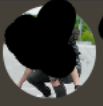


Some words from my students and the guys I've worked with...



Yesterday at 5:33 PM

@Dale Valor has me using more voice messages and I have to say if you want to improve your speech/ tone that's a great way to do it and or reaching out to Dale. When you force yourself to relisten to yourself, and YES ITS GODAWFUL TO HEAR YOUR OWN VOICE, FIGHT THROUGH IT IF THIS IS A PROBLEM FOR YOU, you realize you can slow down and stutter less. Record videos, make tiktoks, a podcast even if it isn't that serious, send voice messages, whatever. I just know I'm more clear when I go back over and over with a video/audio/whatever UNTIL I sound clear and confident. I need to put aside time to re listen to myself to improve weekly, might be a good idea for others to do the same.



05/08/2023 10:10 PM

I was just in the call with **@Dale Valor** His advice created an inverse perspective to the way I've normally approached interaction. "What someone thinks about you is none of your business. Do you really want other people all up in your head knowing your thoughts?" I love it.



Yesterday at 6:57 PM

Had a great call with [@Dale Valor](#) today. He gave me a new mindset when going to strip clubs. I went out last night and prevailed. He told me to sit at the bar, and let the girls come by. They are going to ask you to pay and you say no. And not feel guilty about it. I said about eight NOs last night and it was hard, but it's important to maintain healthy boundaries



Yesterday at 11:39 AM

[#wins](#) Last week did 3 cold approaches during the day (probably more than I did all last year). I'm working my way out of my shell. I got home and took notes after each. Name, location. opener, where I feel things got stuck. Between that and reading posts on this channel, I'm gaining momentum, motivation and confidence. Working with [@Dale Valor](#) on inner game on his last 2 calls has been great and can't wait to attend his bootcamp in Austin May 12-14. Now about to go see who's at the farmers market and the gym.. cheers



Today at 11:06 AM

had a great class with [@Dale Valor](#) yesterday. I loved the sentence "Pattern needs to be broken in order to have a breakthrough" which resonated with me a lot as I can see sometimes the same patterns repeat.

I sometimes struggle with the 1st 5-10 minutes of an interaction on the date. [@Dale Valor](#) told me to get to the venue 30 minutes early and talk to the people around me (warming up socially) and so when I see her I am already hitting the ground running. When she sees you it's good to have social proof where I am talking to people.

And I should already have lined up a story to tell that starts with "You are not gonna believe this" or "you are not gonna believe what just happened" or "That reminds me" or " I was going to tell you about this" instead of starting "Hey, how's your day been?", etc



13h • 



Just got done with a hypnosis session with [Dale Valor](#). I can't explain in words how different I feel about myself and life in general. My first comment after I got out of hypnosis was "man my face looks better" lol. Looks like the self esteem part is working for sure. I wanna thank Dale and modern flirting for providing way more value than they charge 🙏 Highly recommend getting a session with Dale.



Today at 11:47 AM

Dale:

He was crucial to me, when I had my little breakdown it felt good to get back to someone and talk. I had a lot of conversations with him that helped me understand certain things.

He also gave great advice all the time and was was 100% present all the time, I feel like even more than you. I really appreciated that he tried to stay at one spot at the clubs and let everyone know so everybody can get back to him if they needed something which, I think was of huge value and I know people took advantage of this. His mission was to be there for everybody at any point and time and I could feel that.

Sometimes he talks gives advice before you finished explaining, but thats just because he is super eager to help... and because I never shut up.





Today at 1:32 PM

I don't think I have anything bad to say per se, you guys did really well. I like how you gave us detailed feedback on previous nights, it felt like I was watching a play-by-play sports analysis. I've never seen game broken down like that before, that was very cool. This was also my first "bootcamp" of any kind I believe. Dale helped me a lot on individual questions and doubts I had throughout the weekend, and was a cool friend as well. Kosmo mostly challenged me especially when I was in a vulnerable state, but I think that helped out as well... made me realize how I can be a better student (edited)



Yesterday at 2:19 PM

Had a great one on one meeting with [@Dale Valor](#) today. Our conversation was a bit heavy but Dale was able to help me with his real world experience. I left that call with actionable advice and an experienced perspective. Couldn't ask for anything more.



Emilio Mendibala 03/14/2023 12:11 PM

Yesterday in [@Dale Valor](#) call, we talked about controlling what you can control and stoicism mindsets. I wanted to share this video that jam packs stoicism ideas in a brief video - SUPER HELPFUL FOR INNER GAME AND JUST LIFE!!

t Today at 3:58 PM

@Jared psych Laurence : Jared helped me tremendously with my inner monologue when I got introspective during nightgame. He told me that whatever worst thing I am imagining, actual reality is far better. He made me realize that I have a lot of good energy to give and I need to channel my charm and masculine energy in my interactions. Immediately after, I approach a set that ended up being my best one of the night. We talked for 10 mins and set up a date for the next day. Thanks to Jared for organizing the immersion, this weekend literally changed my life and mindset regarding my inner monologue and how I view potential social interactions.

Kosmo: Kosmo is the ultimate magnet in social situations. The main reason for this immersion for me was to observe him during nightgame so I can learn. He kept pushing me to do sets even when I didn't feel like it and his energy rubbed off on me in all the right ways. His pre-game talk regarding fixing my inner monologue went a long way in setting me up for success. Kosmo is the ultimate social circle king!

Dale: Dale is amazing at analyzing inner game issues, he's the best at this! He helped me understand why I was feeling down at a certain point during nightgame and he encouraged me to show off my authentic self and not be so tied to the outcomes. When I thought a set wasn't going well, he pushed me to keep going and I ended up talking to the girl for 20 mins and we got to know each other.



Yesterday at 10:21 PM

Man I am so glad I attended dales Class tonight. [@Dale Valor](#) is one of the best coaches to step into my life. He brought some really good nuggets. For example he taught us that envy and jealousy doesn't do any good if your jealous of someone who is better tan you than befriend them and Collaborate. Also he Stated Stop being negative Staart seeing the positive in everything and also dont let your lack of progress let you down. Try and take your lofty goals and break them down to micro goals as kind of like check pints to your ultimate goal in life. Till next time folks...



Today at 1:05 AM

Just did an inner game session with the one and only [@Dale Valor](#) earlier this evening....wow! We discussed building off our respective shaman experiences, how to fight off retreating to old behaviors, imposter syndrome, and he managed to frame the discussion to having me dialogue with myself and answer questions/observe myself on my own. I loved how he framed the MF skill set as being a complement to the inner game once it starts to become involuntary. Highly recommend working with Dale if you feel the need!



[Redacted] Today at 7:02 AM

Man [@Dale Valor](#) class last night was so 🔥🔥🔥
🔥! I so look forward to class on Monday night!
Last night Dale talked about switching up your
routine and saying it's ok to go out and have fun
without a wingman cause who knows you may have
the best time of your life! Also he told me to know
what I want and then it will make it easier to know
the outcome! I've been struggling with dating and if I
find a outcome it will be easier. I must say despite
the dud dates at least I'm going on dates so that's a
win! Thanks Dale for the awesome classes every
Monday night! I'm glad your one of my coaches!



[Redacted] Today at 11:30 AM

Had a great 1-on-1 with [@Dale Valor](#) about some
insecurities I have for the last few years. I felt very
vulnerable facing them and if I do not, it will only
prolong my journey to become better person. I love
what he told me during our call which is 'if I make it
a big deal, it's gonna be a big deal'. Thanks Dale for
being patient and understanding



[Redacted] Yesterday at 12:52 PM

Just sat through a sales pitch for someone's SEO services. First time ever I intentionally & directly said "no" (instead of giving a series of excuses or ghosting). Shout out to [@Dale Valor](#) for our work around inner game.

Now there's an unbelievable amount of testosterone coursing through my veins and i have the urge to do deadlifts. 100%, without a doubt, If i was a random 10 walking down the street, I would totally cold approach Blair and ask to have his children.



[Redacted] Today at 7:47 AM

[@Dale Valor](#) I practiced some of the basic aspects of your Wizardry of Words bootcamp during cold approaches this week (trying to finally transition to Orange belt). and moving along the Attraction Ladder. . M-f-cker was that stuff powerful! 🔥 I also had the confidence of having a set of go-to techniques in any situation that might unfold. It made cold approach more fun and immediately more effective. Watching the bootcamp again is near the top of my to-do list. Thank you! (edited)



Today at 2:16 AM

@Dale Valor delivered. An astonishing virtual bootcamp focused on verbal techniques throughout the rungs of the Attraction Ladder. Given the large number of approaches needed to reach Orange Belt, I feel fully equipped to practice some of these techniques during cold approaches. Most valuable of all was Dale's consistent ability to break down the concepts behind various techniques so that they can be operationally practiced and honed to level up our skill sets in almost any situation along the Attraction Ladder. He's also a naturally gifted teacher so the material covered was not only invaluable but also accessible. The techniques (the Cube, Palm Read, 9 pennies, soul gazing, Rings, NLP,, etc) are mind-blowing. Great bootcamp! Recommend strongly if he ever does one again.



Yesterday at 10:18 PM

Great call with **@Dale Valor** as always he covers questions with great energy and humor and obv excellent information. This time he broke down for my a bit better my inner game of working on escalation and leading which i found is a massive sticking point for me and inner game thing . Highly appreciate it bro. And i got a LOT of work to do on that from . Dont miss Dales calls . Its good money !



Yesterday at 6:12 PM

If you want to get in touch with your inner Tiger and make him both purr and roar, you have to go to [@Dale Valor](#) Inner Game Bootcamp. Massive gains on the outside and inside. It's true, I walk and have the body language of a pimp now!! All the inner game work subtly primes you for the inner catharsis I experienced today. Much indebted to Dale. Be free Tiger. Be free.

👍 3 🏆 3 🔥 4 ❤️ 4 😊+



Yesterday at 12:51 PM

Yoo! Giving a shoutout to [@Dale Valor](#) !! I got off a one on one earlier this morning. And he helped me understand and "logisize" (i know its not a word) a HUGE life decision i am about to make. Big thank you for that. Its making more sense now then before as to what this really means for me and how i have to make decisions for myself, for the growth, adventure, and experience . As well as not stress about the few negatives i percieve . One thing i def gonna remember is if the decision makes you nervous its most likely the correct one and one that will offer the most growth in the long run. Im gonna stick with that mindset. And looking forward to new adventures.Changes coming .



[Redacted Name] Yesterday at 5:39 PM

Great session with Dale today. We discussed those areas where we each have sticking points and ran through a few scenarios to address those sticking points. As a logical thinker, these scenarios are very valuable for me to observe my own behavior and how it can be tweaked to improve the dialog between myself and a women. Dale is a great listener with in-depth experience in several scenarios and is eager to share his knowledge and suggestions with the other brothers. A must- have class for me. Thanks Bro! 🙌🔥



Your advice helped me get married, you deserve it!

22h **Love** Reply


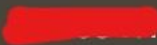
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Dale Valor  Wow! That's AWES...



 Dale ValorDale Valor haha i dr...

  Yesterday at 9:38 PM

Had a fantastic 1:1 today with [@Dale Valor](#) !! Helping me get out of my own damn head. Struggled with anxiety for a good part of my life and it def translates into a social and cold approach aspect. Some of his own experiences resonated with me... but learning to treat a cold approach like SHE is the one under the magnifying glass, not ME... Should have been that way all along.

Once I've gained some interest in a girl, texting is another challenge for me. An eagerness to communicate shows up. He put it pretty simple... Texting is a minefield. One wrong move and it can blow up in your face. Which has certainly happened to me... Lots more notes too... hit him up if you haven't. Great takeaways today! 👊 (edited)



er Yesterday at 9:22 AM

Dale's inner game class last night was great. Talked about a lot that resonated with me. He talked about shaking things up a little bit, maybe going to different places if you're in a bit of a funk, which is something that I've thought about for a while. He also talked about how thoughts are just suggestions, just as anyone giving advice on a situation is a suggestion, it's up to you as to how much weight that holds with you and how much it determines your actions. I watched a bit of the replay again and I had a realization. When I'm on my own, I often let my thoughts influence how I act a little more heavily, but I do have the ability to do exactly what Dale is saying, because there are other instances that I can have these thoughts and then still carry out whatever it is I need to do no problem. It's gonna take some time generalizing this mindset across more and more situations, but it shows that I can do it. Thanks [@Dale Valor](#)

Aug 31, 2022 4:13 PM

Thanks a lot [@Dale Valor](#) for staying extra on his call last night to answer my questions on inner game. I've had some frustrations lately with respect to online dating and how fickle some girls can be, and was flaked on last night. Honestly it was one of those moments where I had to tell myself get the quitting thoughts out of your head because you're emotional right now. I hopped on Dale's call and he gave me good advice and told me it's okay to be frustrated, but that we need to keep going and being needy in the program and learning. He helped me turn my results oriented disappointment into a process oriented lesson. Moving forward, I'll emphasize more "protector of loved ones" qualities before pushing for a date. Dale also talked to me about going out solo versus with a wing and why it doesn't make or break YOU, and why you should still push yourself to grow. Super important to warm up.



2



2



2



2



2





██████████ Yesterday at 8:05 AM

[@Dale Valor](#) class last night was so 🔥! He talked about reframing your narrative to a more positive one! Inner game classes are where it's at it may not be sexy as approaching women... however it's the key to being Clark Kent and be invincible to all shit that rolls your way! Fuck the approaches right now cause when you display your personality and solid inner game people will WANT to be near you! That's why I'm focusing on inner game first! Till next time friends





I just wanna offer my GRATITUDE Towards [Dale Valor](#) and his AWESOME style of giving advice.

We had our second coaching session last night, and just like the first one I left the call with a refined prospective on dating -- The VALUE he gives in his calls is ASTRONOMICAL!!

There were so many things i learned, but I will tell you just one of them. It's that your ex may fall under a certain "type" of girl, maybe shes a hipster artist type, or a party girl, or whatever type she is -- and you may love that type, but whenever you meet other girls of that type, do your BEST to avoid comparing them to your ex! It's a toxic mindset for you because you will never be satisfied and it hurts the girl too because she will never live up to your expectations.

Instead, you should accept the women as she is, and compare her to your ideal women. Compare her physical and mental traits to the ideal you have for yourself -- avoid comparing her directly to another real girl. Then, take the good traits she has, and appreciate them, since that's what you like.

If you can afford Dale Valor's coaching sessions.



Modern Valor Dating



Hi everyone! Nice meeting all the members here, I'm not new to this group I'm here for a while now maybe for a year now? I can't really remember but here what it is. When I joined here on this page, I was so heart broken because of the failed relationship that I had with my last girlfriend, I was not sure how to build and gain confidence as well, right now I still don't have those (lol) but what I did was had a little faith. Yeah it's not easy to go outside of our comfort zone when we know worse things are going to happen everytime we do that. I had a little faith in reading all the post here, all the comments as well, the reason I did that is because I knew that someone who had the same issue as me is on this page and wanted to express himself. [Dale Valor](#) I don't know you personally but bruh you rock as in legit. Thank you for doing this to the guys, you truly got yah boys back all the time 👍. Right now I'm happy with the woman that I'm with, she is great humble kind and truly amazingly beautiful in her own way, thanks to this group/page of amazing people I gained my will of trust in myself again and I've learned to keep a small amount of love for yourself if things won't work out for the future. Guys we do have each other's back just hit us up dm's or tag us in the comment section so that we can sort things out. Stay safe guys be healthy and good luck to our dating lives 🙏



Active Now



10:57 AM

Hi Dale, [redacted] here! I just wanna say thanks haha for your posts and insights you have shared in the fb group. I was really trapped and had a lot of self doubts and fear... but your content really helped me, the one where you shared your story, I went through similar stages. I may not know what you've been through entirely, but I know it wasn't easy for you Dale. Currently I am in my final year in College and I have started finally approaching girls. If not for you, It wouldn't be smoother (and more fun)!



11:19 AM

Thanks so much for sending this over. Made my day homie!





[Redacted]

Mar 11, 2022 1:51 PM

Hey yall. I just had a one on one with Dale. [@Dale Valor](#) He is great with the negativity feeling stuff. Highly recommend one on ones with Dale if yall feeling negative over situations/events. Very good call. Lots of specifics!!👉 (edited)



[Redacted]

Yesterday at 9:56 AM

Great Negative Thoughts Reframe with [@Dale Valor](#) Wednesday night where he focused on time management and reorganizing one's life for less stress, eliminate distractions and a more efficient schedule. I found the information about ninety-sixty's very interesting and will apply it to my life immediately. Equally impressive were the Body Language and Tonality exercises. Thank you [@Dale Valor](#) for a great meeting



[Redacted]

Yesterday at 5:06 PM

Just had a 1 on 1 with [@Dale Valor](#). He tailored a custom plan for me and my current problems that I'm dealing with and led me to realize a few things about myself. Definitely recommend a 1 on 1 with this genius. He truly cares and here to help and I felt like someone is there to fully listen to what I have to say🔥







 Yesterday at 9:34 PM

@Dale Valor Shouts out to Dale gave me some great feedback and advice around my inner game. He gave me specific reasons on why to stop and how to doubting myself. An exercise to do to feeling like the most confident version of myself. On top of that helped me get more clear on what type of leader I want to continue on being.



