

The Attraction Matrix – Week 1

What is this week about?

In this intense session you will discover the attraction matrix. A special formula that identifies what you want, who you currently are, the type of girl you want, the type of relationship you want.

My belief is that you have to turn yourself on, before you can ever turn a woman on.

Abraham Lincoln had a famous quote: Give me 4 hours to chop down a tree, I will spend 3 hours sharpening my axe, and one hour chopping down a tree.

While we're not going to spend three quarters of our time "sharpening our axe" (the axe here is ourselves) we are going to dedicate an entire week to learning and improving our selves.

Welcome to the first week, this week is all about YOU

This week you are going to discover:

- Who you are
- Where you are going
- What (and who) you want

Why are we doing this?

Why are you doing this? Why is taking the time to invest into yourself important to success with women?

Let me explain.

For men, attractiveness to women is based a lot more on their behaviors and intangible qualities than it is on physical looks and financial success. While these things do contribute to perceived attractiveness, the other finer qualities have a much greater effect on women and better trigger their primal attraction circuits.

There are three primary characteristics that women are attracted to: character, strength, and value.

These characteristics are conveyed by certain indicators that a woman uses to determine if a man has character, strength, and value. Some of these

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indicators women are aware of and look for on a conscious level, and some (most) of these indicators women are not aware of and “look” for on an unconscious level.

Character, strength, and value are the traits women look for (consciously and unconsciously) but they are not the indicators of those traits, the actual behaviors that women look for that demonstrate character, strength, and value are three things: confidence, fun, and being proactive. A man who is confident in his behavior (relaxed, decisive, leads) is strong; a man who is fun and proactive has good character and has value to the woman.

When a woman is around a man who exhibits these traits, she is able to relax, let down her guard, and fall into her feminine role. It is only when a woman is in this feminine state that she is able to relax and begin to think about sexuality. When a woman is around a man who is confident and of good character, she is also able to be more confident and express her sexuality.

Anything that does not convey these traits, or conveys the opposite, is not attractive to women and can be downright repulsive. Women do not want a man who:

1. **Wants to be mothered**
A man who wants to be mothered does not demonstrate the traits that trigger a woman's attraction. He is not strong, he expects her to wear the pants in the relationship and baby him. Not sexy and certainly not going to move the interaction forward physically. (How would a man who wants to be mothered be a good father?)
2. **Is needy and dependent**
A needy and dependent man is a drag; he is definitely not strong and has little value because he contributes almost nothing to the interaction. He may do things seeking approval, but does not take a proactive leadership role that actually would benefit the woman. Having no life outside of the women he dates is a sign that the man is needy and dependent.
3. **Has no back bone and can be walked all over**
A man who has no backbone and can be walked all over is weak and does not have good character. Epic turn off. Having backbone means standing up for yourself and your friends and not letting people take advantage of either. A woman will see this trait as sexy because she can feel safe and protected around such a man.

Women usually classify a man who has no backbone as “too nice”. Because it is the nice way of saying “get some balls dude and then call me”.

SECRET: Women want to be with a NICE man. They don't want to be with a pushover. Big difference.

4. Is not positive

A man who is not positive is not helpful in any way. Being negative and pessimistic is an outright display of weakness and powerlessness, traits that are not attractive to a woman. Being aggressive and abrasive is a symptom of negativity and demonstrates a man who is weak and unhappy.

*I have a great re-framing exercise that will help you eliminate negativity from your mental and verbal vocabulary. It's part of the exercise PDF.

5. Cannot handle tension

A man who cannot handle tension is weak which doesn't turn women on.

6. Can't understand women

Women won't be attracted to a man who does not understand them, a man who doesn't properly deal with their insecurities and hidden needs. A man who doesn't know how to listen to what she's actually saying. (You may need to put what she is saying into the context of your experience because she may not fully understand herself but see what she is saying from her point of view and don't make the mistake of not even considering what she is saying to be true for what it is because you think you understand her better. You may understand her better, but don't assume you do and disregard what she is actually saying, women hate this)

7. Is not proactive (doesn't bring anything to the table)

A man who is not proactive is similar to being needy and dependent. Even if he's not needy and does have a life outside of the relationship with her, if he does not contribute to the relationship/interaction and does not demonstrate that he is invested and cares about the direction of the relationship, he won't trigger desire in women. If he is already in a relationship and becomes complacent and lazy, the woman will actually lose attraction for him and will start to get snippy at him about everything and he will diminish in her eyes.

