

THE INTERNATIONAL BESTSELLER



THE MANUAL

WHAT WOMEN WANT
AND HOW TO GIVE IT TO THEM

W. ANTON

The Manual

What Women Want and How to Give It to Them

W. Anton

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*Dedicated to all the beautiful women in the world,
especially those I have made love to.*

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PROLOGUE

My intention with this book is to turn your world upside down, to wake you up, and to open your eyes. After you've read it, I sincerely believe that nothing will seem the same to you. Most of what you no longer *believe* you know about women will change. Everything that previously made no sense will simply fall into place. You may very well see all your past experiences, your current situation, and everything that happens from this day forward in a completely new light. Issues that once concerned you and problems that still concern others will vanish.

The ideas that I will present have the potential to improve the quality of your life significantly beyond your wildest expectations, if you allow them to. These ideas also run the risk of upsetting you, so consider yourself warned. The book has not been written to make you feel good, but to help you become better.

Seduction is one of the most fascinating and misunderstood topics in the world, so let me start by laying a solid foundation for understanding how things really are, because I doubt you already know. If we were on the same page and you knew what I know, it is unlikely that you would be reading this. You would have much better things to do. I sure do; otherwise, it would not have taken me *years* to complete this book.

INTRODUCTION

This book is written for a specific audience — namely, heterosexual males who are less romantical or sexually successful with women than they want to be. Males who want to know how to form more than just friendships with women. That is, almost all males. However, even though I believe anyone will find my ideas fresh and fascinating, regardless of sex or sexual orientation, I will still presume the reader to belong to the intended audience and that “he” understands the value and purpose of my generalizations, without becoming obsessed with their obvious limitations and occasional exceptions.

I would ask you to bear with me and become familiar with my own definitions of the words *males* and *males* as well as *women* and *females*. The quickest way to describe their difference is that men and women refer to attractive males and females, but I will delve deeper into this idea in a later chapter.

All males want women. However, not all males will admit this, and very few actually act like it. Instead, most of them focus more on making money than on making love. They put more effort into getting a promotion than getting a girl. They spend more time with males than with females and more time talking about women than to women.

They do this because they believe they need to, not because they really want to, and they have either no idea or too many bad ideas about how to get girls because no one teaches them how to seduce women properly. Despite its significance in life and the universal expectation of the male to take the initiative, courtship is something males are left to discover and learn all by themselves, and most never do. Parents teach their sons all kinds of things, but they do not teach them how to find the woman of their dreams or what to do when they see her. Boys certainly do not learn about seduction in school either, despite spending more than a decade there preparing for supposed real life. All the ideas males have are their friends, who are just as clueless as they are, and ideas from movies, stories, and ads — ideas that are conceived by similarly uneducated and inexperienced people and sometimes carried out with ulterior motives, such as selling a certain product.

Thus, most males never really learn how to get the girls they want and just come up with foolish ideas they try repeatedly until luck lands in their favor or a female finds them. This results in a hilarious mess to watch for those of us who know how it all really works, but the mess is not

entertaining if you're in the middle of it.

~~Most males make excuses about why they avoid women altogether, or they approach women b~~ always with an excuse. The specific methods and maneuvers can vary endlessly, but they all have two things in common: They are both indirect and ineffective, and they include pretending to bump into women, asking to light their cigarettes, joining dance classes, asking for directions, dressing outrageously to get attention, asking friends for introductions, forming strong friendships with women first, passing notes in class, offering to buy drinks, and buying a cute puppy hoping it will run up to a woman or draw her attention. It seems as if males will try anything other than walking up to women all by themselves and talking to them without hiding their intentions as if women were highly dangerous or uninterested in men.

To be indirect and to rely on contrived circumstances to meet women is the norm, so no one even steps back and considers this process or its necessity, even though it is ineffective and odd. This pattern is overlooked because it is so prevalent, like trees in a forest.

However, this approach makes very little sense to me. Life is too short. I do not have time to talk to the attractive woman's unattractive friends first or to learn how to dance salsa to meet more women. I see a woman I find interesting, I walk straight up to her and tell her so, and women absolutely love it!

While few males believe they will live forever and would laugh away the accusation of holding such a belief as silly nonsense, most still act otherwise. With the decisions they make on a daily basis — and the way they reason in the heat of the moment and postpone things until tomorrow — weeks, months, years, and even decades can go by without much change in their situation with women. Slowly but surely they are wasting their lives away one day at a time. No male wants to do this, but most believe it is necessary and inevitable, and this belief governs their behavior.

The manner in which any male pursues women is based on his mindset, on all the beliefs he has garnered about what women want and how to best give it to them. While most males believe that women are attracted to things that are not natural to begin with, such as money, this is not the case. There is obviously a natural way to attract women that does not rely on anything external, certainly not on anything manmade like money. All males are actually born with these instincts but learn to repress them while also learning to believe that women want things they actually do not want, and that is what this book is all about.

To understand males' general behavior, such as why they spend more time pursuing money than women, one has to examine their general beliefs. Our underlying beliefs determine our behavior. Our mindset controls our manners.

