, low pressure with good vibes, and low baggage.
- ⇒ Has baggage, doesn't take care of herself, drama, unfaithfulness, always fighting, not the best option, long distance, age gaps, high competition to get you, and bad vibes associated with you.

📌 **Improve status, power, and market value for women.**

- ⇒ You're a highly sought-after woman who is very attractive, takes care of her body, is of high value, and is from the same tribe (more on this later).
- ⇒ You're not highly sought after, you're easy for OTHER men to get, and from a different tribe.

📌 **Sex**

- ⇒ Attractive and has a nice body, willingness to explore, open-minded, faithful, and high libido. Submissive.
- ⇒ Doesn't take care of herself, is closed-minded, boring, unfaithful, uses sex as a bargaining chip, and low libido.

Remember, the bullet points are benefits that boost our chances of survival



Survival

The first goal of every organism. Survive long enough by gaining (or believing you're gaining) **advantages**, assets, an abundance of resources, and seeking comfort in order to successfully find a mate and create offspring.



Reproduction

The second goal of every organism. Our goal is to pass on our DNA to the next generation of offspring to ensure our species survives. We do this by picking the most suitable mates we believe will successfully give birth and give us the best traits.

Important



Note, when I talk about survival and reproduction, I do not mean food, water, shelter, and babies. In modern times, survival would be things like comfort, security, convenience, abundance, risk avoidance, accessibility, and so on. For reproduction, it would be things like access to women, sex, and assets. The ability to attract mates and my status in the eyes of women.

That is why all the bullet points above relate to these two goals. That's why you see men who are hot and cold (saving resources through being abundant, avoiding the risk of a relationship when he's unsure, and doing what is convenient for him), and so on.

Another really good way of looking at this is the common "I want a woman who looks good and has a good personality." A good personality is "survival" traits and a good-looking woman being "reproductive" traits.

What makes this hard is looks and personality are subjective. And everyone who is competitive in the dating market looks good and has a decent personality. So how do you stand out? I will talk more about this in future chapters but this is the underlying issue I hear from a lot of women. "Men like options and don't want to settle." That's because you're selling the same thing everyone else is.

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What Men Want (Survival)	What You Should Want (Survival)
⇒ Same Tribe and similar personalities ⇒ Getting along really well (good sense of humor) ⇒ Low-medium maintenance ⇒ Nurturing, loving, caring, ⇒ Submissive ⇒ Drama free ⇒ Flexible in her time ⇒ Makes him a priority (I know that may not be fair to you, it is just what men want. Not saying you have to do it 100%) ⇒ Close proximity ⇒ Loyal ⇒ Healthy ⇒ Low baggage	⇒ Masculine man ⇒ Loyal ⇒ Consistent ⇒ Good communication ⇒ Same Tribe ⇒ Leader ⇒ Protector ⇒ Satisfier ⇒ Good father traits ⇒ Has a mission and goal bigger than you two ⇒ Close proximity ⇒ Healthy ⇒ Older ⇒ Good personality and a sense of humor.

Again, it's important to understand that if we put looks aside, the things that attract us naturally to other people are things that are attractive in terms of lifestyle. The brain puts a heavy emphasis on ease, convenience, safety, security, happiness, and comfort. If you're someone who works an office job and hates it, then a guy who travels for fun, owns his own business, and has the ability to create his own schedule starts to court you, you're going to love that shit. This is a version of "Filling a void" which we will get into later on in the guide.

In terms of the other goal of reproduction, here is what both sexes should seek:

What Men Want (Reproduction)	What You Should Want (Reproduction)
⇒ Our ability to attract and convince you to sleep with us (game) ⇒ We want quality mates ⇒ Childbearing cues (hips, ratios, boobs, butt, curves, and symmetry) ⇒ Your ability to have children ⇒ Options and variety ⇒ Youthful women who are ⇒ symmetrical ⇒ Motherly traits ⇒ Healthy ⇒ Very Attractive ⇒ High sex drive ⇒ Loyal	⇒ The ability to attract quality men ⇒ High-value masculine men ⇒ Men with masculine traits (strong, protective, tall, etc) ⇒ His ability to give children ⇒ Loyalty ⇒ Monogamy ⇒ Titles ⇒ Man with fatherly traits ⇒ Healthy ⇒ Attractive ⇒ High sex drive ⇒ Family man

A lot of you may be screaming to me, “I have all this! I still can’t find a man. They don’t want to commit!”

This is usually because of three things:

- ✎ You’re talking to a man who is currently in the mindset of favoring variety over one specific mate.
- ✎ You’re not the best option but still have the traits he desires. it doesn’t make any logical sense for a man to commit to a woman who he believes isn’t the best option he can get.
- ✎ As I mentioned earlier, you’re not any different from the competition but I still want the assets you offer.

This may be very harsh but I want to make it clear what men do:

If you’re the best option a man can get and he wants a relationship, it’s most **advantageous** for him to take you off the market. There is no reason for him to keep you there at risk of losing you to the competition. When a man likes the assets you offer but is unsure about you, believes he can get better, or doesn’t want a relationship, his mind immediately goes into:

“Okay, I like her but I am unsure of what I want. So I am going to avoid a relationship since I don’t want one but I don’t want to get rid of her either. I am going to keep her right here in the middle where things currently are so I can have my cake and eat it too. That way I don’t have to get rid of her or make a decision.”



The analogy I like to use for this mindset is when kids have a sandwich but cut off the crust. They still want the sandwich so they don’t throw the whole thing away. Just cut off the crust.

This is why if you have been following me for any length of time, you know I am a big component of the 6-8 week rule where at the 6-8 week mark if he hasn’t brought up the talk of a relationship, you should. If you don’t get the answer you want, he’s out. Your time is valuable and if you don’t say anything at that point, he certainly won’t.

Men do this all the time. They will talk to you for months before saying anything or breaking it off. Again, it's what benefits them in terms of their sexual mating strategy and goal. This way, they can have the benefits we have talked about without the risk of committing to the wrong person (risk avoidance).

This is how the fights start!!! It's miscommunication and beating around the bush!

Enter Counter Strategies And Courtship

Because it seems like men have the advantage, women need to adapt. "Adapt or die" is the famous evolutionary mindset. This means it's most beneficial for women as a whole to put a price on their time and to hold out for men who they not only like but who are worthy. Men who are willing to invest and prove themselves. This is why dating coaches religiously preach that you can't just give away "the goods" because you like him or lower your standards because you're so dependent on the outcome of him one day changing his mind. What is said and done is done. If he doesn't want a relationship, don't wait, kick him to the curb and make him regret his decision.

Men are not going to go down that easy though. Men aren't going to turn over a new leaf and think, "Okay, she's tightening up her game. I guess I will just commit."

Men are going to come up with a counter to your counter. That's where more games are played.

Men who want relationships are most powerful when they're in a relationship with you (this is a good thing for you). Men who are unsure about you are most powerful when you're confused and unsure of what's going on.

This means you're going to get men who are hot and cold or love bombing you one week and breadcrumbing you the next.

"A confused woman is a hopeful woman"

Men know that if they're unsure about you but still want the benefits, they have to throw you mixed signals. As evil as this sounds, I don't think their intentions are to fully screw you over. As I said earlier, I do think these men find you attractive and actually like you. Liking you and wanting a relationship are two different things but you can't explore one without the other because eventually, context will be built around the relationship and you're going to demand more. That's the justification they tell themselves anyway.