8. Is too emotional and gushy

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We went over this one a little in the “don’t throw up on women” section but it’s important to realize that not only should a man not throw up lots of *information* onto women, he should also not throw up a lot of *compliments* onto women. Why? The reason is a lot of guys think they can attract a woman by demonstrating that they are super nice and understanding etc. The problem is, if you focus too much on demonstrating character, you won’t demonstrate strength and the other qualities women are attracted to. In addition, plenty of compliments and niceties make a man look insincere which actually shows a man to be of bad character not good character. He may not actually be of bad character, and a woman may not think of it in terms of character, but she will be annoyed at him and either push him away, push him into the friend zone, or perhaps worse, use him for all the material gain she can and then get rid of him.

I’m not saying never be nice or buy things for a girl, but do it because YOU want to, not because you think it will get you something. Maintain a balance between the different characteristics a woman is looking for.

Unfortunately not all women understand themselves and will often find themselves in a state of mixed feelings about a guy. This is especially true for younger girls. Younger women may see a guy who is a complete jerk, mistake his jerkiness and arrogance for confidence and strength and feel a simulacrum of attraction for him. This comes from a woman’s primal urge to be with a strong man and because of subtle parts of her insecurity that such a man may (perhaps inadvertently) play on. However, a jerk does not have good character and often does not contribute much to the relationship (other than making the women feel like she needs him and cannot leave him) and as such women will quickly develop resentment and anger towards him.

A woman with any experience with men will not easily fall for jerks and arrogant assholes which is why it is important to exercise all three of the desired traits.

In fact there is a delicate balance between the 3 traits. Not only is there a balance, the balance changes as the interaction progresses. This is a very powerful secret that not only do most men not know, most people don’t know.

During the beginning of the interaction the most important trait is strength, demonstrated by confidence and leading. During this stage a man should not focus on explicitly demonstrating character. However, it is very important to remember that “courtesy is not weakness”; do not explicitly avoid common courtesy and etiquette as an attempt to demonstrate strength and not look weak. Courtesy is not weakness unless it is done to

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impress or get something from a woman. Women can sniff out insincerity and view it as a weakness. I call this Nice Guy manipulation, which is equally as unattractive as the bad boy. Confidence is doing something because you want to, not because you believe it will get you something.

The reason why you see so many cocky, jerk guys getting the girl is because these cocky, asshole types believe that they are awesome. They respect themselves, go after what they want and don't put themselves down. It is this belief and this drive that gives them success, not their jerkiness.

Behaviors, qualities, internal calm, these things are learnable.

The first step to doing that is learning about yourself and strengthening your belief in yourself; believing you are awesome and recognizing your value. Self-understanding, drilling down your intention, discovering and building up your fundamental values, all these things lead to gaining mastery of your inner state allowing you to quiet the inner noise and achieve internal calm. Drilling down your intention is an especially important one, if you don't know what you want, you will never know if you truly have it. I believe that the more clear on who you are and what you want, the easier it is to get what you want.

The second step involves putting your newfound purpose to practice. The only way to get what you want is by asking for it, aka going out and practicing. If you're waiting for things like money, power, women – anything - to come to you, you're going to be waiting a long time.

Women want action, they want leadership; they are attracted to men who recognize their own worth and who go after what they want without question. Even if they're fat, bald or poor. Women want a strong man who has good character and value. Not someone who puts himself down.

So this week is all about you. We are going to dive deep into the core of who you are, achieve self-understanding for you, then eliminate negative thinking and replace it with positive thinking that's going to be attractive to all women from very far away.

How are we going to do this?

Below this video you will find two workbooks, download them both:

The first workbook IT'S TIME TO TURN YOURSELF ON! Is about discovering your attractive qualities and developing your boundaries with women. Your rule book so to speak.

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The second workbook, DISCOVER YOUR VALUES & OWN THEM will help you to get clearer on who you are, what you value and what you want.

All workbooks are for you not for me. You are welcome to share it with me but I do not want you to alter any of your answers for my benefit. Complete both by the end of the week.

There is also another document that has many of the inner game exercises that I give to my private clients AND that I have done myself when I used to have approach anxiety, social phobia's and lack of confidence with women.

For the purpose of this program, I call them the GOYB Exercises (Get Off Your Butt). These will help you follow my rule that states for every hour of reading, you must have two hours in the real world putting the information to practice.

The GOYB re-framing exercise will help you learn how to reframe how you speak to yourself and about yourself. Having self-respect and understanding your value is the key to attraction.

Your goal is to do all of these GOYB exercises this week and to continue doing them throughout this course.

And remember, there is no right or wrong answer. I've heard it all and seen it all. For goodness sake I have hung out in a world of male Pick Up Artists and seduction gurus for a decade. Trust me when I say there is no judgment.

Most important is remember to have fun! If you get frustrated write me, if you have a question write me, if you have a success or an "ah-ha" moment write me.

Speak to you soon ;-)



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