The trouble is that we are not always aware of our beliefs or where they come from, and if we have believed something for a very long time, we are not likely to challenge it. This is dangerous. Blind faith in any endeavor tends to make people waste their lives on things that are not necessary and to do all kinds of foolish things, and the endeavor to seduce is no exception. If you want to become better with women, your first priority should be to make sure you are heading off in the right direction instead of following the crowd, especially considering the fact that most males are *not* particularly successful with women. You have to understand what makes most males believe women are to be pursued indirectly and where these shared beliefs come from. It is surely not from experience, since even unsuccessful males seem to believe they know what women want.

A male who wants to get better at seduction must understand what women want, what they are naturally attracted to, and how that differs from what he has been raised to believe.

Part I

THE MINDSET

Nature and Nurture

Before we delve into the details of seduction, you need to adopt a new mindset — a new collection of beliefs about how the world works — that is both more accurate and more productive than the traditional one you and everyone else hold.

All of the beliefs you have about yourself, about women, and about how to best pursue them governs your behavior; thus, your number one priority should be to address this mental foundation. All your thoughts and actions will align in the right direction when your mindset is corrected. You will no longer feel the same need for detailed instructions, although Parts II, III, and IV will offer more and more specifics, but those details will not make much sense if you do not understand the basis of thought that is required.

Knowing *how* to think instead of just knowing *what* to do will also be immensely more useful in the real world with all the uncertainties and different scenarios you will face. Knowing how to think will allow you to be more flexible and to solve your own problems.

Chapter One
ATTRACTION

When we experience attraction to someone, our brain is letting us know that we have found a suitable sexual partner, someone who resembles all previous partners through the thousands of generations that came before us, an individual who is valuable for our genes, who has traits that will help us survive and reproduce more successfully than we could on our own.

Attraction is one of the primal emotions that have helped humanity survive and reproduce, and it is triggered in our bodies in much the same way as other primal emotions, such as hunger, fatigue, and fear. We feel each primal emotion in specific circumstances and we are powerless to convince ourselves not to feel the emotion. These emotions are instincts that have evolved in our species along with our brains over a long period of time (around two million years), growing stronger in every generation because those who felt them for the right reasons and responded to them were more likely to survive. Those who feared danger were obviously more likely to stay alive than those who did not, and those who were attracted to a person who could help them survive and reproduce were obviously more likely to pass on their genes.

Life has been much less forgiving for the vast majority of the time our species has been evolving than it is now, and in the distant past people simply died if they were unfit. Over time, no one other than those with all survival instincts passed their genes on.

However, during the last several thousand years, since the dawn of civilization, nature has ceased to eliminate the most *unattractive* males and females as our conditions have improved. Today everyone survives no matter how unfit, and most people live long enough to reproduce through some means to pass their genes on — two things they would not have been able to do in the past in a more natural environment without social security and health care. This was the harsh reality for more than 99.99% of humanity's time on this planet. Yet, the fact that life is more forgiving these days has no effect on our instincts, including attraction, because our bodies did not evolve in these modern conditions, and these conditions have only been around for a tiny minority of the time our species has existed. Evolution is a very slow process. Even thousands of years are nothing for a species that has been evolving for millions.

That attraction remains a basic instinct has two vital consequences. First, males and females have become attracted to different, complementary qualities in each other. What females find sexy in males differs from what males find sexy in females. Second, none of us consciously decides what traits attract us sexually or who we are attracted to. Attraction is an emotion, not a conscious decision. These two simple facts are fundamental in understanding seduction, but they still elude many people in this world, in particular the unattractive and unsuccessful males and females who form the *majority* of the population. They are the ones you hear accuse males of being shallow for caring about female external looks and the ones who claim that females are more sophisticated because they look for inner qualities in males. They make these statements as if males and females are the same and could become attracted to the same qualities if only we would decide to do so.

It is true that the sexes have a lot in common, with perhaps even more similarities than differences overall, but the similarities are neither interesting nor useful to consider when it comes to seduction. The differences, however, are crucial. Failure to understand the differences might cause you to treat women as men or to adopt feminine traits yourself, and that is a recipe for disaster. Hence, the differences must be clear to you. How exactly do males and females differ?

Biology

There are two major forces that shape males and females differently: nature and nurture. Nature is the obvious biological difference between the sexes, and nurture is the more elusive difference of socialization that starts to affect us from the moment we leave the womb.

The traits that attract us are part of our nature, and the nonconscious reasons we feel attraction are natural. They *cannot* be changed through socialization, although social forces can lead both males and females to believe and claim they want qualities in their partner that in fact do not turn them on. This is what is going on when you hear females claim to want “nice guys” but see them dating “bad boys” and males denying attraction to teenage girls but enjoying pornography with them.

All the social differences are essential to understand, and seduction itself is a social activity, but you also have to understand the basics, and that is the biological differences between males and females. Later, you will learn that all social differences stem from these biological differences.