 Yesterday at 10:33 PM

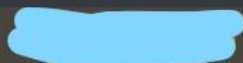
Big thanks to **@Dale Valor** for going over what I think is one of if not the most important aspects of the game, which is your self-image, self-worth/esteem, and personal belief system. He gave us some tips on how to correct the negative beliefs we carry about ourselves and went over the importance of having mentors. He also suggested that we try to be mentors to those who may not have as much experience as us because it actually speeds up your own development, which I thought was interesting. Thanks again for the call Dale, always looking forward to the next one bro. 👍

 Aug 16, 2022 7:12 PM

Going to continue the flood of reviews for [@Dale Valor](#) and [@Jamie Date](#) Boot Camp because it was fucking EPIC 🤔👍🎉🎊

First off, Dale and Jamie as a coach duo was hands-down the best immersion Boot Camp experience that I've ever had! They complement each other very well and I personally really liked their coaching style. Both were infield with the students, giving immediate feedback and advice to any issues or questions we had for the weekend. Dale is clearly an expert, providing clear methods, techniques, and mindsets for any situation and how to improve our game. I really liked how he would NOT allow me to get comfortable and kept pushing me to take things further, regardless of whatever rung I'm working on. Jamie is the best wing woman that I've ever seen, showing us in real time the value that friends that are girls can do for your sets when you're out, which I know Jared and Kosmo talk about implementing in all aspects of game. As she says herself, Jamie is a walking vibe 🥰 and her perspective when it comes to this stuff is simply unmatched.





Yesterday at 4:41 PM

Shout out to Dale on his talk yesterday about how our Egos are ruining our game. He reminded us to not be afraid or ashamed to fail and even challenged us to go out 5 times this week and approach with the sole intention of failing to help us get accustomed to it. I love going to his calls because he addresses the mental roadblocks I have that hold me back from reaching my full potential and if you feel like you struggle with certain negative mindsets, then you should be attending too.

Thanks for the call @Dale Valor 🙏



2h • 



Wanted to give a shout out to Dale Valor

Did a 1 on 1 with him the last twelve weeks. Was very skeptical on doing so but figured 2022 was the year I needed to make changes and invest in myself. I am glad I did!!

I think I am naturally an extrovert, but have grown to become shy these recent years and not being able to show off my personality. Dale gave me ideas on how to start, create, but also transition conversation if it starts slowing down(my biggest obstacles). Utilizing Statements were key. It is not what you say, but how you say it.

You can tell Dale is passionate about this. He put alot of time in to help me and I am very thankful. We even went out a few times during the day and night. Was able to see my weaknesses but also my strengths from a different perspective.

I have all the tools I need to create the life I deserve. I am making progress and will continue to practice and get better. Thanks Dale

Just remember, take a leap of faith and what Wayne Gretzky said, "You miss 100% of the shots you don't take".



[Redacted] Apr 5, 2022 10:40 PM

another awesome class! by [@Dale Valor](#) he went over negative thoughts that hold us back. basically we frame can frame our lives negatively, by thinking we are introverted or bad at social communication we make that an aspect of our lives and it holds us back. I definitely feel stronger and look forward to his next class! thanks Dale!



[Redacted] Today at 1:13 PM

Just wanted to give a shout out to [@Dale Valor](#), as I really enjoyed his Tuesday night class. His ideas about valuing yourself, not comparing yourself to others, and giving yourself permission to know that you can add value to anybody else's life were gold. Going to concentrate on complimenting others when I am out at my concerts this weekend.



[Redacted]



17h •

Just finished up a boot camp in Detroit with [Dale Valor](#) amazing teacher and great guy he's a really knowledgeable mentor and is super dedicated to his students he helped me find a lot of my sticking point and level up my game I feel like I cut 6 months of my journey thanks Dale!!!!

May 27, 2022 7:32 PM

Just finished up a one-on-one call with [@Dale Valor](#) about some issues I was afraid might be leading me to self sabotage. He helped me see those from a different perspective which cleared up some misconceptions I'd been carrying around for a long time. Thanks Dale for the talk.

Jun 19, 2022 7:59 PM

My BIGGEST WIN THIS WEEKEND.

I didn't realize till literally 5 mins before the retreat was done.

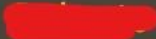
But one of biggest lack of my results was inconsistent confidence.

and thank you to [@Dale Valor](#) he helped me speak louder and embrace my voice which helped boost my confidence literally within minutes.

 11





 Yesterday at 11:36 PM

I want to give a shout out to [@Dale Valor](#) He just gave me a ton of advice to help me come out of my shell and boost my conversation skills. I am truly thankful for him assisting me in identifying that me trying to fast talk could come off as low value when I tell my stories. this is a bad habit I developed over time. I truly think these changes will tweak my game significantly. I will work on conversational threads, adding emotion to my stories and just talking slower. I really appreciate you.

By the way I got so much out of your approach class replay. Your value and vibe is so encouraging. Ive done 10 directional approaches in 2 days. I've learnt from you that the time constraint and reason for approaching gets any girls or groups attention. You're an absolute legend Dale!





 Yesterday at 10:11 PM

[@Dale Valor](#) always over here spitting that hot fire! Anxiety is real, but you have to make a separation. My notes tonight include "I am here to give value, not take it", "Start the night by thinking about what could go right, not what could go wrong." , and give a compliment that she wouldn't normally get like "you know you have really good eye contact, its not too often that i meet a girl who does." Even if its not necessarily true, she will try to live up to that standard. P.S. Fuck you Worm Tounge!



 Yesterday at 11:31 PM

Had a banger of a 1 on 1 with [@Dale Valor](#) where we covered the topics of boundaries, discovering your intrinsic value and the basis of negotiation.

This 1 on 1 came at a time where I'm making shifts in my career and working through Anger issues. I knew I needed to reflect on my boundaries & communication, though I was missing a sense of conceptualization. In typical Dale fashion, he used powerful storytelling to make this concept easy to understand.



Yesterday at 11:21 AM

Shouts out to [@Dale Valor](#)

OMG!!!!!! 🤯😳

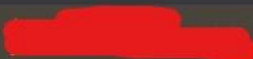
He wowed me.

I had no clue I'd get soo much value from the convo I had with him.

We covers scheduling in depth

The reason I wanna get better with dating and socializing in depth.

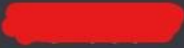
What that did for me is provide the clarity and urgency to start taking action and not settle for who I was yesterday ❤️❤️



Yesterday at 10:14 PM

Dale Valor's class takeaways 🔑✅🔥

[@Dale Valor](#) class today we really dove into owning insecurities, and how to overcome any challenges you may have with your self esteem, or social situations. It really did open me up to feeling more comfortable with myself especially when in social situations and ways to improve self confidence! At the end of the day the main thing I learnt from this call is to not be too harsh on yourself because we are all human, especially good looking women!



Jul 10, 2022 3:05 PM

Just had a 1:1 with dale. It was exactly what I needed. Helped me get my mind in a better place. We broke down some of my interactions and dates and discussed how to improve them. A big thing we went over was being true to your masculine self and desires and about being unafraid to express that to a woman outcome be damned. In fact how more often then not they will respect you more for it



Aug 2, 2022 10:26 PM


SHOUT OUT TO [@Dale Valor](#) FOR AN AMAZING CLASS. One of my biggest struggles has been not being able to validate myself. He gave me insight on how to do it and also opened my mind up to the idea that I don't appreciate my accomplishments because I let the grind and hustle outshine it. While I take pride in my hustle I also need to take some time to reflect on my own accomplishments.



I have done a bootcamp with Dale and his actual skills blew me away. That's nothing compared to how he breaks down everything in simple chunks and makes sure he helps you do the same moves with ease. It was like being in a movie when every girl he talked to just immediately seemed to fall into a trance and was willing to be led. All this stuff looks cool on videos but when you see it happening in real life, it just changes your reality, and when you have a coach that makes you do these things you're never the same again. Thank you [Dale Valor](#)

19h **Love** Reply

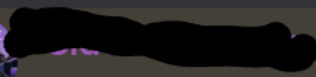
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 Today at 10:29 AM

#wins Love me a good early Saturday gym session. After exchanging contacts with a social connector - from Jared's 3rd YouTube video just released (plays volleyball frequently so that'll be a solid way to expand social circle), I approached a really cute and fit girl with very little hesitation. I won't say zero hesitation, but after watching **@Jared psych Laurence**'s first of 5 YouTube videos that he released last week, I quickly turned approach anxiety to approach excitement. We chatted for several minutes and the end result is she's going to a pool party with me in a few hours. Everything was on point that I learned from **@Dale Valor** in Austin. Body language, voice volume, expressiveness, tonality, eye contact. Also made sure to show equal or less than investment.

For those who haven't watched Jared's first 3 YouTube videos, I HIGHLY recommend! I've listened to each once in the car and now I'm watching the 1st one again with note taking.

#cheers to the weekend wins!



Yesterday at 5:07 PM

Had a great call with [@Dale Valor](#) on Friday on we talked about the rough patches I had in my game and he reminded to just keep on going and having a great attitude that I'm going out and despite failures I've been going out. We talked about masculinity and spend time doing stuff which are highly masculine so I can shift my mind towards being dominant and making my presence felt.

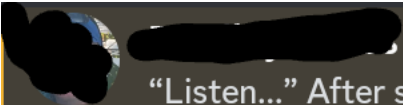
It always great to have someone in your corner to remind you that you are making progress and not to give up on yourself. Also appreciate the call he gave yesterday just to check on me to make sure I'm doing well 🔥 (edited)



Yesterday at 10:57 PM

Huge win for me... I approached the girl at the gym again whom I have a huge crush on, she rejected me again, and this time it didn't affect me AT ALL... 0%. This is a huge win. I was absolutely crushed when I have shot my shot a few times before over the last year, when she rejected me each time.

Inner work works, guys... Hit up [@Gor Sargsyan](#) or [@Dale Valor](#) especially if you need some guidance about inner work you can do, their insights have really helped me so far.



Yesterday at 9:22 AM

“Listen...” After soaking in all that I got out of [@Dale Valor](#) inner game bootcamp this weekend, I can say without a doubt that my confidence is higher, I have released a great deal of anxiety as well as other negative emotions that have been limiting my potential. Driving home from the airport, I found myself jamming to the music much more than normal with a level of freedom I haven't felt in years and with a slight natural grin on my face for no particular reason.

The ‘experience’ with [@Zachary Paul](#) was truly enlightening and just like he said, it's hard to describe. I would highly recommend it for anyone holding on to something they want to let go of. Coupled with the hypnosis from Dale, there has been a positive shift in my mindset about myself, my world, and my interactions with others. Dale is great at addressing specific issues someone is dealing with and giving exercises as well as examples for how to improve those issues.

06/05/2023 10:16 PM

Thanks [@Dale Valor](#) for the inner game class, helped me get over limiting beliefs about attracting and pulling hotter women same night. Used to think average looking women (to me), were easy to pull same night and hot women need to time to bake so I need to setup dates with them or bring them in social circle before I can have any chance. Eyes opened that the hotter women can also be pulled same night and if anything what is stopping me is my own self-image of my value. (edited)

Yesterday at 11:40 PM

#shoutout to [@Dale Valor](#) for getting my mind right once again (6/5). Been kinda MIA for a month or so and I really did miss the inner game calls.

I asked Dale how I can stop being so affected by other people's reactions and behavior towards me.

I haven't been getting the maximum amount of approaches in because I've been way too picky lately, Dale told us why that is and how to fix it.

I have also been doing half ass approaches sometimes because I have been judging a girl's attractiveness before I go in and that has been having a negative effect on my energy going in when I don't find the girls attractive.

Dale chopped this all down to one thing...FUN. I think most of us suffer from some of the things he addressed in class, absolutely worth a watch and rewatch. Thanks Dale! You got me excited for the weekend man!



[Redacted]

Dale Valor wanted to say, i follow a few people like you, and while you all know your stuff, i follow you guys more for the positive reinforcement of a positive mindset than anything else really, but from that aspect you are the best. You're charismatic, which is true of most that are good with people, but i cant help but feel confident in what i am capable of accomplishing just from hearing the level of confidence you have. Ty.

19h Love Reply



Dale Valor

[Redacted] Wow man, thanks so much! You literally made my day with that! 💪

17h Like Reply



Dale Valor np. Just tellin it like it is

16h Love Reply



INNER GAME

*How To Get A Handle On
Your Dating Life By Fixing
The Relationship You Have
With You...*

DALE VALOR

Co-written with Mike Begalme

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A Few Parting Words... For Now...

INTRODUCTION: ***A WORD FROM THE AUTHOR***

I get asked often "What is inner game??" and the way I define it is **THE RELATIONSHIP YOU HAVE WITH YOURSELF.**

If you ever listened to or watched my podcast you know what's coming next... "If the relationship with yourself sucks how can you expect any of the relationships in your life to be healthy? It all comes down to health, wealth and relationships, and in each of those you have relationships. Doesn't it make sense for them to be as strong as possible?"

Guys often find this space of dating advice and "game" to better their success with women but much like myself when I found it it shines a big spotlight on all your weaknesses, limiting beliefs, self sabotage and how you feel about yourself. I often say "Guys get into this to be better with women and stay to be better with themselves.". I was no exception to this. I fell down a rabbit hole of self-improvement that I'm still falling down to this very day.

I always struggled with women but somehow and someday I found a girlfriend and married in October of 2001. Around 2006 I was listening to a local radio talk show and the person they were interviewing was talking about concepts inside of interactions with women that were blowing my mind. Things like negs, playful teasing, showing your intrinsic value, and flirting were all very foreign to me. I was having epiphanies left and right but what good would they do me? I was married after all.

As luck would have it a month or so after hearing that interview my wife came out to me as being bisexual and she wanted to explore this and date other women. She also expressed to me that she didn't think it was fair for her to date outside of our relationship but I

couldn't so we decided to have an open relationship. So I had a second chance at having a dating life.

I sat down at my computer and googled "How to flirt with women" and after scrolling around a bit I stumbled upon a message board with a lot of the same vernacular that I had heard on the previously mentioned radio show. From there I went out and practiced, practiced and practiced some more. It took several years of bumping my head and making a lot of mistakes before I became, what I'd consider, pretty good at the skillset of attracting women.

One of the pillars of "game" that I needed to work on the most was inner game. Everything in this book is something that I've struggled with at one time or another to a large degree. I had zero confidence in myself and didn't particularly like myself all that much but after many years of hard work, studying, and taking action my mindset started to shift. The things that I struggled with most I wanted to highlight in this book because after the years of coaching I've done it's clear I wasn't the only one struggling with poor mindsets.

As the inner game coach at Modern Flirting it's been my pleasure and rewarding to see so many guys level up their inner game based on the concepts we're going to talk about in this book. Ultimately it's up to you and the work you put in but at a minimum you can never say you've never been told how to fix the inner game issues you struggle with.

You're literally holding a framework that can improve every area of your life.

How to Read This Book...

I imagine there will be some reviewers or people leaving social media comments saying this book is too simplistic and I'm not taking trauma or mental illness seriously enough. I can also assume it'll come across as just another "pop psychology" book in a long list of many before it to others. Here's the thing, I'm a big believer in Occam's Razor. For those that don't know, Occam's Razor means that the simplest answer is usually the right answer. Obviously, it shouldn't be too simplistic but with enough will and hard work the themes in this book can change your life.

When you start on a journey like this you'll likely get some blowback from friends and family in your life. You'd like to think that those are the exact people that would have your back but many won't. Jesus Christ said once "A prophet isn't respected in his hometown."

Why?

It's because your improvement shines a big spotlight on their lack of growth. It makes them feel guilty for their own lack of improvement. They'll likely tell you things like "That isn't you" or "You're not being yourself". If you hear that, take solace that you're on the right path. Don't buy into their nonsense and keep doing you.

Take as long as you need to to read this book. It's not a race to the end just to say you've read another book. This was written to be as impactful as possible to you and to be something you can carry with you for the rest of your life. It's a resource you can always come back to as a reminder in some of the areas of your life that needs work.

Most importantly...

DO THE EXERCISES IN THE ACTION STEPS!!

This is where the actual change happens. It does you little good to have a head full of knowledge without action. Wisdom is knowledge in action. Most people gloss right over the action steps and wonder why their life hasn't changed. That's like watching a workout video without doing the exercises and wondering why you haven't lost weight.

I'm excited and can't wait to see the changes in your inner game and would love for you to share them with me...

modernvalordating@gmail.com

Let's get busy!

Section I

Self-Esteem

Do you like yourself? If you weren't you would you be friends with you? If you were a girl would you date you?

We all have things we don't like about ourselves. Some of those things are fixable and some, maybe not so much. But at the end of the day, how you feel about yourself can and will play a huge factor on how successful or not you'll be.

In this section, we'll be discussing several themes...

Changing Your Physiology

Finding And Defining Your Purpose

Recognizing Your Intrinsic Value

Knowing What You Want

Writing Your Story

Communicating Your Value

Self Acceptance

Your Mindset

Don't you think it's high time you had a real grasp on who you are and have a solid relationship with you?