Important



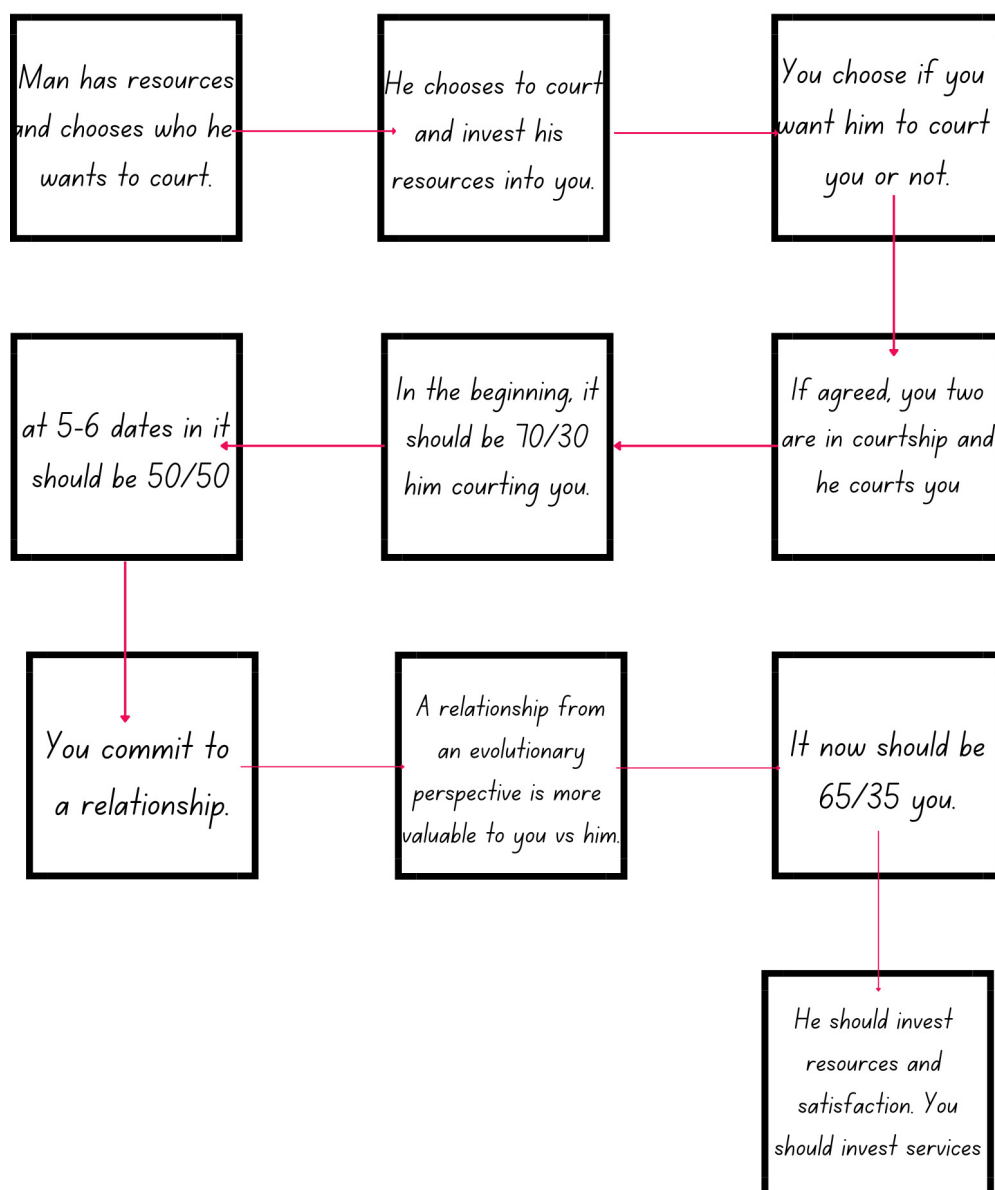
A lot of the games are not played to intentionally screw you over. Instead, they come out of nowhere when he's in his head. For example, when he's genuine in the early stages, he probably means it. It's when things get serious and he's not sure what he can give you that he starts to act different and he panics. This is when he starts to find ways to keep you around while buying time.

This is then when you start to play your own games because you think he has evil motives. There is a lot of "one-upping" each other in dating:

- "I don't want to text first"
- "If he really wants to see me he'd reach out and make a date" "I don't want to chase. I reached out last time."
- "If he's adding all these girls on IG then I'm just going to get back on Tinder and get some dates."
- "He's taking too long to respond so I will do the same."
- "I am going to leave him on read because he said he was going to call me and didn't."

To prevent a lot of this from happening, courtship has come about. Yes, I know it still happens during courtship but not when you're truly being courted. I think people don't understand the difference between "talking" and "courtship." If the bullet points above are happening, then you're not being courted. You're talking and he may be losing interest.

With that aside, true courtship is the fairest game because both parties are choosing the other and seeing where it goes. Courtship starts with men because men have the resources and they CHOOSE whom they want to court. I hate when women think men have to court them. He doesn't owe you shit. He chooses to court you. Then you get to choose to let him or not.



My goal with this guide and other guides is to get you from point A to B. To get you through this chart in the simplest way possible. A lot of women lose it halfway through and don't know why. The best way to explain it is to give you my philosophy on attraction.

Attraction isn't just physical looks. It's an energy (like a flame) and a realization of where I am going to put you in my life. Good attraction is a progression towards a bigger and similar goal. Attraction is VERY momentum based. That's why long- distance relationships are hard. That's why playing games is hard. That's why inconsistency or not going on a date in two weeks kills everything you two have worked up to. Clients would come to me with their problems and when I ask when is the last time you have seen him they'd say two weeks ago. What?! Or if I ask how many times they have seen him in the total amount of time they're talking they'd say maybe 10 times in 6 months. Again, what?! No wonder it's not progressing. It's lacking attraction.

Consistency = attraction < This is your main goal. To be consistent through 8 dates to get to the ultimatum where you guys talk about a relationship. You cannot build attraction unless you build consistency and vice versa. You will not have consistency if he's not attracted to you enough.

If I am able to create this guide to help you not only understand what attracts men but also give you insight into how we think and what we want, you have a blueprint that lays down the foundation of a strong relationship. If you study this along with my other guides, you're going to be a master. Fundamentals are key.

What I want you to get from this chapter is the mindset. Master the following knowledge:

- ☞ **Understand that EVERYTHING he does/doesn't do is based on three things:**
 - ⇒ Advantages he gets from investing in you
 - ⇒ The cost of it
 - ⇒ The amount of attraction he has

This means if he isn't doing something, it's probably not worth it to him due to a lack of attraction or the asset not worthy of the cost. If you're wanting him to initiate more and be consistent, he has to see an advantage in doing so. If he's not, it's because he doesn't want anything long-term, sees you casually, or doesn't like you enough. There is no advantage for him to continue.

This also means if you're confused, the reason is you're justifying the good shit he's doing and weighing it against the bad. What is really happening though is he's doing the good stuff to get the assets and that's it. He doesn't want a relationship hence why the bad always comes up (hot one week and cold the next for example).

Understand that every action is to get an advantage over you, the competition, or the situation to bring him towards the ultimate goal of survival and reproduction.

Advantages are neutral. It's the intention behind them that makes them good or bad.

Survival means more than food and water. It's comfort, stability, feeling good, good vibes, ease, convenience, and safety. Reproduction means attractiveness, high value, high libido, and our ability to attract a quality mate versus our competition.

We are going to dive deeper into what men want so you have a powerful understanding of what drives us. The next two chapters are going to go over how men logically come up with what to chase versus what to give up and the reasoning behind it.

CHAPTER TWO

Assets Vs Liabilities

It's just as important to know what pushes men away and makes them take action as it is to know what attracts us.

I want to add another layer to the mix to help you understand when something is worth chasing for a man versus when to give it up. Sometimes, these assets men chase that give us advantages turn into (or come with) liabilities. Men try to avoid these at all costs.

Knowing this information helps you understand attraction on a deeper level. TRUE attraction, not lust, has to do more with his interest level in you and where he sees you in his life than just being a top physical specimen. Assets will help build attraction because they look more attractive, alluring, and have a positive net gain. Whereas liabilities are something men want to avoid like the plague.

Let's use confidence as an example. Men attracting confident women is always an asset over women who lack confidence. Why is that? Confidence is earned. You may not feel that way because you're born winning the genetic lottery or were blessed with loving parents so you may never have to work on your self-esteem much but through those things, confidence was instilled. It doesn't come out of nowhere.



Confidence tells the dating market. "I am obviously on a roll, doing shit right, and no one is at my level or stopping me so get out of my way world!"

This is attractive because if our goal as a species is to avoid pain, seek pleasure, and get advantages, we want to mate with someone who looks like they're winning at life. This is an asset. No risk seems to be involved.

On the other hand, you can be dealing with someone who lacks confidence and self-esteem. And sadly, while it's not always their fault, there is, unfortunately, a reason why they feel that way.

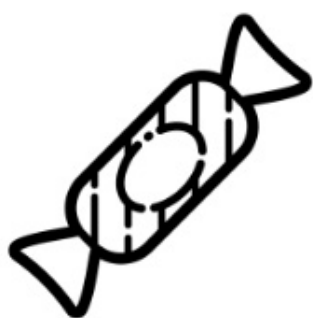


Our brain is autopiloting. We see someone who is lacking confidence and we are automatically programmed to think, "Something is wrong and I want to avoid them because I don't want the same outcome."