The most fundamental and indisputable biological difference is the fact that females can become pregnant and give birth to children during a lengthy and risky process, while males can impregnate females through insemination quite quickly and without much risk. The male and female physique, our bodies, differ in this regard. Females have the body parts necessary to carry and feed children while males have the body parts needed to impregnate females. Females maintain more body fat than males do, as it costs less but stores more energy than muscle mass does. This energy comes in handy when females need it to grow other human beings inside them and then feed those babies once they are born. As males are incapable of performing such feats, they maintain more muscle mass and grow a bit taller, thus making them physically stronger.

Beauty

As you know, males are attracted to beautiful females, but what you may not know is that what males call “beautiful” represents the physical traits that show suitability for motherhood. The females who have historically been the most suitable mothers were (1) healthy, (2) old enough to be sexually mature, (3) yet still young so they lived long enough to give birth and raise their offspring. This is why physical signs of health, sexual maturity, and youth are all parts of the concept of beauty, and all females who are beautiful possess those traits. Everything that is universally considered beautiful and most likely everything that turns you on are signs of these things, such as smooth skin, a symmetric

face, relatively big eyes, round perky breasts, lack of body hair below the head, a skinny frame with narrow waist, or relatively wide hips if you wish, being both better for childbirth and a sign that a woman has not already been impregnated by another male.

As a result, the words *beautiful* and *attractive* can only be used as synonyms when discussing females. They are not universal synonyms, however, and cannot be accurately used interchangeably when discussing the attractiveness of males. Nevertheless, these words are often used as if they were the same when males talk about what females are attracted to because males tend to be unaware that females are different from themselves, or they know they are different but are not sure how.

Since beauty is the most important factor for males when they automatically determine how attractive a female is to them, most males hold the *false* belief that females also regard looks as equally significant when they automatically determine if a male is attractive. This is simply not the case, and that is why some of the most beautiful females in the world, such as famous models and actresses, are with males who are far from beautiful. Males can be beautiful without being attractive to females, and they can be attractive without being beautiful. This does not mean that females do not enjoy looking at beautiful males; they do, but as far as dating goes, looks can only get a male so far while looks can get a female all the way.

For males, being beautiful is of little importance because babies do not grow inside their bodies. They cannot give birth or produce the milk that infants need; only females can. Thus, the state of females' bodies is vital and of great interest to all males, much more so than females' personal and intellectual abilities and capabilities. Males who did not care about finding females with bodies suitable for bearing and feeding children would not have produced offspring who survived, so their genes disappeared from the gene pool.

A female, on the other hand, no longer needs a male's *body* once she is inseminated by his seed. Females do, however, benefit from the male's *behavior* when they are pregnant, from the male's support and protection, including his devotion to stay by her side during the pregnancy, the labor, and, ideally, until the child is old enough to take care of itself. Since childbirth could potentially kill a female and raising young children in the wild is a full-time job, her offspring would have great difficulty surviving without additional support. The females who did not care about finding males who could and would protect and support them would not have given birth to children who survived, so their genes would also have disappeared from the gene pool.

Reality

These different realities for the sexes have caused males to be attracted to traits in females that females do not care about in males and, conversely, females to be attracted to traits in males that males care little about in females. To regard females as "sex objects" is both natural and desirable for males, if the term simply refers to disregarding the personal and intellectual abilities and capabilities of females while placing emphasis on their looks. Females are not more sophisticated and respectable for disregarding males' bodies and instead placing emphasis on their personality and behavior; they are simply hardwired to do so as it serves their sex better. But if males did, it would have led to mankind's demise long ago.

However, to stand up and defend this statement is not *politically* correct these days. The way attraction works as well as the way in which it differs between males and females is far from public awareness, and the majority of the public consists of unattractive people who would rather hear that they are unfit for survival or at the mercy of genes. Some countries have even started "campaigns for inner beauty" to heighten awareness that looks are not everything. These campaigns were intended

to “help” females become less interested in their own bodies and to convince males to focus on qualities other than physical appearance, but these campaigns were never led by attractive females or by males who are successful with women. Such campaigns are the result of ignorance, jealousy, and politics and are detached from reality. They represent one form of social conditioning that reduces males’ chances of getting gorgeous girls if they are foolish enough to be affected by it, just as it reduces females’ chances of attracting men if they start to neglect their appearance. More on this later.

It makes no difference that some of us, a lucky handful of the world’s enormous population, do not live in a modern high-tech world and that there are better and more scientific ways to see if a female would be a good mother than just checking out her tits and ass. Our brains have evolved during millions of years without such technology. These are instincts deep within us. Males instantly feel attraction and think, “she looks good,” even if they are not consciously aware that they mean “good” as in “good to have babies with.” That is why a physically unattractive female will not become sexy all of a sudden if she shows you a perfect health report from her doctor stating that she actually would be a suitable mother for your children, and this is why males of all ages remain attracted to sexually mature teenage girls, regardless of the age of sexual consent in their region.