Yeah, me too...

Chapter 1

I'm John

*“You're not your job, you're not how much money you have in the bank, you're not the car you drive, you're not the contents of your wallet,
you're not your fucking khakis...”*

- Tyler Durden (Fight Club)

Success Story

Overwhelmingly in most cases, parents want what's best for their children. They have all the best intentions in the world. But that intent doesn't necessarily align with the child's (in this case, son's) dreams of what the future version of him will develop into. His parents want him to live safely and set himself up for a financially successful future. However, the son wants that to happen but on his terms.

It's a tale as old as time...

Enter Raj, the highly intelligent but socially awkward young man that is a walking stereotype. You see, Raj's culture is very family structured and orientated. And while, of course, there's nothing wrong with that inherently, for Raj, it was suffocating.

He felt like his life had been preordained since birth like he was some religious figure from ancient scriptures. In his formative years, social media was coming into its own and he could see a life bigger than his parents had planned for him. One with excitement, intrigue, and adventure...

When Raj came to me he told me his story. He wanted a life, he wanted acceptance, a social circle. But more than anything else...

He wanted a girlfriend (even though his parents had already started the process of picking a wife for him).

After he told me what his goals were I asked him a simple question “Raj, Have you ever made a major life decision on your own?”

He was nervously looking at the floor with noticeable discomfort. And I could feel the unspoken embarrassment and shame as he stammered through saying “W-working with y-you is my first one.”

After hearing these words I looked him straight in the eyes and told him “Brother, we can’t go for what you want until you know who YOU are in your own definition. Not your parents, not your friends, classmates, or anybody else.”

If I asked him back when he first started working together “Who are you?”.

He would have painfully struggled through saying his name “R-raj” probably staring at his shoes while doing it.

Flashforward to today, if you asked him that question he would tell you without any hints of a stutter “I’m a man that’s passionate, assertive, and goes after what he wants.” I should know because I called to ask him this question five minutes before writing this chapter of the book.

He’s not lying either. Within three years he’s turned himself into a top-performing real estate agent, does stand-up comedy (his bit doing Indian impersonations of American celebrities is hilarious), and has a girlfriend that is not only stunning but they routinely bring other women into the bedroom to join them!

Reference Point

What's the medium that you're reading this right now? Odds are it's electronically. You hold more power in your hands right now than

all the computing power it took to put a man on the moon. However, it has one major flaw. Every night or so, you must take the time to plug it in. Without that current of power charging its battery it's only a matter of time until the device lay lifeless.

It's something that we take for granted almost like water or air until we need it. Electricity is always there to give our phones the life we want them to have. More aptly put, the life we want to have. To feel that connection with the rest of humanity with maybe a side serving of porn. We can all take a moment or two to give Thomas Edison (or Nikola Tesla depending on who you ask) his due for his accomplishments.

Don't worry, I assume you've at least had a grade school education (and if you're still in grade school for God's sake give this book back to your brother! Then ask for it back in 6-10 years) so I'm not going to break down how it took Edison 10,000 tries in Menlo Park, NJ to invent the lightbulb.

But right now I'm going to focus on another early industrial age giant, JP Morgan.

John Pierpont Morgan was born to a man that established THE bank if you wanted to finance your dream of being a captain of industry post Civil War. New industries were burgeoning everywhere as the country grew. Rockefeller with oil, Carnegie with steel, and Vanderbilt with railroad are just a few that come to mind and Junius Morgan always got his piece of the pie.

Young JP had a lot to live up to as he knew financing was his calling but he wanted to get out from under the huge shadow cast by his father. JP saw the economic landscape and wanted to start his own industry from the ground up. As he surveyed the opportunities he took interest in the lab workings of Thomas Edison. From the instant he saw the work being done to produce the light bulb, he knew he'd found the industry that he was so desperate to discover.

To show his sincerity in his belief he became the first private citizen in the world to have his home powered by electricity with over 400 light bulbs. Now it was time to show his plan to the movers and shakers of the industry including his father. He planned an extravagant event at his home to show them the power of electrical power. The attendees were amazed at the magic glow that filled the home and chased away the darkness. Seemingly the future had arrived in everyone's eyes, except for one man... his father.

Junius Morgan berated JP calling him "A fool" and said, "I'm disappointed in you. This is nothing more than carnival games".

JP couldn't believe his father was in the dark as if the bulbs had never been lit and couldn't see the vision. He, however, pushed forward and financed the future of the world with General Electric. JP Morgan became his own man while his father is relegated to history's footnotes.

My Thoughts

Let's say I walk around my neighborhood right now, start banging on doors (I live on the Eastside of Detroit so this is purely hypothetical), and ask the person who answered the door... "Who are you?". What types of answers would I get? (besides "get off my porch")

I'd probably get an answer like "Oh, I'm John" but is that really who that person is? We know his name is John but that doesn't really tell us anything about him. Also, the name John is just a sound that comes out of our mouths to refer to him. If John was to move to a country where they can't pronounce his name does that mean he's a different person? Not at all, it means he better settle on a nickname they can pronounce.

There are 12,328,091 people in the United States named John as I write this (yes, I looked it up). That's a lot of Johns! So one would have to wonder if they all operate in a hive mind mentality. I mean he's established he's John so one John must be every John because that's who he is...John. The curse of being John is that when one John dies ALL Johns die. Of course, that's absurd so he isn't really John, he's something else.

After I push my new friend John to dig a little deeper than his name and he sees I'm being more philosophical in my question, he'll probably tell me something like "Oh, I got you. I work over at the Ford Plant."

Well, John, that's not exactly it either. Here's where the problem comes in, what if he got laid off tomorrow? That would imply that he would cease to exist...

Poof!

John's atoms are floating in another dimension I guess.

Well John that's not who you are. That's what you do for money. Who are you, John? He may say "Ohhh, I get it! I like to work on cars, go fishing and play basketball!" with a certain smugness that he's got me figured out. He's a little closer to knowing what I'm getting at but he's not quite there yet. The problem with John's answer is that he presumes he'll have arms his whole life.

What if, God forbid, he got into a terrible work accident and lost his arms or was paralyzed? Not only would he lose the use of his arms but he'd disappear into the abyss because that's who he is, right? Wrong, those are just things he likes to pass the time.

This begs the question...

Who is he?

John (as well as you and I) are a unique combination of nature, nurture, environment exposure, and experiences that form your intrinsic value. When you mix all those up and dump it out you have a worldview like a prism that you see the world through. The good thing about a prism is that when the light shifts you have a new perspective if you look close enough.

Let's go through these factors...

Nature: If you come from a family that has good genes you likely will too if you maintain them. Conversely, if you come from a family of alcoholics you are more likely to have an addictive personality but that doesn't mean you can't control yourself.

Nurture: Imagine two puppies born from the same litter that you can't tell apart. Put one of those puppies in a good home with a family that loves him and raises him correctly then he'll be a good dog. However, the other puppy goes to a home that doesn't care too much about him and treats him poorly; he'll likely be the scourge of the neighborhood.

Environment Exposure: I'm a white guy, there I said it. I grew up and went to school in a predominantly black neighborhood. To a large degree, this influenced the way I present myself, my tastes, and even the way I speak. I'm sure if I grew up in a small town I would have had a different experience and likely would not be the same person.

Experiences: What happens to you randomly or by design plays a huge factor in who you are. If you were in the World Trade Center on 9/11 the way you see the world would likely be a lot different than the guy that won \$25 million across town that very same day.

What does that say about you? The most important factor is the intrinsic qualities that are developed from these factors I mentioned.

When I say intrinsic qualities I'm really talking about the value that you bring to the table. We often hear about how a man has to have value to attract women. That's true, but most people take it to mean material possession. You have to be a man that knows his worth. If you don't know your worth you're bargaining from a position of weakness and how often has that gone in your favor?

If you want to know who you are you need to know your worth. Raj discovered it and JP Morgan invested in it. It's time for you to step into it.

Action Step

What are some things that are unique to you and you alone? Well, your thumbprint, your DNA coding, and maybe that weird hidden talent of being able to sing a song backwards.

As we discussed before knowing your intrinsic values are crucially important but how is that unique? I mean we all have certain quantities that we like and respect about ourselves, right?

True, we do. We all also have DNA coding and thumbprints but yours is yours alone. What's the value or quality that you respect about yourself the most? What's the second thing? What's the third? It starts to get a little harder the further down you go. Say for example you told me numero uno is a sense of humor. Great! There aren't any wrong answers by the way. How many people on planet earth have a really good sense of humor? Of course, there isn't any way to know for sure but for the sake of argument, we'll just say 10%.

$$8,000,000,000 / 10 = 800,000,000$$

For the second quality, we'll say you said honesty. Great! How many of those 800 million super funny people are also extremely honest? I'll wager another 10%.

$$800,000,000 / 10 = 80,000,000$$

The number is getting significantly smaller but it's still a lot of people. We'll just say that for the third quality you said enthusiasm. I'll ask you again, of those 80 million super funny people that you will never lie to another living soul are also enthusiastic? Let's stay consistent and say 10% of them.

$$80,000,000 / 10 = 8,000,000$$

What if I was to ask you for a fourth quality? A fifth quality? A sixth? Seventh? That pool of people is going to get smaller and smaller and eventually it's going to be one-to-one and that's you. Nobody on the planet will have the same intrinsic values as you in the same exact order. The odds would be astronomically against it.

What I want you to do is write down in a notebook with your own handwriting and write down a list of as many intrinsic values (big and small) that you can think of. An example of something small could be you keep your sneakers cleaner than anyone and you may say "who cares about that?". The point isn't that you keep your sneakers clean, rather you take pride in what you have and you take care of your possessions, get it?

When you get done reflect on those things because what you're looking for is all the value that you bring to the table and when that girl shoots you down you know that she is missing out on a lot of value. Hey, she lost out, oh well.

Mentorship

A good mentor works with you as an individual. Not everything in life is a one-size-fits-all type of dynamic. The mentor needs to take into consideration where you're at in life and the skill level that you're starting from. The problem many times in the mentor/student relationship is that it's hard to get from the student who the student really is at the core because the student doesn't really know himself.

By doing the exercise in this chapter instead of answering the question

“Who are you?” with “My name is John” you'll be able to say “I have a great sense of humor, I'm honest and enthusiastic!”. Now the mentor has a starting point of what strengths to work with.

Chapter 2

What Are You Looking For In a Home?

“You have to dream... and imagine a perfect vision of what you want to be creating. And then, you have to live in that world before it exists...”

-Stephen Schwarzman (Billionaire CEO of Blackstone)

Success Story

I'm sitting on my couch one evening, binge-watching another Breaking Bad rerun when I see an incoming call from a student of mine named Philip. As soon as I hit the answer button on my phone, and before I could even say “What’s good?”, Philip’s panicked voice beat me to it, confusing me further when he said “Dude! Can you come over and slap me?”.

Philip's biggest sticking point was that he was constantly finding himself in relationships that aren't congruent with who he is and always falling for the same type of manipulative women.

Not in a gold-digging way but rather in an emotionally manipulative way. The type of woman that twists words and questions your intent to put you on the defensive. Philip always finds himself having to explain his every action just to not have his motives put under scrutiny. Every time he was served this buffet of attention-seeking behavior from his woman he would always go back for seconds.

Philip’s shaky and frustrated voice was evident over the phone “I don’t know why I keep doing this to myself” he said, pondering about the latest verbal scrape he’d gotten into.

“It’s because you don’t really know what you want and you’re operating on a faulty default system.” was my response “You’re used to this repeated behavior so even though you don’t want it, it’s

all you're really used to so it's comfortable like an old pair of shoes. What happens when you run in an old pair of shoes? That comfortability turns into blisters.”

As he worked on these sticking points he started to realize that it goes way back to his childhood and this overwhelming fear of abandonment. So he would rather hang on to a woman that was manipulating and emotionally abusing him than feel abandoned. He realized that he needed to stop NOW if he was to have the type of life he wanted.

He also knew the type of life he wanted but wasn't clear on the type of woman he wanted to be a part of it.

After some time of understanding what he didn't want, it was time to zero in on what he truly desire.

Now he's single and playing the field but with a set of criteria to screen for and a skillset to land the type of woman that compliments his life instead of hindering it.

Reference Point

Jim Carrey, A-list movie star and comedian, didn't exactly grow up with a silver spoon in his mouth.

In a 2007 interview, Carrey, who lived in a number of lower-middle-class rust belt types of Canadian towns said, “If my career in show business hadn't panned out, I would probably be working today in Hamilton, Ontario, at the Dofasco steel mill. Those were where the great jobs were.”

Carrey knew he had something to offer besides toiling over melted steel all day. His father came to his aid and would often drive him to comedy clubs in Toronto to help the young comic cut his teeth. The majority of new comedians have a hard time finding their lane

and Carrey was not an exception. His family's financial problems made it difficult for them to support the failing funny man's career path.

In 1985, Jim Carrey burned the ships and wrote himself a personal check for "services rendered" in the amount of \$10,000,000 post-dated for ten years down the road. In 1995.

Exactly ten years later he played the part of Lloyd Christmas in the comedy hit Dumb and Dumber. For the role, he was paid...

\$10,000,000!

Jim Carrey knew exactly what he wanted and refused to settle for anything less. It wasn't just a collection of vague thoughts that he collected but rather a very detailed and focused plan that was precisely executed.

The man knew his vision and took the necessary action, and you can too!

My Thoughts

A man that knows who he is and what he wants is a dangerous man. Unfortunately, most men don't know either. If you did the exercise in the last chapter at least you're halfway there (if you didn't, go back now and do it before reading any further) and now it's time to fill out the other half.

Remember our new friend John from the previous chapter? Well, it's time to take a quick jaunt down the street and have another conversation. John may be out raking his leaves and feeling a chill in the autumn air here in Detroit. As I walk up to him and he rolls his eyes whispering "not this guy again" to himself and I asked him "John, What do you want?".

The answer I get from him or anyone else would probably be a knee-jerk, reactionary answer that just kinda sounds good but lacks anything definitive. I'll probably hear answers like "I want to make more money", "I want a new house" or "I want my kids to go to college" all of which are noble answers and at face value are fine but do they REALLY want it?

I'd argue they're wishing more than they are wanting.

Most people have loosely identified wants that are birthed from what they see on social media and the world around them and think "that's what I'm supposed to want". It's a keeping up with the Joneses type of mentality that likely won't give them a feeling of fulfillment if they do get it because it wasn't something they really wanted in the first place.

So, how does a person know what they really want?

I've been in the real estate game for a number of years and when I was a full-time active agent one thing would grind my gears like no other: people only knowing what they didn't want. I would sit down with a potential home buyer and ask them "Okay, what is it you're looking for in a home?". The vast majority of the time the answer would be "I need a house that's at least 1500 sqft, 3+ bedrooms, 1.5 baths with a basement.". In my head I'd be saying to myself "Great, that's every home in Metro Detroit" and I'd spend weekend after weekend driving around doing a process of elimination until they finally settled on something.

After many of my weekends were eaten up by this massive time suck I had a thought "What if I had them imagine in detail their dream home and tell me what it looks like?". It made all the difference in the world. We'd look at three houses instead of three hundred, they would like two and want to put an offer in on one. No more working with someone for six months because now it was one day and it

opened up my time to work with other people and make more money.

What I would do is sit down with them and have them close their eyes and describe this dream home in every detail they could give me using all their senses (maybe not taste). The key was it showed them what **THEY** really wanted because until then it was vague even in their own heads. It was a win/win for everyone involved because they got the exact home they wanted and I got more time freed up in my schedule.

John and everyone like him with knee-jerk answers can tell you kinda what sounds right but they can't tell you their plan to get it. It's not because it's a top-secret plan and you might take it. No, it's because they don't have a plan and they don't have a plan because they don't really know what they want.

Action Step

It's time for you to look for your dream home or in this case anything you want out of life. If you don't have a vision board I want you to make one and if you do have one you may be making a few changes. A vision board is a powerful tool because it enables you to get laser-focused on what you want. Maybe it's a car, home, body, career, or a relationship.

You can use this exercise for anything but in the spirit of this book, we're going to focus on dating and relationships. What is it that you want in a woman? I want you to go really deep on this and focus on **EVERYTHING**. When I say everything I really mean everything.

Close your eyes and think about hair color, eye color, style, body type, personality, qualities, and anything else that's important to you so use all your senses. Keep in mind, this is **YOUR** girl and what you want. A lot of guys want a universally attractive woman to be a

hero for other guys, don't be that guy because you'll never be happy living for other people.

Write these attributes out on a piece of paper and put it on your vision board. Hang that vision board in a place that you walk by often and is easy for you to access. You now have the capability to put the things you really want on that vision board as well. Make sure to take the time to reflect on everything on it daily.

A trap many guys fall into when doing this exercise is to dismiss any girl that doesn't fit the criteria 100%. Don't do this, you're going to miss out on a lot of awesome adventures and opportunities if you do. Remember, just because a woman may not be a potential long-term partner doesn't mean that she can't be a friend with benefits as long as you're transparent about your intent.