There is no logical reason from an evolutionary perspective for the brain to even think about mating with someone like this and wanting them in your life long-term unless they're filling a void for you in some way. I know that is harsh and I am not saying that's my view, it's just no one ever asks why confidence is so sexy and why low self-esteem is a turn-off. This is why.

It's basically having "the ability to" versus "the inability to" in all aspects of gaining advantages.

With that being said, what are assets and liabilities?



Assets

Assets are the traits a particular sex has that are desired by the opposite sex relative to the cost of resources in obtaining them (liabilities).



Liabilities

The cost or draining of resources to obtain the assets. These decrease survival and reproduction. When they cost more than the asset is valued, (based on perspective) it's a liability.



Cost

You may hear me refer to resources a good amount in this guide. Those are things we invest in to get the assets we want. These things include time, energy, effort, emotional investment, and so on. This is the cost a man pays for the asset he desires.

When it comes to cost, there are four different types of resources a man can spend on you. These are things you should desire in terms of him investing in you to see if he's a quality mate:

- **His Quality Time:** Does he make time for you despite being "busy" and having his own life?
- **Energy:** Is he fully there, present, and trying to have a good time? Is he making sure you're having a good time?
- **Effort:** Is he putting effort behind things such as dates, seeing you, trying to problem solve when something comes up, and progressing the relationship? Money: Is he investing cash into you? I don't want you to be money hungry. That's not important. The only reason I say money is our society has a weird attachment to it and we spend our own valuable time to make it.
- **Emotional Depth:** Is he trying to get to know you and add rapport to the relationship? Or does it feel generic and something he could build with anyone?

I want to draw your attention to a trap a lot of women fall for. That's the "He's opening up and spending-a-lot-of-money-on-me trap."

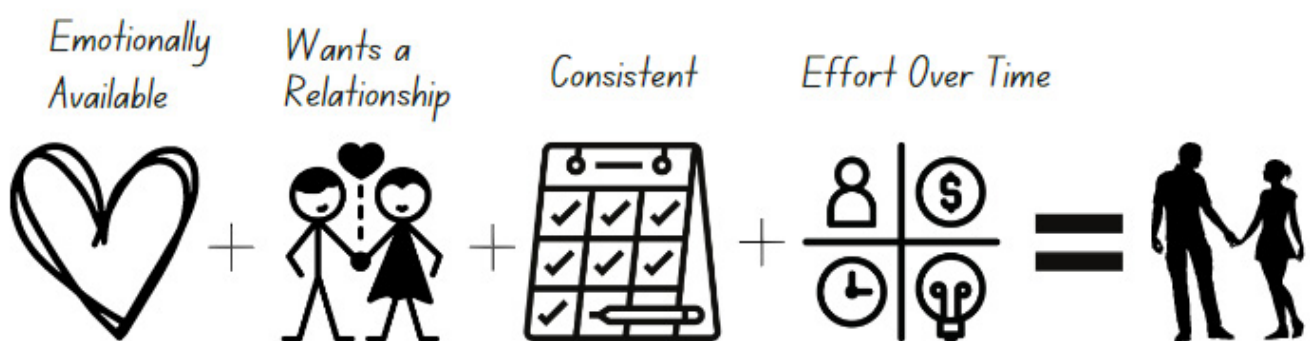
To some men, opening up to you (emotional depth) doesn't mean shit to them. Maybe they open up to everyone or know all they have to do is tell you some deep shit to convince you to sleep with him. The same goes for money. For some men, money is easily made and in abundance. He has no problem sending money on you or flying you out to see him if he knows it increases his chances of getting laid.

I hate to say it but I use to be that guy. I make good money so it wasn't a problem for me to let go of it and spend it on someone if that means it's a positive gain for me. Money comes and goes. A lot of men have that mindset so watch out. I can't

tell you how many women come to me with a relationship problem and say, "But why would a guy spend X amount of money on a dinner or fly me out there if he doesn't like me?"

Because it increases his chances of getting laid. If he's doing this and still not your boyfriend, it is for the assets.

The formula to know if a guy truly likes you is:



As you see a man has to invest in order to get what he wants. He's not going to invest blindly. You don't pay \$100 for a gallon of milk, do you? Of course not. That sounds ridiculous.

Men are the same way with their resources. They have to believe that the assets are worth the cost. When they're not, they become liabilities. With that being said, what makes something an asset? What makes it a liability?

Assets are assets because:

- They're an advantage. Usually a competitive advantage over you, men, or the situation you're in.
- They're evolutionarily driven and embedded in us to chase They add value to our lives
- They fill a void
- They bring us to our primary goal

A liability is a liability because:

- They're a competitive disadvantage
- They're not worth the cost to obtain
- They're something mother nature wants us to avoid
- It pushes us from our primary goal
- They are a risk or threat to what he's looking for



As soon as a guy feels that the assets are not worth the cost, they become a liability. He will not chase them anymore and start pulling away and playing other games.

Let me give you an example of this:

Let's look at a guy who wants to hook up with you. Let's name the assets that he's getting:

- ✎ Sex
- ✎ Intimacy and girlfriend benefits without being in a relationship
- ✎ Attention
- ✎ Casual and low investment of resources Validation
- ✎ Ego boost
- ✎ No strings attached

This all sounds amazing. But let's say you're not happy with this because you like the guy and you want more. That dramatically changes the dynamic of everything because now you:

- ✎ Want a relationship
- ✎ Would like him to treat you better
- ✎ Want more investment
- ✎ Want consistency
- ✎ Want him to open up more

If he wants a relationship, then great! You both win. However, if he doesn't want a relationship, he's in a dilemma:

He thinks, "Do I keep going along with this, or do I cut it off? Better put" Are the assets worth the liability of a relationship when I don't want one?"

In this case, the cost/liability is the context building towards a relationship when he doesn't want one. Before, he was okay with it. He was getting a good deal. He was having his cake and eating it too.

This causes men who are on a different page than you to cut you off because there is no benefit in continuing this if the pressure builds up on them to give you a relationship. That's why you see guys all for it in the beginning but once a lot of context is created, he flips and jumps ship.

This means:

You were probably talking to a guy who liked the idea of whatever you two had BEFORE the context was created. It was two people having fun and chasing assets. Over time, those assets weren't as free as he thought. No guy is allowed to just fuck a girl for weeks or months and not expect anything. Those assets come at a cost and now he's hesitant to move forward as it tells you he's on the same page as you when he may not be. This may cause men to pull away or act differently.

The Kinds Of Assets Men Want And The Liabilities We Avoid

Before you read the list below, there are two things I want to point out:

The first thing is that some of these things don't matter if the right people are talking and have common goals. For example, while a long-distance relationship is a liability because it adds an additional cost of resources, two people who like each other pass a threshold will have no problem making the sacrifice because the assets are worth the cost.

Secondly, I know this looks like a long list of "benefits for a man" but, that's what it is. That doesn't mean you need to do all these things. I am just making an objective list of what men want. Doesn't mean you have to give it to them or they deserve them.

Ego Driven Assets	Physical Driven Assets
⇒ Validation ⇒ Filling a void/'problem he has ⇒ Ego/pride boost ⇒ Someone being a placeholder and fulfilling his needs until someone better comes along ⇒ Something that increases a man's status ⇒ Something that makes him happy and feels better	⇒ Symmetry ⇒ Attractiveness ⇒ Youth ⇒ Healthy Looking ⇒ High Sex Drive ⇒ Sexually Attractive To Him ⇒ Good Genes
Longevity Driven Assets	Safety/Security Driven Assets
⇒ Loyalty ⇒ Good Personality ⇒ Great Communication ⇒ Great Pair ⇒ Mesh Well (Compatibility) ⇒ Drama Free ⇒ Gets along with His Family And ⇒ Tribe (More on this Later) ⇒ "Ride or die chick"	⇒ Again with loyalty ⇒ Supportive ⇒ Motherly and nurturing ⇒ Protects and cares for children ⇒ A woman who gives services ⇒ Doesn't seek revenge or try to attack his ego ⇒ Won't ruin his reputation

When it comes to liabilities men try to avoid, it's the following

Ego Driven Liabilities	Physical Driven Liabilities
⇒ Drama ⇒ Trying to get revenge or hurt us ⇒ Always one-upping ⇒ Making us jealous ⇒ using us ⇒ Cheating ⇒ Doesn't give validation ⇒ Plays hard to get ⇒ Plays games ⇒ Lowers status ⇒ A woman who isn't highly sought after ⇒ Hard to please/high-maintenance	⇒ Doesn't take care of herself ⇒ Unhealthy ⇒ Medical problems ⇒ Bad genes ⇒ Unattractive ⇒ Older by a large amount ⇒ Overweight ⇒ Low libido ⇒ holds out on sex ⇒ Uses sex as a bargaining chip ⇒ Inability to have children if he ⇒ wants children ⇒ Lacks femininity
Longevity Driven Liabilities	Safety/Security Driven Liabilities
⇒ Cheating ⇒ Long-distance ⇒ Bad personality ⇒ Different values/beliefs ⇒ Want different things ⇒ Doesn't belong in the same tribe ⇒ Family and friends don't like you ⇒ Always fight ⇒ Overly jealous ⇒ Seeks too much validation	⇒ Disloyal ⇒ Unsupportive ⇒ uncaring ⇒ Doesn't respect him ⇒ Doesn't give services ⇒ Not motherly or a motherly figure ⇒ Gold digger ⇒ Bad with money ⇒ Unstable

Now let's start layering everything we have learned up to this point before moving forward.