Older males may try to convince themselves and others through logic that they are not attracted to teenage girls, but conscious reasoning is not involved in the attraction process. Any male who says something to this effect is only trying to be politically correct or to save face because he is embarrassed by his natural desires.

Vulnerability

The physical traits that males care greatly about in females have never been, and never will be, significant for females to find among males, because babies do not grow inside males’ bodies for nine months and their bodies are unable to produce the milk that is vital for infants’ survival. Hence, beauty, including the beauty of youth, is of no significance, which is why females often say they want older men and why the female is a few years younger than the male in the average couple. While males become attracted to young women as soon as their bodies are sexually mature and it is clear that they are fertile, females are not very interested in teenage boys until they start showing signs of maturity in their personality and behavior. However, a young male can seduce women who are older than he is as long as he ceases the immature and unattractive behavior that males tend to maintain much longer than they should, because females are far more interested in a male’s behavior than in his body.

Females are attracted to qualities that complement theirs, as their sex’s advantage comes at a cost. Their innate ability to bear and feed children makes them physically *more vulnerable* than males, as their bodies are smaller and weaker. This puts females at a physical disadvantage compared to males regarding tasks that require strength, like physical labor and combat. However, the ability to bear children also puts them at physical risk during both pregnancy and childbirth. As long as humankind has existed on this planet, becoming pregnant has been extremely dangerous, one of the most dangerous situations in which a female could find herself. Pregnancy means several months of heightened cautiousness for the sake of the baby’s health. Engaging in a physical fight during this time or having to flee from a wild animal, even just once, could be devastating both to her and to her offspring, and thus protection is the number-one priority during pregnancy from an evolutionary perspective. Therefore, females have become attracted to males who appear *less vulnerable* than they are, males who seem able to protect and support them better than females could on their own — males

who are masculine.

Semantically

Most people seem to believe that what constitutes feminine and masculine behavior is dynamic and may change over time as the behavior of the majority of a sex changes. Some scholars even list examples from history of such changes, but they mistake expressions of femininity for femininity itself and expressions of masculinity for masculinity itself. The majority of males do not have to adopt a trait for it to become a masculine trait. In fact, many males, perhaps even the majority the days, are more timid than brave, but being timid will never be considered masculine because the majority does not set the standards. Biology does, and to be timid is more a sign of vulnerability than bravery; hence, it is more suitable for females, at least in our natural environment where they were more likely to survive and reproduce if they avoided risks.

All the qualities that males are attracted to in females are what we call *feminine* and all the qualities that females are attracted to in males are what we call *masculine*. Thus, both *femininity* and *masculinity* refer to the appearance of the biological differences that exist between our two sexes. Females can bear and feed children but at the cost of being physically more vulnerable. The terms refer to the biological characteristic of a male and a female and not just traits that have traditionally been seen as appropriate for males and females for random reasons.

This is how I define these words, and just as you have to understand what I mean when I mention femininity and masculinity, you have to understand what I mean when I talk about females, males, women, and men.

Males are attracted to feminine females. The more feminine a female is, the more of a woman she is and the more attractive she will be to males. Similarly, females are attracted to masculine males and the more masculine a male is, the more of a man he is and the more attractive he will be to females. Therefore, I use the term women to mean “feminine females” and the term men to mean “masculine males.”

Please note that this semantic differentiation between “females” and “women” means that whenever I refer to women, I am talking about females who are attractive to most males, the top 10% or so of females that males are really interested in. Thus, a statement such as “the majority of women want” is very different from a statement such as “the majority of females want.” I do not care about what the majority of females want, and neither should you as the majority of females are unattractive. On the other hand, all women are attractive by this definition, and this book is about “what women want.”

Visibility

Femininity is about being a sexually suitable female. Such an individual is two things: (1) she is beautiful female and (2) she has a beautiful body. Both qualities are easily captured in a photo. Meanwhile, masculinity is about being a sexually suitable male. Such an individual is two things: (1) he is beautiful male and (2) he is less vulnerable than females. But only one of those qualities is easily captured in a photo. Considering that a picture is worth a thousand words, this suggests that masculinity is much harder to describe and demonstrate than femininity is — which has ultimately led to great confusion.

What a female wants in a male has little to do with his body and more to do with his behavior. Although all behavior manifests itself in appearance, the qualities females seek in males are much harder to capture with a photographic lens than the traits that males seek in females. A photo can easily show whether a person is male or female, and this manmade technology is very good at capturing femininity, or showing how much of a woman a female is. An observer can easily tell that

female is more feminine than another by comparing the curves of her body, for instance, but one cannot as easily determine if a male is more masculine.

Many males know the visual traits they want in a female pretty well, like highly tangible and obvious physical features such as round boobs, a certain waist-to-hip ratio, and a youthful looking face. They are even used to judging a female from afar and then checking her physical qualities against their mental list to see how good of a match she is, sometimes even rating her on a scale from zero to ten.