Mentorship

A real mentor is going to help define what you want and then put the action steps in place to help you get it. A mentor should be looking to help you be the dangerous man that knows who he is and what he wants. It's also good for that mentor to challenge you about those wants to see if you're concrete in what you want. A want can be somewhat malleable so it may change to a certain degree as you continue to mature as a man.

A man that doesn't know what he wants and may end up with anything. I'm sure you've seen guys in your own life that started dating a girl because he found out through the grapevine that she kinda likes him. It's not because it's what he really wants but rather it's just the only option available at the time.

Those types of relationships often turn out to be a disaster because it's just out of convenience and not substance. A good mentor won't let you fall into that trap but show you how to have the women that you want on your terms.

Chapter 3

The Pit, The Witch and the Playbook

“Once people stop making excuses, stop blaming others, and take ownership of everything in their lives, they are compelled to take action to solve their problems.”

– Jocko Willink

Success Story

“It’s just not fair!” Eric’s frustration and anger was clear in his voice as we talked. “I’ll never be able to date because I’m short and women never treat me well. They always say I’m cute and I feel like it’s demeaning.”

So I had to stop him. “Bro, that’s not mistreatment. I’ve had plenty of women that I’ve seen call me cute.”

Eric was the kind of guy that takes anything other than women falling at his feet worshipping him as a commentary of who he is as a person. Eric, like most guys, when they first meet a woman they’re not going to get bombed with overwhelming compliments and this was a point of contention for him. He wasn’t getting matches on Tinder either and greatly lacked social competency so meeting women was an overall problem. The bigger issue was nothing was EVER his fault.

In his mind, women should just knock on his door out of the blue and look past all his flaws but he could have the authority to dismiss them for the smallest of infractions. As we all know, women appearing at his doorstep is never going to happen so he has to blame everything and everyone for his situation in his dating life. Even worse, when he would get a rejection not only did he blame them but he took it personally to the point of being overly confrontational and argumentative. Since he wasn’t the most socially savvy guy in

the world and would get rejected often he'd blame the woman and he'd blame his looks just as much.

If you were to talk with him without seeing him you'd think you were talking to the love child of the Elephant Man and the Hunchback of Notre Dame. Truth be told, there was nothing wrong with his looks. He could have used a little help in the style department but he was in good shape and an above-average-looking guy. He wasn't even short, he was average height and slender so seemed taller than the measuring tape said.

What it came down to is the way he chose to perceive himself. I say "choose" because no matter how much data he was presented with it didn't make a difference because he wasn't a so-called "Chad". When we started working together it was extremely difficult to break this mindset. Any hint at what he perceived as rejection (even if it wasn't) would be enough for him to jump from the tallest cliff he could find. It was my job to talk him off of the ledge.

Then one day it just clicked for him. I asked him what was the reason for the turnaround in his mindset and what he told me was "It's when you told me how I see myself isn't reality, like looking in a broken mirror, the reflection isn't the reality either.". Even though he still saw himself in a negative light he was able to see it was all in his own head. The real miracle is that after a while he started to see himself far more positively than he ever had in his life.

Once we got that all figured out and got past that mental roadblock we could get to the business of getting him to communicate with women better. Eric took responsibility for first his thoughts, then his outlook, and lastly his actions. I'd be lying if I said it wasn't an uphill battle but for him (and me) it was well worth it.

Eric and his wife just recently welcomed their second child into the world.

Reference Point

“One day the people who didn’t believe in you will tell the world how they met you”

Johnny Depp said this once about his journey to becoming a world-renowned actor and celebrity. Inside that journey have been some highs but if you were to ask him he’d tell you there have been countless lows. For normal guys like you and I, it’s somewhat difficult to feel sorry for Johnny Depp but I doubt he’s looking for our sympathy. In fact, my guess is that he’s looking for our support in his struggle for sobriety.

He started taking drugs at 11, started smoking at 12, and drinking shortly thereafter. His was not a happy upbringing. With parents that had their own substance abuse issues, he felt the tension of an abusive home.

They moved often and while a teenager his parents divorced and left him in a broken home. He dropped out of school at the age of 16 to pursue the life of a rockstar and moved to Los Angeles.

“As a teenager, I never fit in. I was the type of guy that never fitted in.” Depp says about his younger years. If anyone had an excuse to blame the world and feel like the deck was stacked against him it was him. Depp later said, “I was convinced I had absolutely no talent at all for nothing and that took away all my ambition too.” He played for some bands but it amounted to very little. He worked a variety of jobs just to make ends meet and was a step away from homelessness.

With a chance encounter with the actor Nicholas Cage, he was encouraged to start acting. Depp started making the rounds of auditions and was rejected time and time again. After some bit parts, he finally got his big break and was cast for a lead role in the series 21 Jump Street. Things were finally looking up.

But Depp's depression and substance abuse were out of control. He was starting to get lead role parts in major movies but they often tanked and flopped at the box office.

After years of work, failures, and rejections he secured the role of Captain Jack Sparrow in The Pirates of the Caribbean franchise. Even with this monumental success, his self-confidence was at an all-time low. Shortly after the success he had a devastating divorce and said about that time "I was as low as I believe I could have gotten.". He would find himself slamming shots of vodka as soon as he'd get up in the morning and would journal until the tears filled his eyes.

This journaling led him to start realizing that he needed to take control of his life. It was that first step that led him to start taking real responsibility for himself and his actions. He's worked on rebuilding his life and credits putting his thoughts to paper as the wake-up call he needed.

His struggle with sobriety has been difficult but he knows ultimately that it's his decisions that will ultimately make or break him, not the cold harsh world.

My Thoughts

A man is a sum of his decisions. We all make good choices and we all make poor choices. Hopefully, for you, you're making more good ones than bad ones. One thing that I've noticed from successful people is that they tend to compound the good decisions and let the poor ones be an anomaly. Of course, the opposite is true with people who have found themselves in one catastrophe after another.

Another trait I've realized about most successful people is that when they make a poor choice they own up to it and correct it to the best of their ability. Unsuccessful people are more likely to blame a

boogeyman and then marinate in that mistake which oftentimes leads to another bad decision and the cycle continues. I think of it as a pit of despair and blame the hole in the ground that they fell in instead of the fact they walked right into it. Furthermore, there's a ladder right next to them that reaches the top. All they have to do is climb out but that would mean they'd have to own up to the fact it was their own fault they fell into the hole in the first place.

Anyone looking outside this pit would look in and say "Hey dummy, there's a ladder right next to you." but there's a magical force that an evil witch had a spell for. She cast it on this poor sap with her wand while saying "Mostimus-Ego-Maximus!" and his fate was sealed. Maybe you've been cast with this spell too. Well, my friend, lucky for you I have the magic elixir and it's called RESPONSIBILITY.

If you don't take responsibility for yourself, you're setting yourself up to be everybody's victim. For many guys, there's a certain sense of comfort in victimhood. If nothing is your fault you don't have to improve because it's just your lot in life so you may as well accept it. You can't fight it because it's a cruel fate with a sobering smack of reality. "I can't improve my dating life because..." or "She's just going to reject me anyway" is a pretty standard sentiment for guys under the spell.

If you're nodding your head in agreement because you resonate with the examples of statements I just made then I have good news for you. You have access to so much information at your fingertips on improvement that if you start putting in the work it's just a matter of time before you can start seeing results. It's all in your hands and just like Johnny Depp, you have to take responsibility for your poor choices while putting in the work to improve them.

"Women have too many options these days", "They just want looks, money, and status", and "I'm short and will never be a Chad". When I'm perusing Facebook groups or scrolling on Instagram these

statements seem to be predominant in men-specific spaces. This is the ultimate lack of responsibility and so tied to the ego that it's led many men to band together in the clubhouse called The He-Man Woman Hater Club. Seemingly, it's half of the world's population in a conspiracy to make sure that these guys never have a date.

It would be naive to say that some guys have advantages in dating and some guys are at a real disadvantage. The thing about advantages is that they aren't outcomes, they're just odds. I can read some guys' minds thinking "Yeah but, odds are based on prior success and failures.". That's fair, but if a losing team makes improvements their odds go up when you look at the Vegas sportsbooks. Your attributes and intrinsic values are your rosters so let's add some new pieces and a few new plays to the playbook.

It's time to break the losing streak.

Action Step

I hope you didn't put that notebook in a place where you can't find it because you're going to need it again. Get ready to do some writing but don't worry, this isn't going to be published. What you're going to be doing is writing a few stories. In these stories, you are going to be the protagonist with a plot that involves your real life and the life you're going to have.

You're starting a journal but it's not to document your everyday life. This is meant for you to document your history, the present, and your future. The first step is to write your history...

What are your experiences growing up? What was life with your family like? With your friends? By yourself?

The next step is to write out your present. What's your life look like now? Write a full detailed expose on yourself. I want you to include

as many aspects of health, wealth, and relationships that you can think of.

For the last step, I want you to write about what kind of future you want. Notice I didn't say "What kind of future do you think you'll have." because I want you to really dream and dream big. Once that's completed I want you to think about how the dots connect from where you were to where you are. Lastly, think about how you could connect the dots from where you are to where you want to go.

Mentorship

When you come under the care of a mentor one of the key factors that will help you succeed in dating is accountability. Being accountable to someone helps keep your ego at bay and you're able to get guidance in real-time to correct the problem. In essence, you're doubling down on yourself because not only are you responsible for your actions but you have someone to push you along the way.

Chapter 4

Do You Want a Free Ferrari?

“Always be yourself... express yourself... have faith in yourself. Do not go out and look for a successful personality and duplicate it. Start from the very root of your being”

- Bruce Lee

Success Story

Ever meet the type of guy whose life mission seems to tell you how much every one of his possessions costs? You know, the kind of guy that wants to impress you so much that he places his entire identity on your validation? Well, I know a guy like that and his name is Tim. Tim is a pretty cool guy... in very small doses.

Once we started working together he drove me up a wall but by the time we were done he was one of my favorite students.

Interestingly, I met Tim from doing real estate. It's not often that my two worlds collide but this was one of those times. I was hired by him to sell his luxury condo and believe me when I say he was going to tell me all about how luxurious this condo really is. "Check out this lighting rig I have!" I would reply with "Cool, is it staying with the condo?" Tim would answer "Nope, it cost me \$3,000!". You could argue that it's good for a listing agent to know about the value of the home's features but these were items that weren't staying and it was obvious he was getting off on showing me as well as telling how much it set him back.

"See that bottle of tequila?" Tim says. I say to him "Yeah, that's a pretty fancy bottle". "\$1200" Tim would say and this tour would continue all day. That was until the subject of his girlfriend came up. He started complaining about her attitude and she's always asking for money. Of course with Tim being Tim he had to say

“She’s super hot! Check out these pics.”. As much as Tim was a braggart he wasn’t a liar, she was extremely attractive. He then goes through his phone and starts showing me text conversations of their arguments.

I said to him “Tim, Can I level with you?” and he nodded in affirmation. I say to him “Look man, I’m a dating coach as well as a realtor. I have a few thoughts but nobody wants unsolicited advice. If you want I can break a few things down for you.”. Tim was eagerly attentive and his face perked up and the way he tilted his head reminded me of a dog trying to understand the words of his owner. What I told him was “Dude, you’re leading your life with all the possessions you have. Your self-worth is wrapped up in what other people think about your stuff. I know this because you did it with me today so I’m well aware you do it with women too. Right now you’re questioning if she likes you for you or for stuff. My guess is that you already know the answer but you’re afraid to own up to it because that means you’ll have to stop kidding yourself.”

The blank look on his face said it all, he knew I was right. I then followed it up with “I can’t say that I blame her either. You lead with stuff so of course, she expects stuff. Right off the bat, you set this whole relationship on a quid-pro-quo. Now she’s salty because you’re not living up to your end of the deal.” His response was simple, “What do I do?”. I suggested we work together but as a test of his resolve he needed to break it off with her, and he did.

The next several weeks were challenging because he always wanted to lead with what his perceived value was, stuff. He had a difficult time realizing that it was his intrinsic value that would land him the women that he actually wanted in his life. Once he came to this realization and started to internalize it the metamorphosis that took place was nothing short of amazing. I watched with pride as he started dating women that were just as physically attractive as his ex but they actually wanted to be with him for who he is and not what he portrayed.

Reference Point

“Look, if you had one shot, or one opportunity, to seize everything you ever wanted, in one moment would you capture it, or just let it slip?”

I doubt that I have to go into too much detail as to where that quote comes from. You're likely even thinking to yourself “Legs are weak, arms are heavy, something-something-something mom's spaghetti.” For those who don't know, the quote is the beginning monologue from Eminem's 2002 hit from the movie 8 Mile, Lose Yourself. The movie was semi-biographical but Marshall Mathers aka Eminem didn't always feel like there was ever going to be an opportunity to seize.

Mathers grew up in the sizable multi-racial Detroit suburb of Warren, Michigan. Being a white kid that was into hip-hop in the late 1980s and early 90s wasn't that uncommon but being one that rapped was somewhat of an anomaly. Trust me, I know from being from the same area and coming up in the Detroit hip-hop scene at the exact same time. There were a lot of Vanilla Ice comparisons and not a lot of love.

Coming up in a broken home and being raised by a single mother didn't make things any easier. At school, he was bullied as teachers turned the other way when he needed them most. It was early on that he realized if he was ever going to amount to anything he needed to make things happen for himself but there was a huge obstacle to overcome, he was painfully shy. It was no wonder he had a hard time speaking his mind since he was poor, bullied, an outcast, and alone.

Even with all the obstacles in his way, he knew he had something to offer and that outlet was going to be music, specifically hip-hop. Like anyone else, he didn't start out as a lyrical virtuoso but just as an amateur as the next man. There weren't millions and millions of

records sold, sold-out tours, or a rap star lifestyle. There was a notebook, a pen, him, and a hostile hip-hop scene that thought he was a joke.

The difference between him and the 99.9% of people that don't live out their dreams was two things...

1. He was willing to outwork (an intrinsic value) anyone and everyone to improve his skills.
2. He knew that his options for any other kind of success were extremely limited so he had to give rapping his all.

One of the big differences between Eminem and most of his contemporaries is that he is willing, to be honest and vulnerable about his life struggles. The struggles between himself and his mother, the struggles of being a single father, his struggles with substance abuse, and the list goes on and on. It's these intrinsic values of being willing to work, honesty, and vulnerability that made him the household name that he is. It's real and people can identify with it.

In the same vein when you let those intrinsic values show through with women you potentially want to know it will separate you from all the other guys like my student Tim who would show off for attention. It's not about showing off, it's about showing up, showing the real you. Letting her feel who you are and not hearing about it from you. It's you being authentically you and displaying all the awesome qualities that you bring to the table.

My Thoughts

Hey you!

Yeah, you who's reading this book right now. I've got a brand new Ferrari and you can have it for free with no questions asked. All you

have to do is sign the title, take the keys and drive away. Are you down?

If I was to walk around my neighborhood (apparently I do that a lot) and ask people if they want the Ferrari that I'm giving away, believe it or not, some people wouldn't take me up on it. Someone might say to me "Dale, I got all these kids and they have to go to baseball practice, school, and church. I don't need a Ferrari, I need a minivan. Got one of those?" someone else might tell me "I'd take it but I can't even afford the insurance on something like that." I may also hear "Dale, C'mon man, we live in Detroit. I would only be able to drive it six months out of the year." I then speak to our friend John and he tells me "Maaaaan, I want it but I don't know how to drive a car with a manual transmission."

After all these rejections and rebuffs at my attempt to give it away, I decided to put it up for sale on a website that specializes in high-end vehicles. What do you think will happen? Well, I'll get every dollar that car is worth from someone that appreciates the vehicle for what it is. The kicker is that I never said to any of the people I tried to give it to that they couldn't turn around and sell it themselves!

My man with all of those kids could buy a fleet of minivans if he wanted. The guy who doesn't have enough for insurance would likely now have more money than he's ever seen. The dude worried about winter weather conditions would be able to get him the best SUV on the market with plenty left over. Lastly, John could get himself one of the fastest automatic transmissions on planet earth. All these people missed out because they couldn't see the value in the Ferrari.

You're not any different. You bring a certain set of qualities to the table that are valuable whether someone can see it or not, your intrinsic value. We spoke about this in chapter one so you should know what those values are (if you didn't do the exercise go back

and do it NOW). These are the values that you need to articulate to a woman to know what you're worth and so she can feel who you are. Most importantly, so you know what you're worth and can leverage that to get what you want.

If a woman can't see your value then one of two things are happening...

1. She's blind and can't see value for what it is much like the people in my neighborhood that turned down the Ferrari. And just like the Ferrari just because she can't see your value doesn't make you any less valuable.

Or...

2. You're not communicating your value in a way she can understand what that value is.

The guys that I work with initially struggle with translating their intrinsic values to a great degree because it would be weird to walk up to a woman and say "Hey there, My name is Dale, Just wanted to let you know that I'm passionate, outgoing and humorous. My place or yours?", right? She has to feel your intrinsic values not hear about them along with your five-year plan like it's a job interview. The problem is guys tend to have a hard time with this so they lean on what they think she's going to like just like my student Tony used to do and rev their sports car engine obnoxiously in the parking lot of the club. Which in most cases is going to get a collective eye roll from the ladies because it's try-hard.