We know that men are looking for certain traits while avoiding others. We also know the traits men want based on what Mother Nature wants for us (our primary goals). Lastly, we mentioned that just because you aren't Mrs. Perfect, it doesn't mean he's going to toss you to the side. Just like my PB&J analogy, men will just cut off the crust and keep what they want.

Based on these things, he is going to put you in 4 types of categories:

- Friends With Benefits (FWB)
- Friend Zone
- Girlfriend/Wifey Material
- "I Like Her But..."



Friends With Benefits

A lot of you probably have been in this category. This is where there is a strong desire for sexual/physical assets but not a strong desire in either a relationship or a relationship with you



Friend Zoned

This is where he has a connection with you that's not sexual or physical and sees you long-term but not as a potential mate.



Girlfriend/Wifey Material

This is where he sees you long-term, is sexually attracted to you, and you have many assets in the other above categories. He wants you in his life and to be a part of it.



"I Like Her But..."

This is where a lot of you are. It's where he does like you in his life and he does find you attractive JUST not enough to take himself off the market and commit to you

I would say a huge majority of my clients are in the "I Like Her But" category. It's important to know what category you fall in because it's going to determine two things:

What assets you're offering and what he's after How he treats you and where it's going to go/end

If you're in the friend zone, your assets are different from someone who is in the FWB category. He will treat a friend better than someone in the FWB category. Knowing the assets you offer, what he's after, and how he treats you will tell you a lot about where you stand.

Rule of thumb: If you're confused, you're in the FWB or "I Like Her But" category. A man who wants a relationship with you and is sure about it will not leave you confused.

I know at this point you're probably thinking, "Okay, well how do I get out of those categories and become a fucking wife?"

To make this guide short and to the point, I am not going to go over how to get out of certain categories. The reason for this is the following:

It's more than just attraction. We would have to go over what you did wrong, what he's after, his emotional state, etc.

We'd have to go over things like pulling away, standards, value, and ultimatums. A guy isn't even worth that much effort. As soon as you're in the FWB category and you don't want to be, you just need to call it out and if he doesn't invest more or change his ways you're out.

Not only that, you will see by the end of the guide that this work as a whole teaches you how to maximize attraction. If you're talking to an emotionally available guy and do the things I say in this guide, you're naturally going to be high value in his eyes.

In the next section, we are going to go over what a guy does to benefit from you in these categories. It's important to show you this so you can see how a man's mind unfolds based on what he wants and what you offer. Not only that, it will give you more intel on his games and tell you where you stand in his eyes. That way, you can make a better-informed decision on what to do. All the chapters from here on out are VERY important.

CHAPTER THREE

Coupons And Transactions

“You will be astonishingly good at predicting the behaviors of others if you always assume they’re going to act in their own best interest.”

- **Alex Hormozi (who said he heard it from someone else).**

When a man is unsure of what he wants, there is one thing he’s looking for: a woman to bargain with. A woman who doesn’t know her value. I am not here to tell you that men are consciously thinking about how they can take advantage of you. As I said before, I do think men like the woman they’re talking to but aren’t sure what they’re wanting out of the relationship. People in general are also very selfish. Uncertainty and selfishness are a deadly combination in the dating world as you’re about to see.

“Coupons and transactions” is a phrase I came up with due to the consistent behavior I have seen working with clients and the bullshit their men try to pull.



Transaction

An action a man makes towards a woman knowing the assets and liabilities logically makes sense to him. Therefore, we proceed forward.



Coupon

A specific way a man tries to cut corners on saving resources to logically make sense of investing in a woman and her assets. This is in hopes to make transactions that benefit him and to move forward.

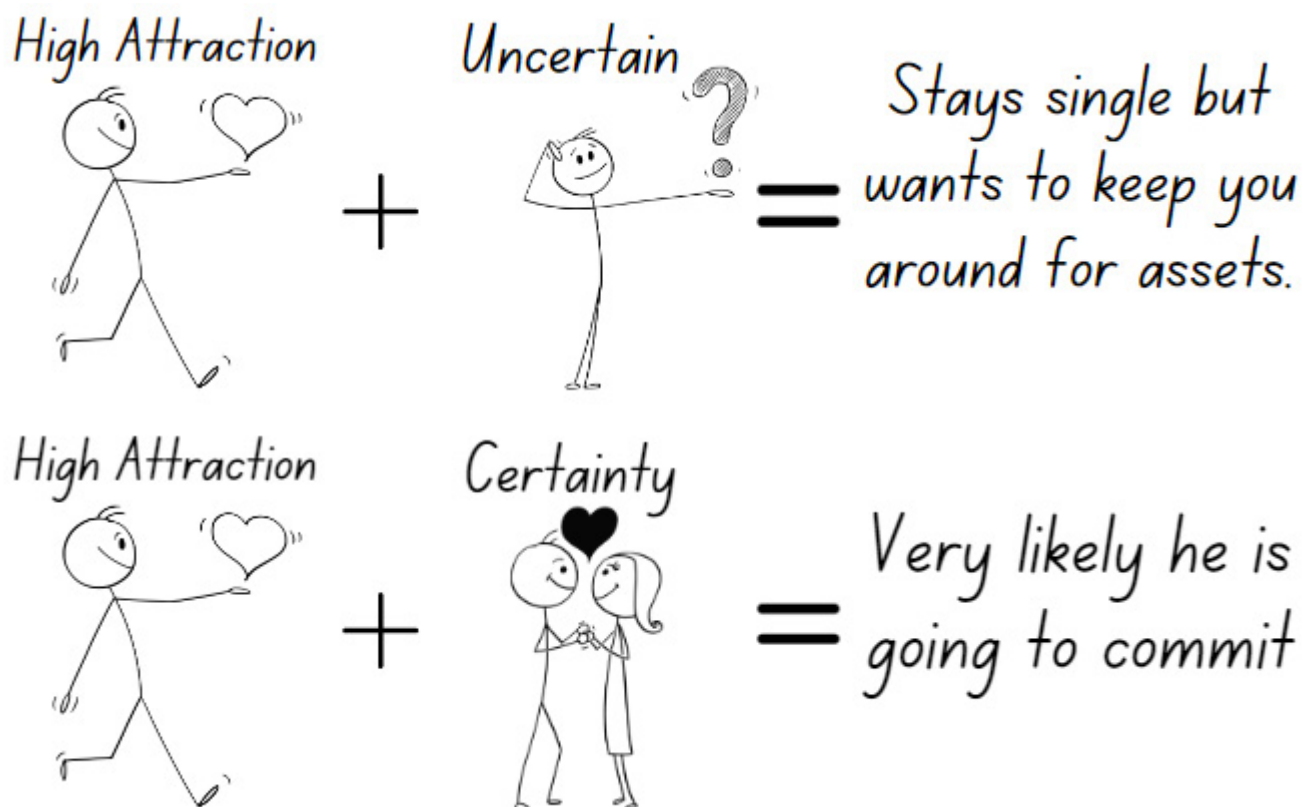
I know you can relate to this. A man breadcrumbing you but sticking around is a great example of the above situation. Or a man who is asking you to come over without ever taking you out on a paid date.