However, females cannot do the same as easily when they see males. Most males erroneously assume that females have the same list of visual qualities they do, despite seeing many couples that contradict it, including obviously ugly or fat males with gorgeous and fit females. Take the cover of male's and female's magazines. On the cover of your typical "men's" magazine is usually a beautiful female, and on the cover of your typical "woman's" magazine is a beautiful female as well, not a beautiful male, not *any* kind of male.

The evidence is right there if you only look for it, but as most males are unaware that females are attracted to other qualities, and since people tend to see what they want to see, their approach causes them to overlook reality.

Most of the traits that females are in fact attracted to exist more internally than externally, and they are arcane and hard to explain, such as attitude, behavior, and how comfortable a male can make a female feel, in contrast to body proportions, height, and penis size (to name only a few things that males are always worried about and that researchers in this field tend to focus on as well).

That females are not primarily attracted to physical qualities in males also means they cannot assign males to the same kinds of categories that males assign to females (e.g., height) and then draw any useful conclusions from the category. Yet, many females still insist on doing this, at least when males ask them to, and that is why they sometimes end up surprised, confused, and intrigued when they are drawn to a man who does not fit their predetermined visual category.

Intentionally

While many females are not particularly feminine, and many males are not particularly masculine, those that lack femininity or masculinity are not neutral. They are simply at the opposite side of the spectrum. This means that the least feminine females are actually masculine, and the least masculine males are actually feminine. They are the least attractive individuals to the opposite sex. While we cannot control our sex (we are born either male or female), we can control how masculine and how feminine we appear, and if we want to be successful with the opposite sex, we definitely should maximize our attractiveness by controlling our appearance, as we are always somewhere on the spectrum.

How masculine you appear and thus how attractive females think you are depends on how you present yourself, whether you diminish or exaggerate the fact that you were born as a male with everything that entails.

To "be" a man includes the need to avoid acting like women in general. Thus, a good start to understanding how to be masculine is learning and becoming aware of how women behave, what typical feminine behavior is, and how to avoid it or even to do the complete opposite. To be a man is often more about avoiding how women walk and talk rather than actually doing traditionally manly things. You do not need to binge on beer, hunt animals, or watch sports to act like a man. I personally do not care for any of those things, as I would much rather spend my time drinking with, chasing after, and looking at *women*.

However, to successfully avoid typical feminine behavior, you have to understand what that is; the underlying basis of femininity is the biological difference we have already discussed. As females are physically more vulnerable than males, typical feminine behavior includes expressions of vulnerability, primarily to be emotional — to show emotions of weakness or to allow yourself to be led by such emotions.

Women express their greater vulnerability in a multitude of ways. They weep more easily, scream when surprised, avoid all kinds of risks, exaggerate every hint of pain, make more noise when making an effort, avoid physical labor altogether, depend more on others to help and support them, try to avoid conflicts, build more consensus in social settings by talking more without voicing disagreements, are more interested in collaboration than competition, attack their enemies behind their backs in more psychological than physical ways, prefer more comfortable indoor jobs than hazardous outdoor occupations, keep their knees and elbows closer to their bodies as to cover themselves more, etc.

You have probably noticed manifestations of all this behavior in women already, but maybe failed to realize that they are all actually expressions of vulnerability, and when seen in that light, that type of behavior usually makes a lot more sense. Many males have noticed that women are emotional, but have drawn the erroneous conclusion that they are irrational too, which is untrue. Women are not men, so it would not be rational for them to act like men, and since females are more vulnerable than males, it makes sense for them to be raised differently, too. That is why females' socialization teaches them how to exaggerate their biological difference from males and to express it freely, although both the teaching and the expressing are mostly done nonconsciously (without awareness).

Acceptability

Men learn early on to deal with or ignore emotions that are considered vulnerable and weak, rather than expressing and airing them the way females are allowed to do. Boys are taught to appear strong and to “act like a man,” while girls are allowed to express emotions of weakness such as fear and insecurity. All men feel these emotions as well, to the same extent as women, but they repress or ignore them.

For example, by being told “boys don't cry” and “crying like a *girl*” while growing up, men learn what is considered appropriate behavior for men and for women, and those things that are okay for women are almost always considered unacceptable for men. That is why boys are told that they are crying “like a girl,” with the implication that crying is not suitable for a boy, instead of being told directly to stop crying. Through similar differences in treatment, women are taught that it is okay to listen to their vulnerable feelings and that it is okay to avoid doing something if they do not feel like doing it. Boys who fall off their bikes when they are young are told to get right back up instead of crying, while girls are excused, pampered, and allowed to take a break for the day until they feel like trying again.

Although many of the expressions of masculinity and femininity are the result of social constructs, as boys and girls are traditionally raised differently with different behaviors encouraged and expected of each, this has no effect on what masculinity or femininity really is. The idea that females are more vulnerable than males is not a social construct but a biological fact.

As a result of this, any male who appears vulnerable will thus be unattractive to females — as he will be feminine. Hence, men are not emotional, and women are not attracted to males who either show weak emotion or allow themselves to be led by such emotions. If a male's behavior is too feminine too often, women will feel repulsed no matter how much they believe they want a male to be

“in touch with his feminine side,” a trait they sometimes claim to want, but actually do not.