This begs the question, how can you convey these intrinsic values in a way that she can feel? The answer is simple but complex at the same time...stories. A well-told story that has twists and turns, intrigue and adventure brings her into your world. It shows sides of you that she can feel and is the next best thing to see firsthand. It's bringing her into your reality.

Ever seen a movie or TV show where you really identify with a character and that character meets an untimely death? You may feel a little choked up or at a minimum, you feel bummed out. Why do you think that is? You know it's not real. An actor played the part, a director directed it, a producer produced it and a company distributed it but the feeling is the same, you sitting on your couch choked up.

The logical part of your mind tells you this isn't real but there's another part of your mind, the subconscious. Your logical part of your mind says "Wait, this isn't real. It's just a movie." but that subconscious part says "Woah, this is happening in front of me right now! I just saw that guy I like getting shot in the head!". That subconscious part doesn't know the difference between reality and fiction. It's the part of your mind that creates fantasy, imagines as well, and partially evokes emotion.

Whatever you do, no matter what, don't think of a PINK ELEPHANT.

I'm going to go out on a limb and say you likely thought of a pink elephant even though I told you not to. You simply just can't unhear things. When you tell a woman a story she can't help but imagine what you're saying, it's hypnotic. If you tell it correctly she'll be able to feel exactly what you want her to feel. She'll see herself with you and experience what you experienced and that's a real bonding moment like any two people who've gone through an emotional event together.

Action Step

There are quite a few billion-dollar industries all predicated on telling stories. The movie industry, music industry, publishing, video games, TV, theater, porn, religion, and even television commercials give you 15 seconds stories. I'm sure there are many

more but the point is that it's a powerful tool. It's also one that you can use without needing a \$100 million budget.

Like the pink elephant example I gave you earlier it's impossible to unhear things. You can make her imagine whatever you like if you tell it well. The key is being able to deliver it in a way that makes her want to listen to every syllable that comes out of your mouth. I'm going to give you a few ways to be able to do that, like the most frightening ghost story you ever heard at the boy scout campfire.

Mark Twain, who wrote *The Adventures of Tom Sawyer* and other classics used to tell his grandchildren bedtime stories. Instead of writing stories of his own or others what he would do is weave together a tapestry of items in his grandchildren's room. He'd find a starting place and connect all the items in the room into a tale that would keep his grandchildren captivated until they finally passed out. That's what you're going to be doing (however, not making women pass out).

Start with any item in the room and connect the next item to a story. Use your imagination and move on to the next item and then the next until you've exhausted everything. Say it out loud and be mindful of your tonality to add texture to the story. Don't worry if the story sucks because this is a skill to work on so do it daily and work your imagination. Tell the story with conviction, with the tone, facial expressions, and body language to round it out.

Lastly, don't just paint with broad strokes. Give these stories more detail and talk about the emotions being felt in the story. Men tend to tell stories in a chronological way saying "This happened then that happened then this happened, the end". Women tell stories about the emotions they felt and use the event as a vehicle to convey those emotions. That's how you want to do it because then she can feel it rather than just simply hear it.

Mentorship

The good thing about having a mentor is that there are parts of your dating life that can be small-chunked and worked on. One of the things that I do with my students is to have them give me three stories from their life that they've told on multiple occasions (because they're interesting stories) and work with them on how to tell them. Obviously, you can work on this yourself which is why I brought it up in the first place but something that may take you several months can now be truncated to a week.

When you look for a mentor make sure you do your due diligence and find someone that is going to work with you on a personal level and not just treat you like a number. The personal touch is important because it's your life with your own unique set of experiences. That being said, as unique as your life is, we all have similar struggles and a good mentor can show you from his own experiences how overcoming a similar issue will apply to your dating life.

Chapter 5

Hey Bro, There's a Tiger in Your House

“Get comfortable being uncomfortable, or find another place to fail.”

- Tim Grover (author of RELENTLESS, Michael Jordan & Kobe Bryant's Trainer)

Success Story

I'm sitting in a living room having a class with my students before heading out for the night in Detroit. These guys were local to me so I was working with them a bit more closely and regularly than I normally do with guys. I'm wrapping up a lecture and everyone was gathering up their coats and making plans as to where we were all going to meet up. My star student at the time, a guy named Kevin, seemed a bit out of character from his good-natured and friendly demeanor.

He says to me “I think I'm just going to call it a night, I'm kinda tired.” I respond with “Kinda tired? Kinda tired?? Dude, I'm 20-plus years older than you and I've been up since 3 AM. Don't be a punk. If I can manage, so can you.” He looked at me somewhat blankly and said “Alright, you're right, I'm down.” and a slight smile cracked his face. He needed a little push but it was well worth it.

We get to the club in an area of Detroit known for being an artsy and bohemian part of town called Ferndale. He still seemed a little bit out of it and was there somewhat begrudgingly. We had gotten there probably a little bit too early as the crowd was sparse. That gave me the opportunity to give him a little pep talk and to get it in gear.

Before too long the place started to liven up and the ladies were there in full force. Kevin started to liven up as well. He started making some approaches and got into conversations but the kicker was he

comes over to me and says “I still feel a bit off so I’m going to dance for a bit.” I gave my blessing and off he went. He wasn’t dancing with anyone in particular but just vibing to the music.

When he was done his whole demeanor was completely different, he was a man possessed. I saw him moving with energy around the club while making sure anyone he talked to was having a good time as well. I lost track of him at some point because I still had other students to work with. An hour or so goes by and I get a text from him...

“Dude, a girl I met is coming home with me!!”

Kevin started off in a bad space and was in his head but once he took some action the motivation kicked in and he had one of the best nights of his life up to that point.

Reference Point

Brad Pitt, one of Hollywood's most celebrated and famous actors grew up in a middle-class Christian family. His mother was a school counselor and his father owned a trucking company. When he was young his family would watch a lot of movies together and this is where his passion for acting started to grow. After finishing high school he started studying journalism but only two weeks before graduation he gave it up.

With only \$325 in his pocket, he moved to Los Angeles to start his acting career. Hollywood was not kind to him with being turned down multiple times auditioning for parts. He was left to start working odd jobs just to make ends meet. One of his jobs was wearing a big bright yellow chicken suit and handing out coupons outside of a restaurant. He also spent time as a pool boy and a furniture mover. Not exactly the life he envisioned for himself.

He slowly started to get some small roles in movies and TV shows until things started to break for him. Now he's a household name that has many successful movies under his belt as an actor, director and producer. He's won Oscars and Golden Globes with success that's undeniable. He was also named The Sexiest Man Alive, twice.

Surprisingly, as he started seeing more and more success he also started feeling more and more depressed. "I was doing the same thing every night and numbing myself to sleep. The same routine. I couldn't wait to get home and hide out but that feeling of unease was growing and one night I just said, this is a waste." Pitt said. He knew he had to change the way he lived in order to change the way he felt about himself.

He started getting heavily involved in charity work and went to Casablanca and witnessed abject poverty firsthand. It spoke to him and he started reaching out to people to start his own charities. He said that he couldn't remember a day past college that he wasn't drinking or doing drugs. After this experience, it helped him put down the drugs because of the inspiration he drew from helping others. It was the actions he took that gave his life meaning to himself and not the movies that give him meaning to others.

My Thoughts

A funny thing happened when I was writing this very chapter. I was somewhat stumped on how I wanted to write it. I knew what I wanted to say but I wasn't sure how I wanted to say it. I thought to myself "Well, this might be a good time to take a break and shift my focus to something else and come back to it." and that's exactly what I did. Fittingly, that's what this particular chapter is about; feelings and behaviors.

I didn't feel capable at the time to write the chapter. I could have forced something but it wouldn't have likely come out to my satisfaction. Interestingly, I changed my physiology by taking a

shower, running a couple errands and making a couple phone calls. Now I'm back at the laptop with renewed energy and my fingers banging away at the keys. Now this chapter is falling into place without having to strain my brain to make it happen, it's almost writing itself.

For most people they let their emotions dictate their behaviors. Sure, they may go to work when they don't exactly feel like it but that's a commitment made with others. What about the commitments you make with yourself? Those are easier to let slide because you're only answering to yourself but if you respect yourself as much as you should you wouldn't let those things fall by the wayside.

Let's just pretend that you were sitting on your couch and today you feel particularly lazy. Maybe you had a tough day at work or got into a fight with your roommate and you just don't feel like moving. Oh hey, look at that, a marathon of The Sopranos is on and God forbid you miss seeing it for the hundredth time, right? The bottom line is **NO MATTER WHAT YOU'RE NOT MOVING.**

Well, on this very day I'm showing up to your house. What you don't know is I have a key to your front door (I actually really do but if anything comes up missing it wasn't me) so I don't even have to knock. I also have a friend with me that you're about to meet momentarily. I slide the key into the keyhole and slowly unlock the door. Then without notice the door flies open and I unleash a Bengal tiger into your living and he looks hungry.

My guess is you're going to be off of that couch that you were so adamant about sitting on in a hurry. You better be getting off it because otherwise it'll be an excruciatingly painful death for you. Of course this is an extreme example but the point remains the same. Your mood and level of action changed due to a change in the atmosphere around you.

If you want to level up in your dating life you need to take the necessary action steps to make that happen and odds are you probably aren't always going to feel like it. You have to let the motivation follow the action and not the other way around. That's why it's important to have a few non-negotiables in your life. Maybe only one but you need to have something that is for you and you alone. We'll cover non-negotiables in a future chapter a lot deeper.

Sometimes you may have all the intent in the world but for whatever reason it's just not coming together. Just like me writing this chapter, I was motivated to write it but the words just weren't coming to me. If you find that happening to you in a work project or in a social setting, change your physiology. Move to a different room or talk to someone else for a bit until you feel those juices pumping again.

Every atmosphere has a different energy to it. No, I'm not about to start breaking down chakras but it's true. Think about it, does a library have the same energy as a nightclub? No, it does not. Does a popping bar have the same energy level as your bedroom? Likely not, and if it does I like your style. Changing locations to feel a different energy is going to change your physiology and as an extension your mindset. There's nothing wrong with taking a breather if you need to just to change your state.

You want to be in the best state possible at almost all times because that state can make or break how attractive you come off to that girl you want to talk to. To her your state is a billboard of you and how you carry yourself. If she doesn't get the sense that she's going to have fun with you, why should she buy into your state? She shouldn't and she likely won't.

Action Step

I want you to try an experiment. You may have to get a little creative with this since I obviously don't know the exact situation at the moment.

If you work from home or can work remotely I want you to work from a different location than you normally do (if you can) and see how the different energy affects your work performance.

Maybe, you go to school and you have a place you always study, change it up. Do you have a favorite bar or restaurant that you like to socialize at? Try a different one and see what happens.

Hopefully, you get the idea. Change SOMETHING that is normally routine for you and see how your mindset adapts to that new atmosphere. As you're reading this book, do it once every week and journal the experience. Also, if you're getting stuck in a project you're working on or socially you're just not feeling it change the atmosphere you're in to change your state.

Mentorship

Working with a mentor isn't just good for helping you know what to do but also helping you get excited about doing it. If you walk into an event, party or social gathering with a lackluster and lethargic mindset it'll be a tough road for you. However, a good mentor should be able to tap into that mindset and help you weed out the issue. It's not just about helping you get in the game but also helping you keep your head in the game.

Chapter 6

Do Vikings Have a Midlife Crisis?

“There is one quality which one must possess to win, and that is definiteness of purpose, the knowledge of what one wants, and a burning desire to possess it.”

- Napoleon Hill (author of Think & Grow Rich)

Success Story

When I received my real estate license I already had a job waiting for me. I passed my exam and I was ready to take on the world. The broker that brought me on to work with him was a small time broker. So small in fact I was his first ever agent working under his tutelage. A month later my broker brought on another agent, Devin.

Devin is one of those guys that lights up a room when he walks in. A funny kind of guy that makes friends easily without being a pushover like many of those kinds of guys are. We were both starting our real estate journey roughly the same time so we both found it helpful to compare our new experiences and help each other figure ourselves out of the jams we were finding ourselves in.

Once I got to know him a little better he told me that he used to be a junior high teacher and with the stress, he found himself having to give it up for his santities sake. He switched careers and transitioned into a loan officer with a fairly large mortgage company. Again, he found himself in the same rut, underpaid and overworked with a bunch of headaches to deal with from management as well as clients. Now that he was fairly familiar with the real estate game he concluded that becoming a realtor was the next step for him.

A classic mistake that most new real estate agents make is that they think once they have their license that the phone will start ringing and presenting new business, that is never the case. Devin realized

he had to figure out a marketing plan to start making this new career path work. He started promoting himself on social media. First using Facebook and then Instagram, then LinkedIn, then Snapchat, then YouTube and finally TikTok. His sales started climbing and he really saw the impact of using these tools to his advantage.

The more he used social media the more he realized he had a real knack for creating content. His personality and humor showed through and had a real game plan that he executed with precision. He started to feel like this was maybe his true calling and helped many of the agents in the office (myself included) with their own social media game plans. Much of his advice I still use to this day with my coaching profiles and they've proven to be successful.

With his creative nature and attention to detail he caught the eye of someone who Devin thought of as a mentor even though they've never met, Gary Vaynerchuck. You may know him as Gary Vee, a multimillionaire that started his empire on the back of the reach social media carries. Gary Vee has since taken Devin under his wing and Devin's business has exploded but the best part is Devin now makes more money teaching others the power of social media than he ever did as a realtor.

If you were to ask Devin why he does it he would tell you "Because I love it". It's not because of money because he would have been just fine selling real estate. It's because he found his path. He found the thing he was put on this planet to do and it shows. He talks about social media with passion and conviction like a man possessed. Devin now lives his life with purpose.

Reference Point

When people think of some of the greatest human athletes of all time some of the names you'll hear are Michael Jordan, Babe Ruth, Wayne Gretzky, Tom Brady and countless more that come up in sports bars all over the country. One of the names that you don't

hear too often is Michael Phelps. Sure, he'll get some love whenever the summer olympics roll around but for the four years in between his name doesn't come to mind all that often. Bear in mind this is a guy that's won 28 medals with 23 of them being gold which is an olympic record. He's won more medals by himself than 161 countries that compete in the games.

Even with all the success he garnered he still didn't feel complete. He's the greatest olympic athlete of all time but still didn't have purpose in his life. This led him down a road of depression and despair that would at times leave him feeling suicidal. It's hard to imagine that a man with the world at his feet with medals, money, endorsement deals, fame and women would feel so hollow at his core.

Phelps did an interview with Sports Illustrated and organically started opening up about his battles with depression and anxiety. It was an extremely vulnerable moment for him considering this was a guy that had a public image to maintain. Phelps said "I don't know why I did it. I guess I was just sick and tired of having this inside me for twenty some years.". His depression and anxiety clearly wasn't a new phenomenon but something he'd been struggling with for decades.

It was that moment of transparency that became a real cry for help. He was tired of compartmentalizing his thoughts and life as an unwanted side effect that made him realize there are bigger things in life than the pool. He started to see swimming as a way to make him a better person because of the public platform available to him. He found that him being at his best made the people around him better too.

In a short amount of time Phelps found his purpose, family. Everything he does is for the betterment of the family he's built. He retired from swimming to invest that focus and time into his wife and children. He's built charitable foundations and talks about his

struggles with depression that he struggled with but him finding his purpose those anxious symptoms have diminished to a great degree. Phelps used to drown in depression but now can swim with purpose.

My Thoughts

We're all on a path going one way or another. One way is heading towards your purpose and the other way is heading away from that purpose. Unfortunately, most men are heading away from that purpose for a variety of reasons. It could be pressure from parents "Don't follow your dreams. Do the sensible and safe thing." or societal pressure "You want to have a home, a wife and 2.5 kids don't you?" or peer pressure as you scroll through instagram and you see everyone else living the life you think you deserve.

There's nothing wrong with wanting things and working to get them but are they the right things for you? How many times have we seen the guy that is crushed by his job into a shell of himself and looks up at 45 years old in the mirror and wonders "What happened to me??" You rarely see men that are living their purpose having a midlife crisis. The reason being is because there isn't a crisis to be had, he's living his dream.

You may say to me "Dale, I hear you but I have responsibilities and bills to pay. I can't just drop everything and go the other way.". I would argue that's exactly what you should do. What kind of example are you being to your kids or potential kids by living a life that you don't really want. Men that follow their purpose are the modern day warrior. Those guys are today's Vikings sacking Rome and doesn't that sound a lot better than the guy who's scared to even get in the Vikings' ship?

I'm not telling you that you have to walk into your job Monday morning and take a shit on the boss's desk. Your purpose may not even have anything to do with money but it has everything to do with you. It doesn't necessarily mean financial gain but it does mean

fulfillment in yourself. That kind of fulfillment is something you can't put a price tag on or a direct deposit in your bank account but it can mean a life on your terms.

The beautiful thing about purpose is the path you're on to get there. All the lessons you learn along the way are invaluable. We've all heard the cliché "It's not the destination but the journey" and as many times as I've heard that it doesn't make it any less true. I've had several purposes in my life and when one ended I saw I now had the tools to start the next one. Let me explain...