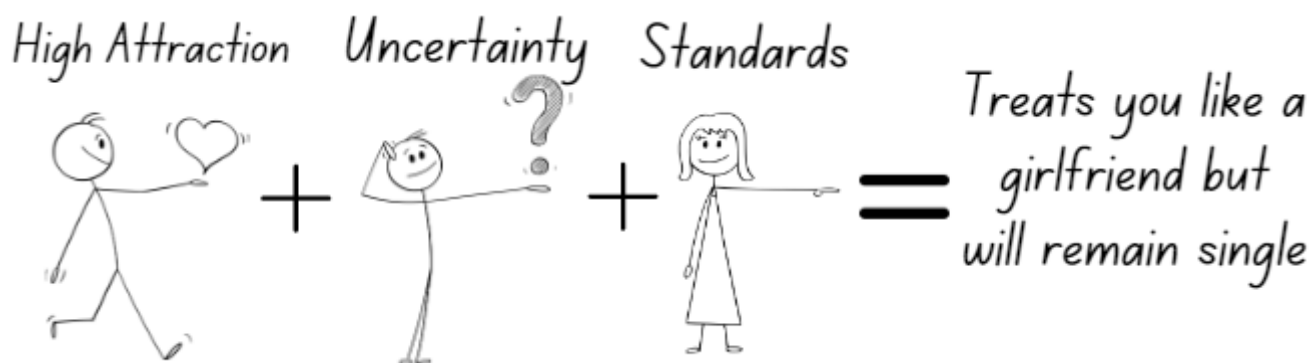
This is another reason why I preach having standards and cutting men out. I don't tell you this to make your life miserable by losing him. It's just the rule of the game. Lowering your standards for a man who deserves it is one thing. Lowering them for a man who will take advantage of you is a completely different story.

There are three things I tell women that determine if a man is going to invest in you heavily or try to get away with minimal effort:

- His attraction level (high vs low)
- His certainty level on whether he wants a relationship with you or not
- Your standards

these three things will create a concoction on how men will treat you. let me give you some examples:





As you can see by the last example, if he's uncertain about you but still is attracted to you, he's going to keep you around as long as your standards aren't too high. As long as he believes the assets are worth the cost, he is okay with this position.

That's why I preach the 6-8 dates rules. You can't keep these dudes around. After 8 dates, if he's not committing, he's out!

The Negotiation: Making The Contract

To take this a step further, I want to go over what I call the negotiation. This is a very important concept because this in itself has stopped many men from committing because they don't see the benefit in doing so:



If you and a guy were talking and you agreed to FWB in the beginning, that's a negotiation. That's the initial contract you two signed. If you didn't agree to FWB but have been talking for a month, hooking up, and seeing each other once a week, that is a little more of a blurred line but I'd say it's FWB especially the longer it goes. If you tell him you're looking for a relationship and he agrees, this too is a negotiation. You get the idea.

What is important to know is the following:

- ✎ What comes with that contract
- ✎ What happens when either of you does not like the deal/contract and wants to change

Let me give you an example of each.

For the first bullet point, if you're FWB, it comes with him hanging out with you, having fun, and hooking up. It comes with more through The contract. He should assume no pressure or context (even though the context is always built) with this contract. He's going to assume it's two people just having fun and there is nothing to worry about. **This is the perfect situation in his eyes.**

However, it's not the best for you. Someone always has to pay the cost. If he's not investing his resources, then you're paying with time. Not only that, attraction is not a choice. There is only a matter of time before you start to catch feelings. This is where the second bullet point comes in. I call this renegotiation.

This is where someone brings up their concerns over the contract. Some examples of this would be:

- ✎ You do not like FWB so you ask for more
- ✎ Him saying he wants FWB but you say no so he tries to backtrack and say that doesn't mean he never wants a relationship and to let's see where it goes (in order to keep the assets).

The negotiation is always going to hurt the person who is previously getting screwed on the current contract and the person who is outcome dependent. A lot of the time, that's you.

The reason it hurts you more is it's going to be VERY hard to change his mind on a contract that's not only benefitting him but also not giving him any benefits to progress and commit. At the end of the day, there is a reason why you're talking to him for months and still not in a relationship.

What benefit would a guy get committing to you that he's not getting now? In fact, what is he losing? I can see him losing a lot by committing:

- His freedom
- Options
- Getting nothing more than he has now
- Has to cut off ties with the current women he's talking to
- Has to adopt a relationship lifestyle

I am not saying men avoid relationships like the plague but if he wanted a relationship, he would have been in one. He's going to try to renegotiate with you to stay in the current contract.

I tell my clients constantly that the first contract is so crucial because if it heavily benefits them, he's not going to change. He has no reason to. Not only is he able to have his cake and eat it too, but he has to like you so much and be in the relationship mindset in order to commit. It's not something you just demand and "poof" his feelings are 10x and he's ready to commit.

If you want to get really "meta" about it, you should read that the initial contract is what he truly desires. If he desires an "FWB but let's see where it goes" contract, you're not going to get a relationship. I'd never say that to a girl I see a relationship with.

This is why you must frame the situation from the get-go (like before you even meet) by saying,

- "What are you looking for?"
- "I am wanting something serious"
- If you're on a dating app, have it in your bio that you're looking for a relationship

Women think this pushes men away then ask me how to filter out shitty men lol. This is how. Stop thinking about it pushing men away and instead think of it as eliminating the men who didn't want a relationship in the first place. If he wants a relationship he won't be afraid.

Please do not accept answers like:

- ✎ "Let's see where it goes." "Whatever happens, happens."
- ✎ "If the right woman comes along." Even though this is true
- ✎ "I am focusing on work now but if the right time and person come along I am totally open to it."

Trust me, a guy who wants a relationship and wants it with you will never say this. It's risky and off-putting to women. It will not increase his chances of getting you to commit. There is only one reason he's saying this:

To avoid your frame and is negotiating the contract!

If he went along with it despite not wanting a relationship, he knows he would have to bite the bullet later by:

- ✎ Telling you he doesn't feel anything even though he knew that early on
- ✎ Pulling away because he feels the pressure due to context
- ✎ Being hot and cold to try to give you hints he's not on the same page
- ✎ Renegotiating the contract later on

It's not worth it for either of you. Just frame the situation by stating what you want and only talking to men on the same page. Could he be lying? Sure. I still rather he is the shitty person and admit he lied than not have the talk at all and him look like a good guy because "we never talked about it so don't get mad at me."

CHAPTER FOUR

The Sexual Market Place And Your Market Value

Warning: This chapter is not the most “psychologically healthy” chapter. However, I had to put it in here because it’s just how we work as humans. Just like there are reasons you pick one dress, hairstyle, or restaurant over another, men do the same with finding a mate. I don’t want you to think this is my personal belief and that you should get a comparison complex. It’s what I have witnessed with time.

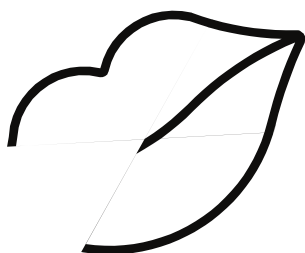
We went over what men want, why they desire these specific things, and how they go about getting assets in ways that benefit them. Now, we are going to discuss where men go to find these women who offer them amazing assets and why they would choose you over your competition. This is called the Sexual Market Place (SMP) and Sexual Market Value (SMV). No, I didn’t make up these names. These are what they’re called lol.



Sexual Market Place

The Sexual Market Place (SMP) is a place (aka dating pool) where mates offer their sexual market value, compete with other likely mates from the same sex, and assess their standings to gain short-term (sex) or long-term (pair)

You enter the SMP once you start looking for a mate and want to date.



Sexual Market Value

Your Sexual Market Value (SMV) is the **sum of a person’s assets minus their liabilities relative to others of the same sex to determine their desirability and ability to attract quality mates** in the Sexual Market Place.

When it comes to your SMV, a lot of you may not know where you stand in terms of your number (1-10). While the number is subjective because different people value, want, and commit to different things, it is universal to an extent. For example, if you're unable to attract men who you constantly see as a 10 and maybe they only want to be FWB to you, the more it happens, the more unlikely you're a 10. I know that is harsh but that's the reality

Here are the top ways to determine your number:

- ✎ Comparing yourself to other women. To get more specific, women in your Tribe (More on this in later chapters).
- ✎ Comparing yourself to the men you can attract versus the men you can't attract. If you're attracting 6s but can't get 10s to commit, you're between those numbers.
- ✎ What you have to offer compared to other women. If you have common things to offer such as looks, personality, loyalty, you're caring, and so on, you're probably below an 8 and higher than a 4. I know men like these things and they're needed but they're prerequisites. A man is never going to talk to a woman who doesn't have a personality or someone he doesn't find attractive. He commits to women who have that and more.
- ✎ Your experiences with men and trial and error. Do you have a lot of experience with relationships? Do men commit? is it easy to get men to commit? Or do they just come and go? Your experiences with men over the years are a good indicator of your success rate overall in the dating market.