When women state that they want a male who is unafraid to let his emotions out, they mean that they want to hear how a male really feels about *them*, how much he cares about them, how good they make him feel, how much he really loves them, and so on, because he has done a poor job of expressing this lately or ever. The women want him to be more charming, not more feminine.

It is perfectly alright and even desirable for a male to show his emotions — to be expressive and passionate instead of being expressionless and cold, as long as he is not showing *weak* emotions or allowing himself to be led by them.

The males who are most unattractive to females are already too feminine. They act or talk too much like women, and they usually do this because they are thinking the same way women are. They have no confidence in taking the risks that are necessary both to be masculine and to seduce women. While being emotional and indirect are expressions of femininity, being confident and direct are expressions of masculinity. Just as you cannot be both direct and indirect at the same time, you cannot be confident and emotional at the same time. These two behaviors also occupy opposite ends of the same spectrum: You will not appear very sure of yourself, which “being confident” means, if you make a decision only to change your mind because you do not *feel* like it anymore or if you have to take initiatives but cannot because you *feel* afraid.

Ideally, this chapter would have ended here and we could continue to discuss confidence right away, but unfortunately, ideas start to get complicated at this stage. From a society’s point of view, it is not desirable to keep sex simple, to raise males to be confident with women for no reason or to raise females to carelessly have sex with all males they want, because the success of society requires not only individuals to have sex and bear children, but also to ensure that their offspring are cared for until they can reproduce on their own.

While becoming pregnant for a female has been and still is one of the most dangerous situations she could both voluntarily and involuntarily get herself into, the most successful societies throughout time have required as many females as possible to be as sexually cautious as possible.

For this reason we have the unnatural tradition of marriage that is found in all cultures today, as well as the implementation of alimony in the form of financial support for females after divorce was made legal and marriage no longer protected them. All societies that have survived had social structures that reinforced and exaggerated the biological differences between males and females and treated females as more vulnerable, *but* also as more valuable, than males — even to the extent of protecting females’ lives with the sacrifice of males’ lives.

Inequality

Feminists call these societies patriarchies and believe that males and females are treated and valued unequally under such systems, which is correct. However, they believe that females are being oppressed and valued *less* in these societies, while the opposite is actually true. Females are not oppressed by males in patriarchal societies; they are being protected by them, and they are not valued less than males, they are valued more. If not, it would not make any sense to protect them. If males were seen as more important than females, females would sacrifice themselves for males, not the other way around.

From nature’s perspective, males and females are equals. But from society’s perspective, females are more valuable than males, and the majority of males have always been of less worth in successful societies, sometimes even completely disposable. This does not necessarily mean that females have been treated better, however, and it does not mean that the tiny minority at the top of the social

pyramid have been females, or that the few male leaders at the top also were disposable. But at the end of the day, when human survival was at stake, females have been rescued first from sinking ships while males were expected to accept sure death; females never had the obligation of going to war to defend their societies, while males always have; and neither is a female expected to rescue a male in distress, while a male is always expected to risk his life to protect a female. This is why both nations and boats are referred to as females by the way, as males have always felt more at ease with the thought of dying for a female rather than an abstract idea, like a nation, or for a replaceable object like a boat.

The societies that have prospered until today were inevitably the ones that aligned their social structures with this unequal valuation of males and females, because it is more important that females survive than males do for the sake of a society that wants to survive and expand. One male and one hundred females can in theory re-populate a region a hundred times as fast as a hundred males and one female ever could, and in practice much faster than that since one female cannot bear a hundred children in her lifetime. As far as society is concerned, males are the disposable sex, almost worthless while females are far more valuable. This is the basis for every social difference between males and females you can think of, not only for high-level formalities like females not being obligated to defend their nation in wartime, but including low-level informalities like boys being expected to pay for a girl's ice cream on their date. These differences only make sense if females are to be treated as more vulnerable but also as more valuable than males.

However, it is not necessary to be explicitly told this; simply being born into a society where these formal and informal structures are already in place is enough for us to learn it, consciously or not. The process by which a society teaches its citizens these beliefs is called social conditioning, socialization, and I will reference its influence on almost every single page because it has more influence over our behavior than you can imagine and it greatly interferes with the natural seduction process.

Chapter Two

SOCIALIZATION

Social conditioning is the process through which individuals inherit the grand beliefs and behavior of their society; in other words, it is the way they learn to believe what everyone else around them believes and to act accordingly. It is about the influence that causes people to nonconsciously conform to the prevailing attitudes, standards, and practices of society.

Most of us are aware that we are influenced by people such as our parents during our formative years and even that we are influenced by our peers throughout our lives, but few are aware of the extent of this influence, what it actually is that we are led to believe without question, or how great the implications can be of some of the behavior we adopt. Plus, we rarely realize that there might be other ways to look at things when ideas are instilled in us from a very early age. Not many question the ideas because it is not obvious that there is anything to question in the first place.