1. I had a career in music for ten years. The things I learned were..

- Hustle
- Attention to detail
- Being self reliant
- Networking

2. I started an artist management and booking company. The things I learned were...

- How to sell
- How to communicate
- How to handle rejection
- How to deal with egos

3. I became a real estate agent. The things I learned were...

- How to do business
- How to manage my time
- How to budget
- How to deal with highs and lows
- How to market myself

4. I became a dating coach...

Can you see how all the things I learned in all those different fields are skills I need to apply to my current position?

I had a friend that once worked in a hospice care facility and he made sure to talk to a lot of the residents. He did it not only to make the people feel better but he wanted to learn from their years of experience too. One of the main themes he came away with was how much regret these dying patients had. “If I could do it all over I would have done it my way.” was one of the biggest inspirations he ever had. We’re all on the clock so make it your clock.

A man that is on the path to his purpose makes that man more attractive. Having a purpose bigger than yourself is one of the main attraction triggers to have a woman interested in you. I’ve heard countless women complain that the guy’s they date don’t have any direction in life and “aren’t about shit”. Think about it, What do you think is more attractive to her? The Viking warrior with a passion for conquest or the serf that won’t even leave the dock?

You’re a warrior, so sharpen that ax!

Action Step

I can hear your thoughts now “But Dale, I don’t even know what my purpose is. Well I’ve got you. I’m going to give you your life’s purpose. Are you ready?? Your life’s purpose is...

TO FIND YOUR PURPOSE.

We all have these nagging thoughts every once in a while about how I should do that one thing I’ve always wanted to do someday, I’ll get around to it. Well that day is today. If you have these thoughts (and I know you do) start doing them because you may find something that really resonates with you, speaks to you and you’re a natural at. Even if you’re not a natural, even better because that passion will put you on a path of lessons you can take into every area of life.

Maybe it's cooking, maybe playing the guitar, maybe it's magic tricks, maybe it's working on cars. It doesn't matter what it is, just start. If you try it and it isn't for you, move on to the next thing. The worst-case scenario is that you learned a new skill, not a bad deal, right?

Make yourself a profile on meetup.com and start seeing what's available in your area and if nothing is then start your own meetup events. I did this once with wine tasting and have made lifelong friends as well as met some really attractive women.

Get going!

Mentorship

A mentor should be able to take a panoramic view of your entire life and see what's going on. In most cases one problem is going to affect other areas as well. For instance, if you're looking to get out there and date while not being on your purpose, how are you going to know if this girl will be a good fit for you? You can't.

Your purpose and your being on your path heading towards it should supersede her. That may sound a bit harsh but it makes you more attractive in her eyes and most likely you won't be clingy because you have things going on in your life. A good mentor should reinforce this with you so you don't trade purpose for desire. Look for women that will be an asset to you and not a liability.

A great mentor should be helping you screen for what's best for you and what's just simply there for you.

Chapter 7

I Don't Have a Colgate Smile

“Whatever we expect with confidence becomes our own self-fulfilling prophecy.”

- Brian Tracy

Success Story

I'm standing in a hotel lobby in the middle of Atlanta waiting for all my students attending a boot camp to arrive. We had already gone out Friday night and I watched my guys kill it out there. This was Saturday and we were going to do some class time before heading out. Friday night I watched one of my students Norman show up extremely nervous as he chain smoked in nervous anticipation of the night's events.

Despite his nervousness about talking to random women in the party district of Atlanta he did quite well. As soon as we started he didn't show an ounce of nervousness and had some great conversations. I was a little surprised at the flip I saw in his demeanor. I thought I was going to be doing a lot of hand holding but this turned out to not be the case at all.

As I stood in the lobby I saw Norman needed to be buzzed in so I went and opened the door for him. He looked scared, the kind of scared one might be if they were reporting to a police station to confess to a murder. His face was white as a ghost and he was practically shaking. He says to me “Can I talk to you for a minute privately?” I say “Sure, what's up?”. His response with tears welling up was “I can't do this. I don't want a refund but I just can't do this.”.

My initial thought was “C'mon bro, get it together. This isn't rocket science.” but that wouldn't have been helpful at all. What I did do was make him remember the previous night and how well he did. I

made him realize if he did it once then he could do it again. He started to come around but he still filled my ears with so much self-hatred it was making me nauseous. “I’m a piece of garbage. I’m worthless and a disappointment.” I said to him with a hand on his shoulder “Look man, just sit in the class and if by the time we finish you don’t want to go then fine but I can almost guarantee you will.”. He agreed.

In the class, I paid special attention to him but the main thing that made him change his thinking from worthless to see he had value was the exercise about knowing your values (if you haven’t done it go back and do it before reading on). I didn’t hypnotize him or psychoanalyze his childhood. What I did do was change his thinking by changing his perspective. That simple shift about how he saw himself made all the difference in the world. No longer was he scared and wanting to hide from fear, he was ready to hit the town.

He ended up being the all-star of the boot camp and told me how much that weekend changed his life. I didn’t change his life but rather he just changed the way he saw himself.

Reference Point

When the name Channing Tatum comes to mind we think of a superstar actor that has been in his share of blockbuster movies. There was a time though when his life wasn’t all glitz and glamor. This time in his life was quite dark and probably not what you would expect. His formative years were not easy by a long shot.

When he was young his father was a roofer and had a workplace accident that kept him off the job until he recuperated from his injuries. Though he recovered he was never able to get back on the job so he placed all his dreams into Channing. He pushed Channing into academics so he could pursue a high earning career. Once Channing started down this path it was discovered that he had learning disabilities and was dyslexic.

“I had a bad stutter when I was really young. I couldn’t get a sentence out. I was not very good at school. I could not read very fast or very well. I got tested for learning disabilities, for dyslexia. Then I got put on medication.” Tatum said. Obviously, this affected the way he felt about himself. He convinced himself that he was stupid and wouldn’t amount to much.

The medication he was on made him feel depressed so that compounded how he felt about himself. His perception was that of someone who didn’t have any self esteem. Someone who didn’t offer much to anyone and was an emotional burden on his family. Someone who thought people would just be better off without him.

To stop the depressive thoughts he stopped taking the medication altogether. Tatum says “I would go through wild bouts of depression, horrible comedowns. I understand why kids end their lives. I absolutely do. You feel terrible. You feel soulless. I’d never do it to my children.”. With the depression and the learning disabilities, he had all the excuses in the world to give up but he didn’t. He was self-aware enough to know he needed a change in perspective.

He eventually moved to Miami to see if a change in scenery would spark that change in perspective. The move wasn’t the catalyst he had hoped for but the people he met there were. He was discovered by a talent scout that worked with him to figure out the best way for Tatum to learn and read. That’s when he discovered his natural talent for acting. That talent scout showed Tatum he wasn’t stupid or a headcase but rather he’s unique.

My Thoughts

Ever swim with your eyes open? Ever see your reflection in a funhouse mirror? Ever seen a reflection in a spoon? Ever look in a dark room with a flashlight and then turn the light switch on? I’m

sure you've done at least one of these if not all of them. Is the way you saw the environment or your own reflection the reality? No, of course not.

The things you see and what they look like are just representations of what your mind tells you they are. Just like a man that's colorblind isn't going to see the colors of a parrot doesn't mean the parrot is colorless, it's just colorless to him. Your mind has the need to draw conclusions from events that make sense to it. So if you fail at something your mind may conclude that you're a failure but are you? Well, yes and no. We all fail at things and we all succeed at things but that doesn't speak to who you are as an individual.

We spoke in a previous chapter to a large degree about identity. Failure and success weren't in the equation at all, were they? Nope and the reason is that we are not our actions. The problem a lot of guys run into is that they let their actions define them and that's all they'll ever be. What a terrible way to live in my opinion. If you do that you'll never feel adequate because as human beings we're prone to error.

I believe that kind of thinking calls for acceptance and reframe of thought. There's some things that we just can't change about ourselves and that's where acceptance comes into play. I think everyone would agree that a bright white wide "hollywood" smile is a very attractive physical feature. Fortunately for me I have a condition called Dentinogenesis Imperfecta and it leaves my teeth with a dull gray color. Notice I said fortunately and not unfortunately, that's because I see it as a blessing, not a curse. It forces me to have to work on other parts of myself to make them extra attractive to counterbalance it.

Also, I have teeth that are broken. On a few occasions, I've had women be borderline rude and say "Why are your teeth broken?". My response is to tell them about the time I ran down a purse snatcher who stole this old lady's purse. I got into a tussle with him

and he got in a shot to my mouth and broke some teeth. I got in some shots too and ended up making him swallow his teeth and got the purse back. I leave my teeth like that as a reminder of how thankful the woman was and how I need to take action when the time calls for it. That little story turns the perception from unattractive to attractive often.

What I did was reframe the perception others had but you can do that for yourself. For instance, to this day I struggle with anxiety before doing almost anything publically whether that be speaking, approaching women, teaching classes, etc. Yet, I do all those things often. How do I do it? I reframe the negative thoughts and emotions. When I was younger I used to let anxiety get the better of me and consequently I would feel like a coward so now I'm doubling down on how bad I feel about myself. Not only do people make me nervous but I'm a coward too.

What I started to realize was that almost every time I take action in spite of my anxiety something good would happen. Maybe I rocked a show, got a date or helped a student overcome a sticking point but SOMETHING good would happen. I started using that anxiety as a signal to myself that I'm doing the right thing. Whenever it wells up in me now I also get excited because I'm on the verge of something awesome.

Understand, how you see yourself isn't how the world sees you unless you speak it into reality.

Action Step

I really want you to overcome this issue because a self-defeating mindset will make learning from this book and any improvement in your dating life impossible. The following exercise is something that I want you to do every day for the next week. We're going really deep in this exercise into your psyche to transform your mindset from negative to not just positive but overwhelmingly self-assured.

Listen to the Voice

Listen to your negative self-talk and identify where it's coming from. You might also want to try to identify whose voice it is. Is it yours, your parent's, your spouse's or your boss'?

Determine if the negative self-talk is valid. Sometimes we say things to ourselves that need to be said, just not in a very loving way. If this is the case, thank your inner critic for pointing out the issues and then ask it if it will, in the future, speak to you in a loving manner, a way that you can better understand and accept.

Listen to that inner voice and wait for an answer. If needed, negotiate with it. Since, in this case your negative self-talk is valid and is trying to help you, guide it toward better communications with you so your self-talk can be useful in the future.

Changing Negative Self-Talk into Positive Self Talk

1. Turn down the volume of your negative self-talk until it completely disappears. Now substitute a positive affirmation for your negative self-talk. For example, a positive affirmation you could use if you find yourself saying "How could you do such a stupid thing?" might be "I grow as a result of learning from my mistakes".

2. Change the speed of your negative self-talk to either a very fast or slow pace. You can make it so fast or slow you just can't understand it or so it becomes so weird sounding you just can't believe it. Again, substitute a positive affirmation for your negative self-talk.

3. Change the sound of your negative self-talk voice to the voice of Homer Simpson, Fred Flintstone or your favorite cartoon character. Using your own voice substitutes positive affirmation for your negative self-talk.

4. Put the voice in a sealed box or locked drawer so the voice can't escape. Put insulation around it so you can't hear it. Now substitute a positive affirmation for your negative self-talk.

Mentorship

A mentor should work closely with you to help you eliminate negative self-talk and a negative mindset. However, in this case the real leg work is on you. A good mentor should be pointing out your mistakes but you have to be conscious enough to not take it personally and learn from it. A good mentor shouldn't be giving you the "feel goods" but should be making you uncomfortable to stretch your comfort zone.

Chapter 8

Can You Spare Some Change?

“Your beliefs become your thoughts. Your thoughts become your words. Your words become your actions. Your actions become your habits. Your habits become your values. Your values become your destiny.”

— Gandhi

Success Story

I’m driving in my rental car in a busy part of Chicago on my way to pick up my student Kenny from his air BnB. Kenny was the first to arrive in Chicago for a weekend long boot camp and it would be hours before the other students would arrive so he was fortunate to get a little one-on-one time before the boot camp was under full swing. I arrived and he got in the car and looked happy as a clam, all smiles.

I asked him how he felt about the upcoming weekend and what some of his expectations were. He told me “I’m REALLY nervous but I’m ready.”. That’s a pretty standard response I get from guys. They tend to have a mixture of nerves and excitement and it makes sense because I’m pushing them out of their comfort zone. The magic always happens outside of said comfort zone and most guys who work with me get that.

We find a juice cafe, grab a couple drinks and sit down. He tells me how he’s just not really confident in himself due to his weight, a balding hairline and a heavy accent. He was separated from his wife with a divorce on the horizon but saw this as an opportunity to get a new lease on his dating life. A life that he didn’t have the opportunity to realize in his younger days.

He hid his poor self image quite well and didn't show publicly a huge lack of confidence like many guys like him do. This was impressive to me because men who lack self esteem typically need me to pay special attention to them. Everything I told him to do he did it with zeal and to the letter. When I said "Hey man, go talk to those girls over there." he did it without a second thought.

Later in the boot camp, I mentioned to him how he was killing it and I'm really impressed with his assertiveness to learn. He told me "I had a mentor a long time ago that told me when you have a mentor it's best to shut your mind off and just do what he says.". That was a perfect perspective and mindset to have because instead of using that mental capacity to question himself or me he asserted himself into the process and leveled up that much faster. Most guys that question every statement that comes out of my mouth tend to stay right in the same place they came to the boot camp in, lacking.

When we wrapped up the boot camp he thanked me for the experience and told me "When I came here my confidence level was at 20% but now it's 80 or 90%." I'd like to take credit for that and of course I played a hand in it but it was Kenny that made the growth happen. He was assertive enough with his own mindset to have confidence in the system even though he didn't have much in himself. The irony is that that confidence he had in the system bled over to confidence in himself in spite of his self perceived flaws.

Reference Point

"I struggled with chronic depression. I was in bad shape." said Jon Hamm, the actor known for playing the role of Mad Men's Don Draper. He would often find himself sleeping until 4 in the afternoon and didn't know where to find the strength to do anything. He felt like he was reliving the same day over and over without an end in sight. Thinking he was worthless he would wallow in his pain and poor self-image.

When Hamm was only 20 years old he lost his father. After his father passed without realizing it he went into a place of sadness, discouragement and sedentarism. Hamm said “Life puts you through a lot sometimes, and you have to move on however you can.”. Jon didn’t leave his bed in the morning, couldn’t go to work, and he just didn’t feel his own existence. It was obvious to him that something was wrong and that he had to look for help. “I did do therapy and antidepressants for a brief period, which helped me” Hamm said, because he knew if he didn’t start being assertive with himself, he’d hit rock bottom.

Today, he still struggles with depression but responds to it differently. He knows that he’s prone to get lost in a spiral of self-doubt and low self-esteem but instead of marinating in it he takes action. He asserts himself to talk out his issues whether in therapy or with people he trusts. He works through the problem and doesn’t let the problem work him like it did in his past. He now understands the first step in overcoming is his assertiveness to beat it.

My Thoughts

Some may read this and think that I’m trivializing depression or poor self-esteem, but I am not. I understand that many people suffer from a mental illness or struggle with them at the very least. I’ve seen the power of therapy and medication work tremendously in people's lives. I’ve had my own struggles with these issues and have worked through them.

The operative word in that last sentence is “worked”. I recognized a problem and knew it had to be addressed. I was clinically diagnosed with ADD as an adult and also get bouts of mild depression from time to time. Also, anyone that reads my social media posts can attest that I also have mild dyslexia because I’m prone to leave out words accidentally. I could sit back and give myself a pass on self improvement because of the mental issues I deal with but I choose

to look at it as a catalyst to improve myself. I have a few setbacks, so what? Who doesn't?

Others may read this and think I'm just preaching "pull yourself up by the bootstraps" or "just think positive". That kind of rhetoric does little to help since most people tune it out because they've heard it all before. To be clear, I don't think just thinking positive is all that effective anyway. There isn't negative or positive thought, there's just thought but we have the power from which lens we're going to look at it through and that's what I'm trying to get across.

Regardless of what a tough spot you're in or what setbacks you're faced with there's always something that can be done. There's always an action you can take to go in the right direction. I'm not telling you to "suck it up", I'm telling you to "stick it out". You have a real choice in your life. You can either do something or do nothing. Doing something makes you courageous but doing nothing makes you a victim to yourself, be a hero to yourself.

Life isn't a race and I would never be arrogant to tell you this book will fix your problems overnight but it will help. Start taking small action steps and improve incrementally over time. Time is going to pass whether you're assertive with it or not so you may as well start today. Even if you don't see the success you were hoping for, what's the worst case scenario? Your current life will be here waiting for you anyways. What do you really have to lose?

"If nothing changes, nothing changes. If you keep doing what you're doing, you're going to keep getting what you're getting. You want change, make some."

— Courtney C. Stevens

Action Step

I'm literally on my knees begging you (okay, maybe not literally on my knees) if you haven't done the action steps in the previous chapters go back and do them now. I can't stress enough how important this is. People have a tendency to gloss over exercises in books because of laziness, pride or a fear that they'll see something about themselves that they now have to confront, don't let that be you. Be better than that, step into being the person you were meant to be.