Is this unhealthy? 100% but that doesn't make it untrue. Please be yourself and don't lower your self-esteem because some guy isn't interested. Happens to all of us. It's life.

Anyway, what are these men actually looking for though? How do we raise our number? There are two ways based on what men are looking for:

- ✎ Having solutions to his primary goals (stuff we talked about those men want in previous chapters)
- ✎ Being part of his Tribe (niching down to what he is looking for specifically. Again, more on this in the Tribe Chapter).

Okay, so what problems do men have? There are several:

- ✎ **Problem 1: Making it easier to Survive and Reproduce (the modern definition)**
 - ⇒ Everything kind of falls under this. Solve the rest of the problems and this will naturally solve itself.
- ✎ **Problem 2: Gaining advantages or eliminating competition**
 - ⇒ Be a high-value woman who is highly sought after by other men BUT pick him. Make it slightly easier on him. He still needs to invest, court you, and be on the same page BUT he needs to feel you chose him.
 - ✎ Choosing him tells him he has something other men do not hence why he's chosen. This increases his status.
- ✎ **Problem 3: Maintaining good health and finding healthy women**
 - ⇒ You should only be choosing men who are healthy looking and take care of themselves. They will not value you if they don't value themselves. You should also be taking care of yourself, hitting the gym, and eating a good diet. Women constantly ask me, "What is the number one thing I can do to attract men?" My answer is always the same: Go to the gym. If you're energetic, full of life, have nice skin, a nice body, and look like you take care of yourself and work out, you beat 80% of your competition right there.

📌 **Problem 4: Threats to our status, power, and leadership**

- ⇒ Darwin found out early on that survival of the fittest wasn't always the biggest or strongest person, it was the person who is most adaptable who was able to survive.
- ⇒ Men not only want a high-value woman who is sought after but is supportive of his goals, and mission, by his side no matter what, and lets him do his thing. She gives him space and trusts his decisions. She lets him lead and linger in his masculine. NEVER date a man who isn't in his masculine.

📌 **Problem 5: Sexual Needs**

- ⇒ By definition, if a man cannot attract women and get them to sleep with him, he's sterile. He's unable to have children. As you know men are VERY sexual by nature so they're looking for a woman with the same intensity.
- ⇒ However, don't give off that vibe. Men love the whole, "Lady in the streets, freak in the sheets" thing. Men love a woman whom they can introduce to their parents. Someone who gets along with his mom and whom the family loves. Then when they get home, she's submissive and ready to be ravished. Do not show a man both sides until he has earned it.

📌 **Problem 6: Someone long-term**

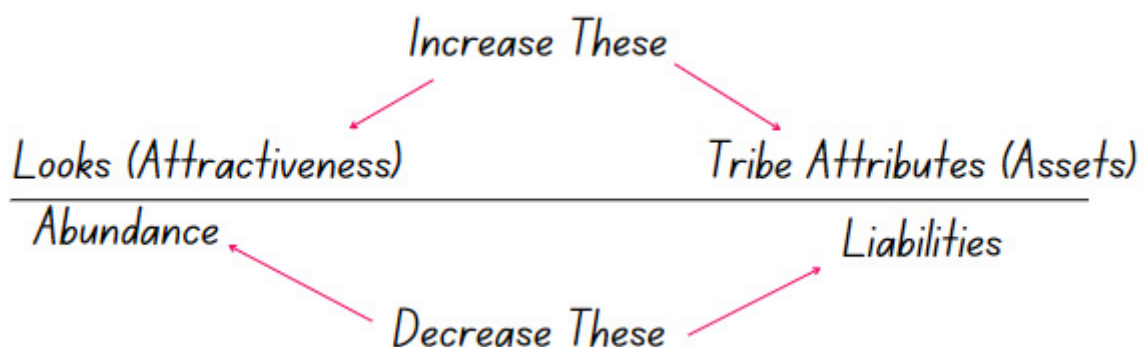
- ⇒ When people speak about long-term, they think of things like compatibility, good personality, and the same values. While all that is true, and IT IS NEEDED, that isn't what mother nature had in mind. Remember, we were not made to live for 80+ years with one mate. Our life expectancy wasn't that long and our goal was to pass on our DNA as successfully as possible.

- ⇒ This is why “long-term” is actually a concoction of things:
- Someone very attractive and healthy
 - The best option he believes he can get
 - Someone who makes him want to be a better person Loyal
 - Someone he feels he can’t live without Yes, an amazing personality
 - Selfless and nurturing
 - No drama and limited liabilities Raises his value

As you can see it’s pretty selfish. That doesn’t mean love is selfish and that men can’t love. It’s how the brain works. There are layers to it. In fact, the reason you’re having trouble with love is that you don’t see the layers. Everyone tries to look good and have a good personality. Those are a must but they’re also a prerequisite. No man is going to talk to someone ugly and boring. Everyone he’s going to talk to and see as a potential wife is going to be attractive and interesting.

Because of this, you don’t stick out. You’re like everyone else he’s talking to and because he likes the assets of all the women he’s talking to and none of you peak his interest, he doesn’t choose. He stays in this middle ground (gray area) where he can have his cake and eat it too until the right one comes along. Why? Because it’s most advantageous for him!

So before we get into the next chapter which is how to actually hook a guy and put all this into practice, let me give you a simple equation that helps me understand how to raise your value. I call it the “Value Equation.”





The product is beautiful,
packaged well, great advertising,
caught your eye as something
that may be the answer to your
problems.

The list of benefits of the
product that you're
looking for. This is perfect
and what you're looking
for.

↓
Looks

↓
Tribe Attributes

Abundance

Liabilities/Cost/Risk

↗
Limited time only!
The time you give
the person.

↖
Money-back
guarantee. No
questions asked!

So if we use me as an example to explain this it would be:

Looks	Tribe Attributes
⇒ Physical looks probably a ⇒ 6 Body an 8 ⇒ Healthy ⇒ Young-ish (35) ⇒ Tall ⇒ full set of hair ⇒ Not muscular so I should probably build more muscle (the nice kind don't worry not the overdo it lol)	⇒ Nerd Anime ⇒ Video games ⇒ Reading Writing ⇒ Philosophy ⇒ Goofy personality
Abundance/Space	Liabilities/.Cost/Risk
⇒ I like my space ⇒ very cuddly in person ⇒ Very sexual ⇒ Secure attachment type ⇒ Good communicator ⇒ Let you do your thing because I ⇒ trust you	⇒ Loyal ⇒ Wants something serious ⇒ Won't cheat ⇒ Make a lot of money ⇒ Doesn't want kids ⇒ has own business

You can list good or bad things. In fact, I want you to list both because you do come with both. Everyone does. Your goal is to then increase the good things and try to rid the bad things. Unrealistic? Yes. However, that doesn't change the fact that you should always try to improve yourself. The thing is no one does. We all say we do but I see so many people look worse over the years and are unhappy. No guy wants to commit to that.

If I had to change things on this list, I would do things to improve my looks from a 6 to a 7, try to communicate my needs about my space, and maybe not be so sexual early on so women know that I am serious about a relationship. I would also try to double down on my Tribe attributes so I stick out from the competition and niche myself down for a particular person. I'd hit the gym. You get the idea.

This is just a very surface-level "beginner-friendly" way to look at you as a whole compared to the dating market. What you have to offer and the liabilities one may come with. he has pros and cons attached to him so you should be looking at them too.

Finally, we are going to move to the last chapter. This chapter is going to be more on how to stick out from other women and why we want people who have the same interest and values as us, and how we truly build compatibility. This chapter is all about the stuff that makes a man truly commit long-term.

CHAPTER FIVE

Being Part Of The Tribe

Up to this point, we have talked about the following:

- **Chapter One:** What we are designed to go after and why (our instinctual drive)
- **Chapter Two:** Specific traits that pull men in versus what pushes us away
- **Chapter Three:** How men can get a better advantage in getting those traits
- **Chapter Four:** Where men find them and how we value those traits

Lastly, in this chapter, we are going to go over how to get a man to see you as a 10. We are going to go over what makes you two a good match compared to your competition.