One cannot escape social conditioning, because it is an inevitable process and phenomenon that will always exist; it is impossible and even detrimental to avoid. In general, socialization is a good thing, but chances are that it is severely hindering a male's progress when it comes to getting the girls he wants. Being aware of these nonconscious beliefs and how they affect your behavior is vital because, without awareness, you will not understand why you think or act as you do.

It is because of socialization that people make sure they look carefully before crossing a street and they face a certain direction in an elevator. We are all raised to follow certain procedures, most of which are helpful. But socialization also causes people to adopt behavior that interferes with the natural seduction process, such as to feel embarrassed over their sexual desires and to avoid being selfish. In these cases, our conditioning gets in the way of getting girls, because you have to boldly reveal your sexual interest and go for what you want to seduce women.

Social conditioning is the source of several beliefs that keep you in line with everyone else, so although you may have all the freedom and free will in the world, you will still not stray too far from the pack. Beliefs deep inside us are the source of much of our behavior. Everything that we do is constantly subjected to our beliefs, including what we believe we are capable of, how we believe something should be done, and how we think others will react as a consequence of our actions.

Changing your mindset by adopting new beliefs can thus have a dramatic effect on your behavior and therefore the quality of your life. For example, if an overweight person stops looking at food as a source of pleasure and entertainment and instead sees it only as a source of nutrition, energy, and building blocks for the body, he or she can easily return to a normal weight over time, as such beliefs would alter his or her behavior. That way of thinking is often the only difference between overweight people and those who have always been slim, and similar difference of beliefs is the only difference between many males who are successful with women and those who are not.

Changing one's mindset is also a much more effective approach than only trying to adopt specific techniques such as diets or tricks. And just like being overweight, if you are not having the success you want with women, it is your own fault. This is *good* news, as this means you can do something about it. If someone else were to blame, it would be near impossible to do much about it.

Accepted

We learn which behaviors are acceptable in our culture today through social conditioning. As an adult you automatically know what is okay and what is not, but you probably do not remember how you learned it as a child. If someone were to ask you to take off your pants in public just to make a point, you would simply refuse because you know that it is unacceptable to do so even though there is no law against it. If someone unexpectedly pulled your pants down you would most likely feel embarrassed without being able to explain where those feelings all of a sudden came from. Yet, in some parts of the world, tribes are still walking around naked, and that is still how we all come into the world when we are born. This proves that even some of our personal feelings, such as shame, are actually learned responses; they are not natural. But if you learned it a very long time ago, you will have a hard time telling the difference.

Most of our socialization is good and helps speed up our learning process of how the world works. Since humans are social creatures, we have the ability to learn from others, which saves us a lot of time and trouble as opposed to relying on trial and error and firsthand experience. However, there is a flip side of the coin; not everything we learn through socialization is accurate or helpful. Some of the beliefs and behavior we inherit are actually bad, and when it comes to dating, *most* beliefs are actually inaccurate and most behaviors are actually counterproductive.

The interesting thing then is how social conditioning applies to all aspects of dating. What are the grand beliefs that we inherit regarding women and how to attract them? By studying our language, the words and phrases that we use, our stories, how movies are structured, how products are marketed, people's attitudes, and the way in which everyday discussions go, it becomes obvious how males are *supposed* to get girls: Females must be earned.

Earned

A common plot in stories told through literature and film is a situation involving a damsel in distress. While this scene may no longer be as obvious as it once was, with an utterly helpless princess trapped in an ivory tower waiting for a hero to come and rescue her, the same formula lives on today. The modern hero might no longer be a knight in shining armor or a prince, but instead an average man with extraordinary abilities or a superhero with superpowers who lives through an ordeal and gets the sexy girl in the end.

Think about what happened to the main male character in the last few movies you have seen. What did he get in the end after saving the entire world from evil aliens, monkeys, asteroids, zombies, pirates, clones, orcs, robots, monsters, terrorists, or Nazis? What did he get after winning the racing tournament, league, war, or fight against all odds?

He got the beautiful girl, the one he met at the beginning of the movie who was not particularly interested in him. In the end, he got her as though she were some sort of reward for his extraordinary achievement, once he proved that he deserved her.

Everywhere you look, male's achievements are being associated with getting girls, an idea males learn in much the same way Pavlov's dogs were conditioned to link the sound of a bell to the serving of food. That is the environment most of us have grown up in: an environment filled with the message that a male is not good enough for a female until he has proved his worth. Achieve something great and then you can have the woman you want. To succeed is to become sexy and good enough for a woman. Success equals sex.

Simply growing up immersed in an environment that is based on this idea — reading books, listening to stories, watching movies, seeing ads, and overhearing conversations based on it — is more than enough to communicate the idea and instill in you the very same belief, that without doing something incredible, you do not deserve women and that you *do* have to deserve them.

All of us are very receptive to adopting beliefs when we are young, but the idea that success leads to sex is not something that is only hammered into kids as they grow up; this is an ongoing process and most are unaware of it. Our culture is full of expressions that are based on these beliefs and used without any thought of their implications, such as, “getting lucky,” “that girl is out of your league,” “you do not deserve her,” “win her heart,” and “losers do not get laid.”