If you did do the exercises, congratulations! You separated yourself from the fray that won't do it and you should take pride in that. What I want you to do is go back and review what you've done and write down any improvements in yourself big or small. What realizations have you had? What kind of changes do you want to make? How do you see yourself now?

Mentorship

A good mentor will look to encourage you but with honesty. If the mentor isn't being honest with you, how can you make the correct changes? You can't. You're the one that needs to make the changes and a mentor can help you but they can't simply do it for you. You have to be assertive enough to take the necessary actions to see real change.

Just like in sports, a coach coaches and players execute the game plan. You're the player but what kind of player will you be? The one that doesn't want to be there or the one that wants to win at all costs? Hopefully if you're reading this book you're the second one. A good mentor can put you in position to win but you're the one that has to take the shot at the buzzer.

Section II

Self-Confidence

What inner game quality would you like the most help with? I'd wager that 75% of the time or more the answer I get is "more confidence!". Let's get something clear, confidence and self esteem are two different things, they may be related but distinctly different...

Self Esteem - The way you feel about yourself

Self Confidence - The belief you have in yourself

I'm hoping that after reading the last section on self esteem you have a clearer understanding of yourself and with that understanding you start seeing what you're capable of.

After reading this section on self confidence you'll be able to use some new tools to enable more belief in yourself. In this section we're going to cover...

Being Unapologetically You

Stopping Comparison

Models of Learning

Visualizing Your Future

Macro/Micro Goals

How to Carry Yourself

Taking Action

This section will give you the key to uncaging the tiger within. Let's get it!

Chapter 1

Oh Sorry, My Bad

“You wouldn’t worry so much about what others think of you if you realized how seldom they do.”

— Eleanor Roosevelt

Success Story

It’s nighttime and I’m walking the streets of Bangkok with some of my guys. We’re looking for a particular club to hit as we’re conversing along the way.

One of my guys, Harry, says “One of the issues I really struggle with is telling a girl that I’m a gamer. Playing video games is a huge part of my life and I feel like I’m not being congruent with myself when I hide it.”

I tell him “That’s just a fear of judgment. You shouldn’t hide it but you should express it in an attractive way” He responds with “Girls think that stuff is lame. How could you make it attractive?”

I had to give him an example so I racked my brain to try and think of something that is the lamest thing I think of that a grown man could be into. Then it hit me, model train collecting (if you’re into model train collecting, do you but it’s not my thing) but how can I convey that? The answer is simple, tell a story about it. I told him “It’s not what you’re into but the passion behind it, she wants a man with passion.”.

I conjured up a story and broke it down for him. This is the story I told him...

Once, when I was 12 years old I wanted this bike so bad I could taste it. I always felt left out because all the other kids in the neighborhood had these sweet BMX bikes, pretending they were a motorcycle

gang like Sons of Anarchy or something. Here I am pedaling around the block on my banana seat bike getting clowned. I just had to have that bike.

Christmas was coming soon and I was leaving all the hints I could. There wasn't any way that I wasn't going to get that bike. I made sure to bring it up often and I wasn't subtle about it. I swear I'd even have dreams about it.

The day was here, it was Christmas morning. I get up early as kids tend to do on Christmas and I race straight to the tree.

Nothing.

Then it hit me... the garage! I put my slippers on and head out there, ugh, nothing. Then I thought "maybe it's outside" so I'm walking around the outside of the house in 35-degree weather in my pajamas... and again, nothing. So I come inside and my mom tells me to come open my presents. I was deflated but hey, there are other presents!

I'm sitting there opening my presents and my parents are watching me. My dad hands me one to open and I do. Here's the thing about my dad, I knew he loved me but he wasn't the most "in touch with his feelings" kind of guy. We didn't have a ton of money but we got by and that was in large part how much my dad worked so he wasn't around a lot. Furthermore, we didn't have a lot in common but he was my dad and I loved him.

The present he handed me that I opened was a model train set, ugh. I had zero interest in it but I saw my dad's face light up and trust me that was rare. In retrospect, I'm pretty sure he bought it for himself. He suggested that after breakfast we go into the basement and set it up.

We head down there and to my amazement, I've never seen him so excited. He was getting a thrill out of setting it all up and I was starting to warm up to the idea. As I was getting the spirit of it I thought about how we don't really do much together and he's loving this. It wasn't even the model train set that was getting me excited, it was that he was enjoying sharing an experience with me, his son.

Before we knew it we had it all set up and the train was riding the rails. The train whistle and smoke coming from the train just added a charm that's hard to explain. Over the years we started going to model train shows and getting more and more pieces to our collection. Before long we had a whole city going with little people, shops, more trains, houses, and cars. The best part about it was our thing, my dad and me.

Unfortunately, a few years ago my dad passed away. I asked my mom if I could take the train set to my house. I set up in my basement and whenever I miss my dad or could use an encouraging word I go down there and fire it up. Hearing the sounds and smelling the smoke takes me right back to when I was 12 just being with my dad.

What Harry got out of the story was that it's not really about me liking model trains, it's about the relationship with my dad. A woman would be able to feel that story and respect me as well. She'll find me more attractive because of it and not in spite of it. A man telling a story about the "why" of his passion instead of the "what" will never feel judged.

Harry later told me that he's no longer afraid to bring up he's a gamer and in fact, he's introduced several women into the world of gamer culture.

Reference Point

After selling 10,000,000 plus records on their debut album, License To Ill, Beastie Boys were at a crossroads in their career. They had a smash album that was the first hip-hop album to top The Billboard

charts and their label Def Jam was looking for a follow up. Most people in the record business thought they were a novelty and wouldn't be able to come anywhere close to the numbers of their first album. They were also seen as a studio creation of super producer Rick Rubin and devoid of any talent on their own.

After closing out their first headlining tour they had grown weary of living out of suitcases and the day-to-day grind of life on the road. They had even gotten tired of the public persona that they presented of sex, drugs, and rock-n-roll. They needed a break from being in the public eye and from each other. The record label was having none of it and wanted to strike while the iron was hot and put a new album out immediately.

Even though they started out looking at Rick Rubin and Russell Simmons as older brothers the relationship with the co-founders of Def Jam was starting to sour. Beastie Boys were seeing some things going on behind the scenes that they knew were red flags. There was money they were owed that wasn't accounted for and artistically they were being pushed to do things they just weren't comfortable with. The Beasties were starting to think making a move to a different label would be the right move to make.

This was seen as a huge risk because of the perception of the group. Most record executives thought this was career suicide and even some of their fans turned their backs because leaving Def Jam seemed like an affront to hip-hop. They signed with Capitol Records and released what is now known as one of the most influential and groundbreaking albums in hip-hop, *Paul's Boutique*. Eventually, they started their own label, Grand Royal, and cemented themselves as one of the best-selling and important groups in hip-hop history.

If Beastie Boys gave into the fear of judgment that most people fall into they likely would've stifled their career and been the novelty group most people thought they were. By sticking to their guns and having the confidence to explore their musical boundaries they

became legendary. They knew who they were and knew what they offered so instead of being exploited they were able to step into who they are.

My Thoughts

After reading the section on self-esteem and doing the exercises you should be rock solid on who you are (if you're not go back and review). You should be proud of this because as we spoke about most people really don't have anything past a vague idea. Speaking of pride, you can now see all the value you bring to the table. Be proud of this because you're the only you there is.

I once knew a guy named Karl. He was a high school kid that was skinny, tall, and gangly. When he would run it reminded me of an ostrich or watching a newborn baby deer trying to get around. I've never seen someone so uncoordinated in all my life. He was a good guy but he would also drive me up a wall.

The problem was that he would apologize for EVERYTHING. It didn't matter what it was, he was sorry about it.

"I got a flat tire."

"Oh sorry, my bad."

"My house burned down."

"Oh sorry, my bad."

"An ax murderer killed my entire family."

"Oh sorry, my bad."

You get the idea...

If you bumped into him he would apologize to you. If you were to punch him in the face, he would apologize, it drove me nuts. He may as well have been apologizing for being alive... “Sorry for existing, my bad.”. One day I grabbed him and shook him and said “Dude, stop apologizing all the time!” and of course, his response was “Sorry.”.

The root of his problem wasn't just that he was too apologetic, the problem was the confidence in himself or lack thereof. He couldn't own up to himself and couldn't understand the space he occupied was his, it was everyone else's but his. If he was secure in himself and had some confidence he wouldn't be saying sorry to everyone under the sun. He didn't get people's respect because they saw him as “sorry”.

The irony was that he was worried about people's judgment of him and he didn't want that but that's exactly what he got due to his apologetic nature. He's not the only one, most people are so worried about being judged that they sacrifice a great deal of their life to avoid it. Many people are so worried about this judgment in fact that they are afraid to express much of anything about themselves.

The crazy thing is so many people are worried about being judged themselves that they don't have time to judge others. Sure, we all make snap judgments but that's usually as far as it goes. Even if someone was to take their judgment of you further, so what? Who are they?

Why does their opinion supersede your own, especially when it is about you?

I remember one time I was driving down the street and my muffler came loose and it was dragging on the concrete. The sound it was making was loud and obnoxious. I saw people walking down the street looking at me and my face turned red with embarrassment. Then a thought hit me: “I know I've seen cars driving down the

street in a similar state but I couldn't tell you about a single one of them.”

See, I forgot about them two minutes later and wondered to myself. “Why was I so embarrassed? These people will forget about me in no time.”

Here's a sobering statistic.

The average person only has 10 people that come to their funeral. If you're unlucky enough for it to rain on the day you're buried you can cut that number in half! “Yeah, Dale was a good guy and all but ya know, it's raining.”

Yet, we continue to live our lives based on the opinions of others that just simply don't matter. These people don't care if I die so why should I let them hold any weight on how I live?

You're you and you know that now based on all the work we've already done. Stop apologizing for being you, own it. That's the first step to having a sense of real self-confidence and it's a well-known fact that for a woman, confidence is sexy.

Action Step

Many guys that struggle with judgment often also struggle with being present. Being in the moment is one of the assets you can have in life because you're actually living. It's also a highly attractive quality because it shows a zest for life and you're your own man. Trust me, she wants a man and not a guy that is swallowed up by others' opinions of himself.

I'm not going to lie to you, this exercise is going to be uncomfortable. Just like any exercise that you would do in the gym to build your muscles, it's hard. Instead of working out to improve your physique, you're going to be stretching your comfort zone.

What I want you to do for one full day is wear clothes that don't match. Maybe it's stripes with plaid or maybe polka dots with camouflage or mixed-matched colors but pick something.

The purpose here isn't to embarrass you but rather to show you that nobody cares. You may get a couple of side glances or a friend saying "Did you get dressed in the dark?". The bottom line is that nobody will remember, care or make an assessment about you as a human being. Obviously use common sense, if you have a presentation at work pick another day but pick a day and do it.

Mentorship

A good mentor is going to show you not to be overly concerned with people's opinions of you. How can you ever go talk to that girl if you're wrapped up in your own head worrying about what she thinks? The mentor will help you accentuate your strengths and build up your weaknesses and this is a weak spot many guys have. With persistence and working on yourself, you'll start seeing that you value your own abilities and if someone else thinks otherwise they can kick rocks.

Chapter 2

A Tale of Two Guys

“The reason we struggle with insecurity is because we compare our behind-the-scenes with everyone else's highlight reel.”

- Steve Furtick

Success Story

I was in my basement pacing around as I tend to do when I'm talking on the phone. I'm on a call with one of my students talking about struggles that he's been having with dating and he's the kind of guy who is a classic overthinker and questions even the slightest change in tone or facial expression of a woman.

“I don't get it! I'm a good-looking guy, I make a really good living and I'm fairly outgoing. How come I keep failing with women?” My student Marty would say

And It was a fairly good question.

Then he'd continued telling me “I see all these other guys that don't nearly have their stuff together and are doing really well.”

I told him “Dude, we can knock out these issues one by one but in order to do that you have to stop comparing yourself to others.” His biggest problem was that he had a false sense of entitlement. He felt he was owed a certain level of success just for being him, he wasn't.

That all led to comparison and it wasn't doing him any favors. Because of this, he was led to believe he had serious underlying issues that were driving women away that he couldn't identify. In his thinking he was right and he was wrong at the same time. He was right in that the underlying problem was his comparison to others but he was wrong in that he didn't have deep seeded issues

really, he just needed to communicate better and change his mindset to a degree.

Once we started working on getting rid of this comparison game he likes to play things started falling into place. He no longer stunted his growth by thinking he should be further along than where he actually should be. Everybody's process is different and what he learned was to grow at his pace, not anyone else's. He focused on his growth and stopped counting everyone else's money.

I saw him grow and have more success with women in the months that followed than he ever did in his life up to that point.

Reference Point

Sean Stephenson was born with osteogenesis imperfecta also known as “brittle bone disease” which confined him to a wheelchair, with extremely fragile bones and only reaching a height of 3 feet. He had countless surgeries over the course of his life and he suffered from broken bones constantly. Later in life, he became a therapist and author of two books including *Get Off Your "But": How to End Self-Sabotage* (a personal favorite of mine) and *Stand Up for Yourself*.

If anyone had an excuse to say “why me?” or compare themselves to others it was him. However, he never let his physical limitations hold him back. He attended Depaul University and secured a job in the Clinton administration, he became a public speaker earning \$15,000 to \$30,000 an appearance despite the fact that his voice resembled that of a frog. He married the love of his life (an attractive woman by the way) despite the fact of being physically handicapped to a large degree with facial deformities. He lived life on his terms regardless of the physical circumstances he was born with.

Stephenson credits much of his ability to achieve in the fact that he didn't compare himself to others. It would have been an easier road

to take and nobody would have thought any less of him considering the ailments he had. That's the thing though, he didn't give much thought to what other people thought of him. He wanted to live up to his own ideals that he set for himself. He knew that even though his body was restricted his mind was not and that gave him the confidence he needed to see his goals for himself achieved.

Unfortunately, on August 28th 2019 Stephenson passed away from a concussion that he suffered. In his 40 years he managed to touch more people than most people twice his size and that live twice as long will ever do. Even in death his mindset was uplifting and encapsulates a thought that says everything that was his message for his short life. His last words were...

"This didn't happen to me, but for me."

My Thoughts

"Unique Like Everyone Else" is an album from a hip-hop collective called Deepspace 5 (if you're a hip-hop fan check them out) and the oxymoronic title rings true. In the first section, we spoke in great detail about your identity, intrinsic value, and the uniqueness that you embody. Even inside of all that we still all have basic human functions and basic needs. In many ways, people are predictable due to culture, upbringing, behavioral studies, and genetics.

These similarities that we share often lead guys to compare because if we see someone like us succeeding at something and it's easy to assume that we should have the same success. The problem with that thinking is that it's not one-to-one because of all the factors that make them up as an individual and make you up as an individual. There are always going to be different factors to keep it from being an apples-to-apples comparison.

Let's look at an example of what I mean...

Guy number one, we'll call him Scott. Scott was raised in a home that didn't pay attention to his needs very well. He grew up underweight, frail, and would often get sick. When he turned 16 he started lifting weights but still had a hard time putting on muscle. He struggled with having the money to pay for more food to consume calories, supplements, and vitamins. He lifted consistently and over the course of time put on a great deal of muscle but he's not where we would like to be.

Guy number two, we'll call him Jason. Jason grew up very similar to Scott. They're roughly the same age and have a very similar background and even the same body type. However, Jason is putting on a ton of muscle. He's not even putting in the same amount of time in the gym as Scott but is seeing 25% better results. The key difference is that Jason has a hook up on anabolic steroids and cycles them regularly.

Scott sees Jason's progress in the gym and he thinks to himself "Why aren't I seeing these types of results? It's not fair." Unbeknownst to Scott, Jason is taking roids and that's the one difference between the two. Scott may start getting frustrated and that frustration turns inwardly to himself. Once that happens he'll start to question if he should even continue lifting because "What's the point? I'll never be good enough anyways."

That's the biggest problem with comparison is it steals your momentum and results in frustration. The catch is you don't know the other person's story and you're simply not being fair to yourself. Also, it's taking your focus away from what you're doing and applying it to the next man. Not everything in life is a competition with others but most things are competing with yourself and that's where your focus should lie.

Stop robbing yourself of motivation, consistency, and results by comparison. Keep your head down and push forward at the pace you

can handle. Be better than you were yesterday and that's truly winning. Master yourself and the confidence will follow.

"Comparison is the thief of joy"

- Teddy Roosevelt

Action Step

What's a talent that you have? Or maybe a personal goal you want to achieve? Is the improvement in that thing you're working on scalable? Can you track it?

A lot of times we think we're doing well at something or maybe you think you're doing poorly but either way you can't point to any hard evidence to support that thought. This is where that is going to change. Pick something in your life that you can track that is solely all about your efforts exclusively. Maybe it's losing weight, maybe it's running, maybe it's sales calls or maybe it's how many women you approach to talk to but pick something.

Get yourself a spreadsheet and start tracking your success and see at what rate you're improving. The whole point of this is to focus on your own individual effort with zero external influence. I want you to improve on this thing consistently and monitor how you feel about yourself.