Although it's not an overnight thing to learn, if you do the things I explain here, you will find an ideal guy with time. The biggest problem I see a lot of women make is they're on dating apps swiping on men who look good and that they think they would have chemistry. Those are two important things but they're very surface- level in terms of what holds people together and makes them choose to stick with that partner forever. I already explained that those traits are prerequisites. A man doesn't commit to a woman who only provides looks and a good personality. That's the barrier to entry. He won't even talk to you consistently unless you have those things.

The thing that makes a man commit is a deeper bond. I don't mean this emotionally. Not at first. It's a layering process. He wants to do this with someone he feels has similar interests as him and who would be an addition to his life.

He wants someone in the same Tribe as him.



Tribes (In Attraction)

A Tribe is a group of people or an identity you sense a belonging with. Most of the time, you all share the same values, desires, and the same sex often competes with each other.

There are many tribes. It's anything that puts you two together in a group. It can be spiritual, mental, goals, passions, beliefs, and so on.

If you're new to the concept of Tribes, the simplest way to look at tribes is to think of them as cliques. The ones you stereotypically had back in high school: The jock, cheerleader, nerd, goth, and so on. While it's not 100% accurate, it's a good place to start.

From here, we should ask ourselves, "Why are men more likely to commit to people in their Tribe?"

The answer is everything we talked about in the last four chapters: Advantages, assets, comfort, safety, reliability, similar interest...you get the idea.

Let me give you an example:

I am a nerdy type of guy who likes anime, video games, philosophy, and I would argue I am very introverted.

Which girl do you think I would be more attracted to?



A nerdy girl who is cute (7), fun, awesome, loves video games, same taste in anime, is introverted and can talk deep in depth on philosophy



Or the cheerleader who is very attractive (10), very outgoing and extroverted, always goes out to games, very social and popular.

While both sound good and certainly have their pros and cons, I would almost always commit to the nerdy girl. Why?

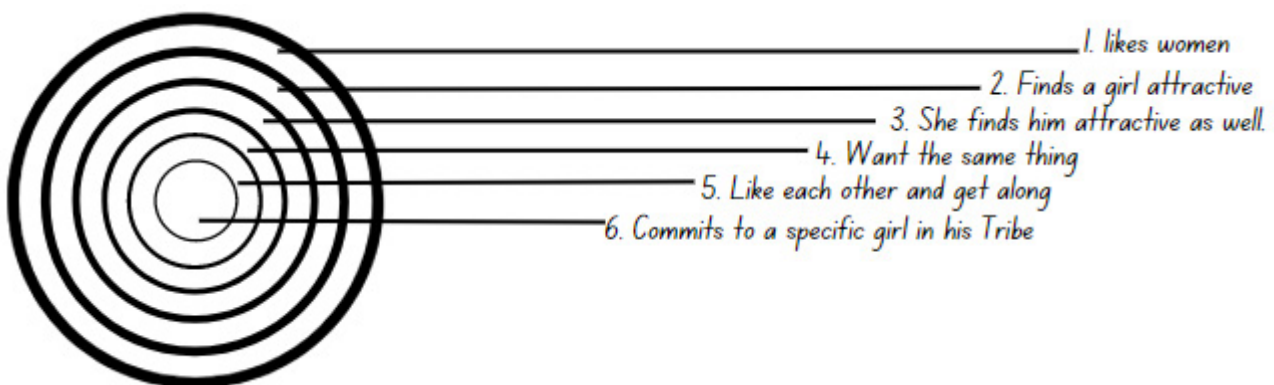
I had a friend who was dating this beautiful Japanese girl when he lived in Japan. Whenever they would go out and he'd head to the bathroom, he'd always come back to some guy trying to talk her up.

While this is no one's fault (they came to her and didn't know), we called this the "Hidden Cost." It's the fine print you see in the medical commercials that claim miracles.

Going back to the chapters about assets and liabilities, things come at a cost. While this cheerleader is attractive, I can tell we would be very different in terms of how we spend our time. She would want to go out and socialize every weekend while I would want to stay in most of them.

Whereas if I am dating the nerd, I wouldn't have to worry about that.

I know this is very cliché and people have more depth than what I am explaining. Not all cheerleaders go out every weekend and not all nerds watch anime. I know cheerleaders who like anime. This is just a simplistic way to look at it. I want you to see how men choose. It looks something like this:



This is how he filters. Remember the sandwich and crust analogy I used? If he doesn't see you long-term, it doesn't mean he will toss you out. he will stick around for assets. If you don't make it to the center here, you're going to be an FWB. Being from the same Tribe helps you tremendously:

📌 **You have similar interests to talk about**

⇒ This is always a good start, especially during the courtship stage. It is good for conversation and gives you the ability to dive deep.

📌 **You will understand inside jokes and jargon**

⇒ You just understand things people outside the tribe don't. For example, If I was teaching you a game and something came up and I asked you to "pause" it, would you know that to do so, you have to push the "start" button? Attraction just flows better when you don't have to explain everything and you can let loose on jokes because you know they're going to get them. A good example of this is memes. Try sharing memes with someone who doesn't get them because they never saw the movie or experienced the things the meme is talking about.

📌 **You will put the same value on things within the group**

⇒ Whether you both work in the same field or love to travel, you going to put a heavier emphasis on those things than on people outside your group. It's nice to commit to someone who is on the same page as you in life.

📌 **You will have a competitive advantage over your competition**

⇒ If a guy was getting into salsa dancing, who would be the better date: The girl who was an instructor or the woman who never took a class in her life? I know a lot of you are saying, "but they can try something new together." That's true, I am not saying it doesn't build attraction. I am just saying when one woman can't move fluently and the other moves in a mesmerizing way, the brain picks up on that and sends the right type of signals of attraction.

📌 **You will have higher value and status among Tribe members compared to the competition**

⇒ Going back to the cliché Nerd Vs Cheerleader analogy, I rather bring an attractive nerd into my tribe whom other members would be more accepting of than a cheerleader who looks and feels she doesn't belong. If this sounds bad to you and you think I am being closed-minded, think of it like this: If I were to take both of them on a date at the same time and introduce them to my friend group where we are playing Dungeons and Dragons, who do you think is going to stick out? Exactly.

📌 **You have more assets and limited liabilities**

⇒ In the most positive possible way of saying this, you will be a convenience. YOU will be an asset because you will understand each other in ways people outside the tribe don't understand, do and enjoy the same things, and value and put your time into similar things that you believe are important. This naturally lowers liabilities.

📌 **Your connections can run much deeper**

⇒ Men are naturally more open to women in their tribe. Not only that, you will have a much deeper connection due to the things we are about to talk about.

Connecting On A Deeper Level Through Tribes

I first want to touch on things that connect people as Tribe Members. It's the depth and importance of these particular things that draw you together. For example, just because you work together, and both like the same shows and movies, it doesn't put you in the same Tribe. The job, show, or meeting has to have significant importance to you

Here are three things that people bond over usually when they're at a deeper level:

📌 **Passions**

- ⇒ Someone who travels as a passion is going to do much better with a fellow traveler who knows the ins and outs of traveling, how to be ready, save time, get through the TSA lines, the things to caution for, how to survive long flights, book hotels and events in advance, and so on. As I said earlier, these are assets and eliminate liabilities.
- ⇒ It's when you love traveling so much and do it often that you understand these above things and that you truly appreciate someone else who can relate to you because they do it too.