If you think about the phrase “getting lucky,” referring to when a male gets a female into bed, you can see that the phrase carries several embedded messages: The male should feel lucky (1) as if the female did him a favor by giving him the sex that only he wants, but she did not enjoy as much, (2) as if he really was unworthy of her, and (3) that his own actions had nothing to do with getting laid. It was just luck! That is a lot of meaning embedded into two words.

Other expressions are also heavy with the same meaning. To refer to a woman as being “out of your league” implies that she is unreachable and not even worth pursuing because she is too good for you. In line with this theme of competition comes the expression, “losers do not get laid.” This implies that winners do get laid and that it is impossible to get girls if you fail in sports, school, or your career. To “win her heart” also implies that a male must compete for females in some way, and an expression such as “you do not deserve her” leaves no question as to its meaning.

Every time these expressions are used, social conditioning is being passed on and reinforced, usually without any thought or awareness. Through this process, males learn not only to pursue females like trophies, but also that they are *less* valuable than women since they have to work to pursue women and prove themselves to them. Even if they do not believe it, they will still act like it if they adopt such behavior.

Controlled

However, if males are led to believe that they must earn females, then females cannot simply spread their legs for every male that comes along and shows interest in them. Females have to play their part as well. They must not be promiscuous to be something to be earned, and this is why female sexuality has been controlled throughout history and why it still is — in all cultures.

This should come as no surprise, but a quick look at how females have been treated throughout history, how they are treated today, how they are spoken to, what labels they get, how laws affect them, and how modern discussions go makes this very apparent.

For instance, sexual promiscuity in females has always been considered a sin, and most religions preach stories about “virtuous” females who are all virgins to emphasize the importance of avoiding

sex. However, such ideas still live on even outside religion, and today we have plenty of everyday expressions that are based on these ideas. It is common to refer to a female who has not yet had sex as a “good girl” or “innocent.” Otherwise she is “bad” or “naughty,” implying that she has done something wrong and is guilty of something, even if she has not committed any crime. Even today, females are typically raised to be “good girls,” which pretty much means that they stay at home instead of going out late at night and avoid getting pregnant before marriage. But the institution of marriage was invented long ago as yet another way to control females’ sexuality, and it is even called *wedlock* to keep females from being “loose.”

In addition, females are not allowed, either formally or informally, to show as much skin as males are. This is obvious in the Muslim world. Muslim females cover their bodies, sometimes entirely, and similar attempts to control females’ sexuality persist in the modern civilizations of the Western world, too; it is just not as obvious. The same people who think that the way Muslim females cover their bodies is both outrageous and unacceptable usually get upset when their own teenage daughters want to leave the house in a tiny skirt. These people also often live in countries that have made it illegal for females to expose their naked chest in public. There are no such laws for males, and the movies that contain topless females are rated with stricter age restrictions than those that display shirtless males.

Another modern example of this idea is the sentiment that all forms of pornography (made for males) are degrading to females and that women in porn only do it for the money, a view shared by most feminists. The fact that half the actors in your average porno production are males and that they, too, are paid to be there goes unmentioned. This does not need to be mentioned, because everyone knows that *males* enjoy sex. Those guys therefore have the best jobs in the world, unlike the females who are only doing it for the money, right?

No. In reality, females in the adult entertainment industry make several times more money than their male colleagues, not because they do not enjoy sex or they really feel degraded on film, but because they need to be compensated for all that they have to put up with when they are *not* naked in front of the camera, that is, the social pressure from the rest of society, particularly from feminists, that comes as a result of their defying their socialization. Only females receive this kind of opposition when they refuse to conform to rules concerning their sexuality that are unwritten but are supposed to be followed. This is something that their male colleagues do not have to deal with, since male sexuality does not need to be controlled to the same extent.

The truth is that pornography is only degrading to females if one believes they are not supposed to enjoy sex as much as males do or that the value of females lies in their sexual exclusivity, as we are traditionally led to believe. Hence, a female who does not conform deserves less respect, and if you disagree with the notion that a female’s value lies in her sexual exclusivity, then you are disrespecting her if you treat her otherwise. This is nonsense. At the end of the day, pornography is rarely degrading to females but denying their sexuality always is, and denying their sexuality has done more harm to womankind than pornography ever will. Therefore, one might think that today’s feminists, who are supposed to fight for “women’s” rightful treatment, would actually celebrate those who defy the socialization that attempts to condemn their sexuality, particularly in the only industry in the world where females earn a lot more money than males do for performing the same job. Instead, no other group on earth is as anti-porn as feminists.

By the way, it is interesting to note that what we call pornography in everyday speech is material that excites males primarily. “Pornography” is mainly *visual* depictions or suggestions of sexual attractive females, such as photographs of young, naked girls. The equivalent material for females is not the simple opposite. Females are less visually stimulated, hence the material that excites the

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