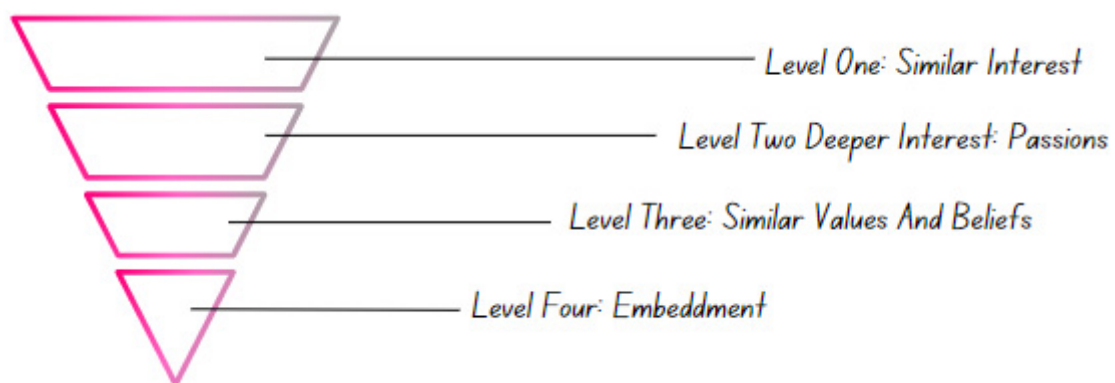
📌 **Mindsets/Beliefs**

- ⇒ This isn't just in terms of religion, although, that's a heavy priority for some people, and want people who have the same values and faith. It's also a deep belief or core mindset. For example, I am very stoic because I use to be a severe hypochondriac. Also, because of my business, I am very go-go-go and have a no-excuse mindset. I highly value a woman with that same mindset versus a woman who wakes up 30 minutes before work or takes longer to get ready when we were supposed to leave 5 minutes ago. I highly value my time and it's a huge asset to find a woman who also values that.

📌 A Deep Clique

- ⇒ This can be very niche or wide but still important to the person. For example, some people want to date within their own race. Other people are open. Some people daydream and see themselves as an “XYZ” (insert characteristics) type of person. We tend to be drawn to safety: What we know and are accustomed to.
- ⇒ The reason I put an emphasis on deep cliques despite seeing so many people mingling is we are a creature of habit. I have read somewhere that 70% of you right now, at this current moment, have in your life already the person you’re going to end up with. You may not be dating as of now but you do know each other.

This isn’t all though. There are layers of depth that you must go through in order to get a guy to think you’re the one. Everyone starts off on the first or even second layer. The deeper, the better:



Level One: Similar Interest	Level Two: Deep Interest Passions
This is where basic bitches stand lol. All girls he's talking to in some way have this much commonality with him. While this isn't the best, it's where everyone should start because you can stem from this later on. However, if he's treating you casually, even if you have the same values, he probably sees you here.	This is where you two start connecting. Right now, you already beat all the girls in the other category because you have something they don't. Depth and knowledge of the same interest. You should see the connection through the conversations you two have, the things you do together, the degree you can relate to each other, and understand the jargon/vibe of being in that Tribe. This is where attraction starts.
Level Three: Similar Values And Beliefs	Level Four: Embeddment
A lot of men will not date women long-term if they don't have the same value and belief systems as him. That doesn't mean politics or religion necessarily. That could still work because they have the belief system of an open and accepting mind. I mean more in terms of how to raise kids (are you on the same page about having kids), a victim mentality, the environment they prefer to surround themselves in, and more. When you're at this level, you're being taken seriously. This is the start of him seeing you long-term because he's looking for sustainability. It's not sustainable if your values and core identity are different.	This means the thing that connected you two in the Tribe is such a part of both of your lives, that it's embedded. You're so niched down that he feels you're perfect for him. Think of this as two Star Wars fanatics who dress up for cosplay, have all the movies on blu-ray, and posters, see every movie in the series-opening weekend, knows stuff behind the scenes with George Lucas, and so on. It's going to be VERY hard to replace you if he values this kind of thing. You have too much value that compliments his life that his life is better with you in it than without.

Okay, how do I find out his Tribe though?

That's the thing, you don't. you find out what yours is and you find men it. You need to do the things you love and navigate your life around those things. If health and fitness are important to you, go to the gym. Don't stop there though, sign up for runs, go outdoors, do hiking events, and so on. You will find like-minded people. Your tribe is out there. I don't ever want you looking for a guy's Tribe and changing who you are to fit his mold. But...

I have been doing this long enough that I know you want the answer anyway. So ask yourself these questions to find out:

1. What are his passions and interest? If you don't know, what does he spend a lot of his time doing?
2. What does he talk about often? Or, what's a common thing he brings up?
3. Where does he spend most of his time?
4. Whom does he hang with? How are they? What do they enjoy doing?
5. Who does he look up to? What blows his mind or what does he find fascinating?

Now I want to mix these two things. These are the evolutionary desires (the things we want in chapters 1-4) and his personal desires (this chapter, 5).

It's important to bring this up because there is an order in how you should go about it. You should always go with/work on the primal/evolutionary desires such as looks, health, youth, nurturing loving, caring, drama free, supportive, and so on before you work on the personal ones.

This is because it's so much easier to build attraction early with evolutionary desires than it is with personal ones. think of it like a cake:



The exterior of the cake could look amazing and be exactly what he wanted. But if he asked for a chocolate cake and you gave him a strawberry, it doesn't matter anymore

While Tribes and personal desires aren't always the same thing, I still wanted to put them under the same chapter because they do involve some type of uniqueness to them whereas evolutionary desires don't (yes, attractiveness is different between two people and subjective but you still need attractiveness in general).

In the beginning, men are much more likely to choose the woman with more evolutionary desires than the one with personal desires. Not only that, **he will give a woman more chances early on with more evolutionary desires. After dating for a while, he will start to highly value personal desires because he sees you long- term. Now you get it!**

Here are some examples (Green = Evolutionary Desires and Yellow = Personal Desires):

- ✎ **Despite all her drama**, she's very **attractive and out of his league** so **he puts up with her bullshit and justifies things before immediately dropping her.**
- ⇒ Explanation: Obviously this will not work long-term unless she changes. The fact is, she still has an opportunity to change because of his desires for the assets and advantages we talked about in the beginner part of the guide: looks, status, best option a man can get, etc. At the same time, we prefer someone who isn't dramatic. We want someone with the same vibe and emotional intelligence as us.

⤵ **Despite the family and friends not liking her**, she treats him well, is loyal, and is supportive so he's going to stick with her.

⇒ Explanation: We all personally want our Tribe to accept her and like her but even when they don't, she has a lot of assets and value in how supportive and loyal she is towards him. She treats him really well.

⇒ Don't overthink this. I am just explaining the importance of having both. YOU NEED BOTH. The perfect woman is one who has both the yellow and green wording working in her favor.

⤵ **Despite not being his type really**, she's still attractive, raising his status, and ego, especially around his social group.

⇒ Explanation: I want another example like the first bullet point to drive a concept home: A relationship you have with a guy may look like it's working on the surface. However, when it comes to "the one" or the best option he can get long-term, you MUST have both the evolutionary assets and the personal assets working for you.

⇒ Two reasons for this: For one, it doesn't make logical sense to be missing 50% of the puzzle and in his eyes be deemed ideal. Not going to happen long-term. Secondly, he's logically going to think you're not the one because you don't have/fit both. And if that's the case, logically, there is someone out there who does have both those things.

⤵ This is another way women naturally fall into the FWB or "I like her but.." category. You're the PB&J without the crust we talked about earlier.

The point of this chapter is to know exactly what you want in a guy and what's important to you in life. Mold your life around those things and people and you will find someone niched down to where you both are not only a good match but have unique things to offer each other. You both have evolutionary assets (chapters 1-4) and personal assets (chapter 5) that the individual deems attractive and necessary for a long-term relationship. From there, it's about working your magic and chemistry.

Conclusion

Short and simple right?

Hopefully, I gave you a lot of insight into how men think, make decisions, and go about getting advantages over you in the dating world.

I hope this didn't discourage you. It shouldn't have because this has been happening since the beginning of time. Nothing has changed. You just have more insight. You took the red pill and are not misguided by fairytales, media, social constructs, or a man's words. You know exactly what we want.

You don't have to agree with me on everything here. I know it is a lot to take in and accept especially if you're new to what I teach or back on the dating market after years of being in a marriage or relationship. All I ask is you keep an open mind and give it a chance because what I teach is not my opinion on things. It's what I see. It's what I have gathered over a decade of getting people into relationships AND seeing how people destroy their own. Success leaves a pattern and attraction is no different. Yes, we are unique and we all have individual love stories we hope to tell others one day. However, the foundational stuff, the stuff you just read, affects every human being to a huge degree. I have never met a man who does not fall under the categories and philosophies I have touched on in this guide.

I want to end this by thanking you. Not only for supporting my work and letting me do the thing I love most but for taking the opportunity and chance to invest in yourself. I can't tell you how many people talk about change and wanting to better their love lives but never do it. Then wonder why they are single years later. It's not a coincidence. You're different. That's why you're going to find a decent man who will give you everything you ever wanted.

Is it hard? Yes. Tiring? Absolutely. Worth? Of course, it is or I wouldn't be doing This. Best of luck!

Elliot Scott