Mentorship

A good mentor will keep you on the straight and narrow. They should work with you individually to make sure you're focusing on your goals and not comparing yourself to someone else with a similar goal. They should encourage you as you level up and hold you accountable when you're not. Remember, it's about YOUR progress and not the next man.

Chapter 3

How To Use This Book

(by Jared “PSYCH” Lawrence)

“Learning is experience. Everything else is just information.”

— Albert Einstein

Now for a few words from the man, the myth, the legend Jared "Psych" Lawrence. Jared is the founder and leader of Modern Flirting of which I'm also one of the coaches.

*After you finish this book I highly recommend you check out his book *The Psychology of Modern Flirting: The Attraction Ladder...**

Success Story

Imagine struggling to even begin to put together your dating life to not only date the type of women guys daydream about their entire lives but also being able to help hundreds of men get those types of experiences themselves.

When I first met Gor he was obviously very intelligent, and very much eager to learn. What baffled me is how someone with so much drive and dedication, struggles so much when it comes to dating.

Until I saw what the problem was and pieced together what was actually holding him back.

Gor has a highly logical and analytical mind which was very useful for him and has helped him be successful in a lot of the things he's done in life.

He can pick up concepts and ideas like that but for some reason, it hasn't translated to any significant results in his dating and social life.

That's when we started seriously working on this area of his life and a couple of things happened that became catalysts to having an identity-level shift and exponentially improving his success with women.

I walked him through my personal learning framework, which I'll be sharing with you later on in the chapter. It's a model I've developed to create the same, paradigm-shifting epiphanies that distinguish nerdy "old Jared" from "Psych" which was the label I gave the person I wanted to be.

We worked on reprogramming his mindset and told him, if he really wanted to, he could work on having dating coach-level flirting skills.

As part of our mentorship together, we went out and worked on his social skills in the field. We met a lot of people and talked to a lot of girls. He told me how our time out in the field, particularly seeing how I interacted with women, sort of "gave him permission" to go all out.

And he crushed it from there. Eventually being a kickass instructor here at Modern Flirting, helping guys through the sticking points they're dealing with and coaching them through whatever's holding them back from progressing further

Reference Point

Richard Bandler is a renowned American author and trainer in the field of self-improvement and psychology, best known as the co-founder of Neuro-Linguistic Programming (NLP). Bandler was born on February 24, 1950, in New Jersey, USA. Growing up, Bandler had a difficult childhood, which included a diagnosis of

dyslexia and ADHD, as well as a history of drug use and behavioral problems.

Despite his challenging upbringing, Bandler showed an interest in learning about human behavior and psychology from an early age. He studied psychology at the University of California, Santa Cruz, where he was introduced to the work of linguist Noam Chomsky. Chomsky's ideas about the innate structure of language and the mind inspired Bandler to develop his own model for understanding how people think and behave.

Bandler's early work focused on modeling the behavior and language patterns of successful therapists, including Virginia Satir and Fritz Perls. He noticed that these therapists had a unique way of communicating with their clients, which he called "the structure of magic." Bandler and his colleague John Grinder went on to develop the field of NLP, which was based on their observations of successful therapists and their techniques.

NLP is a system for understanding how language and behavior are linked, and how we can use this understanding to change our thoughts, emotions, and behaviors. NLP has been applied in a variety of fields, including therapy, business, and sports performance, and has been used to help people overcome phobias, anxiety, and other psychological issues.

Despite his success in developing NLP, Bandler has faced controversy throughout his career, including accusations of misconduct and unethical behavior. However, he remains a respected figure in the field of psychology, and his work has inspired countless people to improve their lives through self-improvement and personal growth.

Richard Bandler's difficult upbringing and struggles with dyslexia and ADHD inspired him to develop his own model for learning and understanding human behavior. His work in the field of NLP has had a profound impact on the field of psychology, and his legacy

continues to inspire people to improve their lives through self-awareness and personal growth.

My Thoughts

A lot of people look at or consume a bunch of information and as the expression goes it's in one ear and out the other.

The reason why that happens is people don't know the proper way to learn things so it sticks, it stays with you, and becomes part of who you are.

The patterns with which we learn things are actually very similar across the board with the primary differences being the preferred medium that we consume information (i.e. visual, auditory, kinesthetic, etc.)

Top 2 Mistakes When Learning

1) Not Implementing what's being learned so it's quickly forgotten about

Like the old adage says: "Use it or lose it"

Whether you're trying to learn a physical skill, broaden your knowledge base or improve your social interactions, the law of atrophy applies.

I discourage my students from being "theory junkies". You know, those people who insist on consuming copious amounts of information before they take action.

A lot of the time, more information actually holds you back from making progress.

If you're spending more time online watching videos about how to be successful with women than going out and actually meeting women, some sort of intervention may be in order.

Whenever I'm reading a book, taking an online course, or talking to a mentor of mine, the moment I stumble across something actionable. I'm putting the book down, pausing the course and immediately implementing what I've learned just then. (Maybe when I'm in the middle of a meeting or a call with a mentor I'll note it down and execute on it soon as we're done.)

Now I understand that some things might not be immediately actionable.

If you're reading a book on jet skiing for example and you're miles away from the beach, it might not be feasible to drop everything just to be able to implement chapter one.

The next best thing is using visualization as an alternative. The reason is that your brain can't really distinguish something you actually did versus something you saw in your mind's eye.

2) Lack of organization

Another big mistake people make is not being organized enough when learning things. Either they just consume information sporadically here and there and take notes without any form of structure, much less a system by which they can revisit them later.

When I take notes, I make it so I know exactly where to look when I want to revisit something. That way, information is accessible and I'll be more inclined to go back when I need to, which is infinitely better than knowing how much of a clusterfuck your notes have gotten and you groan in frustration every time you have to look something up, hoping against hope that you'd eventually find whatever it is you're looking for.

For example, my dating and social skills notes would be folders on folders of information, depending on the topic, I'd know where to go if I'm working on something specific

Let's say I want to work on starting a conversation. I'd have a folder on "Starting" and in that Folder there would be 2 separate folders for "Theory" where I'd breakdown how to start a conversation conceptually as I understand it and "Actions" where I can list down opening lines I want to try when I go out and approach.

Here's how you "Hack" your learning curve.

Our brain is designed for pattern recognition, which is the basis for mnemonics, acronyms, or other memory master techniques out there. By breaking down complex ideas into smaller, more manageable steps, we can improve our understanding and retention of the information.

That's why I teach the attraction ladder as a sequence of steps, it's more accessible to the student. Now in real life, it's not so linear but having that knowledge available to you at all times will help you recognize what's needed in that particular moment in the interaction.

Imagine If I gave you the attraction ladder concepts as an info dump and out of sequence and all those things have to be present in your conversations.

If you'd have to remind yourself how to flirt, then build a connection and be playful while keeping the conversation going, while engaging her friend. It will be very overwhelming.

But if you have the steps mapped out in your mind it will be easier to decide what the best way to move forward will be.

Memorizing huge chunks of information isn't really how we learn things in the real world. As you read this book, treat it like a step-

by-step manual for assembling a coffee table from IKEA. This approach can help you internalize the information better and apply it to your life more effectively.

Think about it, you don't read the entire manual and suddenly know how to put the table together. You read a little bit, then put it down to actually work on the table, maybe you run into some trouble so you look at the instructions again and as you're building the furniture you have to constantly refer back to the manual.

The Rule of 100: Internalizing a New Skill Set

“If you put 100 hours into a task or a skill, which, in the course of a year, boils down to 18 minutes a day, you'll be better than 95% of the population at that thing”

Now, that's not to be confused with the 10,000-hour rule, which is said to be the prerequisite for mastery.

Your first 100 hours of learning and doing something gets you to where you'll be more proficient in that thing than the majority of the people out there.

Let's take Brazilian Jiu Jitsu for example. Which belt do you think is harder to get, the white belt or the black belt?

Contrary to what most people would think, the white belt would be harder. The reason is that you're starting from scratch and just barely building momentum. Once you have your white belt, you're already better than 90% of the population because most people don't even train

Let's say the average guy who wants to get better spends 4 hours out in the field working on his social skills, and talking to girls.

How many girls do you think he's talking to in that 4 hours, 5? 10 maybe? realistically, how much of those 4 hours do you think is spent talking to a girl?

Let's give this guy the benefit of the doubt and assume he's really dedicated to getting better. So, we'll say of that 4 hours out in the field he spends 1 hour talking to a girl.

If he goes out 4 times a week, it will take him about 25 weeks to get better than 90% of the guys out there, which isn't an insane amount of time, especially if you're serious about getting this area of your life figured out.

Most guys go out once a week hoping to "get lucky", they'll take 2 years!

From Clark Kent To Superman

Earlier in the chapter, I mentioned a framework I've developed that allowed me to completely transform my Identity from "Old Jared" to "Psych". And in this section, I want to give you that same framework that I've pieced together not only from my own experiences and that of my most successful students but also something I've observed from the most successful people in their field.

Mindset

Everything starts internally, behavior changes internally and mindset is crucial if you want any degree of success in your life.

There are of course many facets to mindset, that's why Inner Game is so important. Reading this book already puts you ahead of the majority of people.

Action

At some point, you do have to pull the trigger and know what to do, and what to say, and being willing to push the envelope further than the next guy often separates winners from everybody else.

Process

Knowing what to do and what to say is one thing. Doing and saying the right thing at the right time is a different story entirely.

All three of these in the right sequence will be important if you really want to create lasting changes in your life. So if you ever get lost, always remember the M.A.P.

This specific order is important, though. Mindset comes first because you need to create the identity you want to design your life around. Then you take the actions and develop the processes that match that mindset.

Doing it out of order won't work in the long run.

Going Action - Mindset - Process for example would eventually lead to burnout because you can only take actions that don't match your identity for so long.

So how do you start creating and shifting towards your new identity?

Labeling helped me a lot, like I said I started identifying differences between my old nerdy self and "Psych" the master seducer. I even had clothes in my wardrobe that only "Psych" would wear

You can try doing affirmations. Visualization exercises helped me a lot as I mentioned earlier. I know Dale talks about reframing negative thoughts a lot in his classes and I highly recommend trying that out.

Action Step

Start applying the M.A.P. framework in the areas of your life you want to improve.

Since we're talking about dating and relationships, write down the mindset for the ideal version of yourself, and describe what that identity entails. If there are things you specifically want to change or reframe, write them down as well. Read what you've written twice a day for at least 21 days, once before you go to bed and once after waking up in the morning.

Explore the different ideas we talked about in this chapter and remember to apply information the way you would an IKEA instruction manual.

Mentorship

There's a common adage in the self-help world that says "You learn from failure" or "It's not failing it's learning"

And while it's true that we learn from making mistakes, there are more efficient ways to learn. You can discover a thousand different ways to not do something but if you figure out one thing that works you're good!

It turns out, we learn best through success.

That's why having a mentor or coach, someone who's done it before telling you what they did to get there, shaves years off the learning process. Because instead of going through countless failures and mistakes to figure things out, you're drawing knowledge and experience from someone who's already made those mistakes before so you don't have to.

It will save you not only time and money but also the emotional toll of having had to go through very unpleasant experiences.

Chapter 4

Elon Musk and the O.G.

“When your vision is powerful enough, everything else falls into place: how you live your life, your workouts, what friends you choose to hang out with, how you eat, what you do for fun.

Vision is purpose, and when your purpose is clear, so are your life choices. Vision creates faith and faith creates willpower. With faith, there is no anxiety, no doubt - just absolute confidence.”

- Arnold Schwarzenegger

Success Story

When I started working with Vito he was an enigma to figure out. He was the kind of guy that’s stoic and didn’t share much about his life and in this business that makes things extremely tough. He was always reluctant to give out details of his experiences and would use as few words as possible when he did speak. It’s very difficult to diagnose issues and sticking points if a guy just refuses to open up to you.

As we got to know each other a little he started to divulge some aspects of his life. He was always reluctant to say what he did for a living (I figured him to be a spy) and it turns out he worked at a liquor store. I also found out that he graduated from the University of Michigan with an engineering degree which made me question his career choice at the party store (that’s what we call liquor stores in Detroit). Another fun fact about Vito, he was a virgin.

Vito thought once we got to college things would turn around for him in the woman department but it did not. Things remained the same because as the old saying goes “Wherever you go, there you are.” and so consequently he never went on a date. My initial thought was it was likely because of his super serious demeanor and

lack of opening up. What I found out was that it was just the symptom of a bigger issue.

The bigger issue was that he didn't think he could succeed so he figured "Why try?". To his credit, he recognized that he needed help which is why he started working with me.

What I came to find out later was that his reserved nature wasn't just his personality but it was a fear that he'd been holding onto. A fear that if he expressed himself that he'd be put in the position to compete for people's attention and in his mind he'd never win it so "Why try?"

I looked him in the eye and asked "Do you want to succeed?"

He said he did.

I wanted to dig even deeper so my next question was "Can you ever see yourself succeeding?"

That took him by surprise and after a few moments of thinking it over he finally replied "Well, not really."

I knew that I'd come to the heart of the issue. "Man, you've graduated from U of M with an engineering degree! You're a thousand times smarter than me so you have to be smart enough to see that you're the one holding you back. Dog, why are you working at the party store when you could be doing so much more?". I told him, genuinely perplexed.

His response was "What if I fail though?"

The first thing that Vito needed to work through was being able to at least visualize success for himself. I started with him just imagining success whether he believed it was possible or not. He

needed to at least see it in his mind's eye. I also had him paint a picture of what success might look like.

Once he started to get into it he was rattling off scenarios that were extremely imaginative and it was pretty cool to see him actually open up in so much detail.

Once we did this he felt like making steps towards this success and this reminded him how capable he actually is since graduating with an engineering degree is no small feat.

Now that we had that out of the way we could finally get to the task of actually doing something about it. He finally accepted that he was worthy of success and he was excited to do the action steps to fulfill it. The guy who previously was terrified to open up was now a guy that had a zest for life.

Today Vito is an engineer in the Seattle area and newly married.

And something I would have never guessed in a million years, he now teaches improv comedy!

Reference Point

Walt Disney grew up in a poor family so to help he started to paint pictures and sell them to neighbors and family friends. To make ends meet in Kansas City he started working on a train selling candy, newspapers, and soda to passengers. At that early age he knew that he had to work hard to make his life meaningful. He later dropped out of school and after being rejected by the army he joined the Red Cross. He was stationed in France as an ambulance driver in World War 1.

After the war, he returned to Kansas City and landed a job at an art studio. Before long he was fired because as his boss said “He lacked imagination and had no good ideas.”. From there Disney started his

own commercial company but struggled with attracting clients. After another failure, he began a company called Laugh-O-Gram and tried his hand at selling cartoons. Although he sold a few cartoons it wasn't enough to make the company financially sufficient and soon went bankrupt.

With just \$40 in his pocket, Disney went to Hollywood. As many do, he gave acting a shot but failed being cast in audition after audition. He then decided to go back to cartoons and artistry and had his big first success with Oswald the Lucky Rabbit but it didn't last long as Disney was hustled out of the rights to the character. With all these failures he didn't feel sorry for himself and decided to start over. His very next creation was a character that changed everything, Mickey Mouse.

Time and time again he bet on himself. Even after the success of Mickey Mouse, he visualized more. He could have been content with the earnings of his new creation but he knew he had more to offer. He invested \$2 million (\$40 million today) of his own money to make the animated feature film Snow White. Today animated feature films are very common but this was the very first and in the 1930s this was a huge risk, especially in the middle of The Great Depression. Snow White was a massive success and started a long list of Disney-made animated feature films, the risk paid off.

Disney at this point had "made it" but he knew he had more in the tank. He visualized a theme park based on his characters and aesthetics. A theme park of this nature had never been done before and was another huge financial risk that would ruin him if it failed. One of the things he would do to minimize that risk is to visualize it being successful. He made a vision board with all the sights he'd want to see in such a park. He paid such attention to detail in his visualizations that he'd lose hours of time just soaking in his imagination to create Disneyland.

Without the power of visualization, he would have never been able to construct a franchise and brand as powerful as Disney. Everything starts with a thought and if that thought contributes to your potential soak it in. Visualize a landscape of opportunity and how you would navigate these surroundings. What is it that you can imagine? Take the shackles off your mind and give yourself the freedom to imagine big things.

“Visualize success and put yourself in the picture”

- KRS-One

My Thoughts

A very common cliché question that’s often asked in job interviews is “Where do you see yourself in five years?”. Although you’re likely to give it an eye roll, it’s not a bad question. The problem is that most people will answer it by giving a knee-jerk response that they hope it’s something the interviewer will want to hear. The truth is inconsequential to the question because the goal is to land the job and not break down future goals.

Good thing this isn’t a job interview but I’d argue this is just as important as landing that new gig. Just like that job interview, I’ll ask you, where do you see yourself in five years? Ten years? Twenty? For many people, it depends on the level of hope they have in their life. If I ask a guy that’s just trying to get a rep on the streets by dealing drugs he might tell me “dead or in jail” and that tells me he feels hopeless. If I ask Elon Musk he’ll probably tell me “Well, I’m building a time machine so it doesn’t matter.” and that speaks to hope (depending on who you ask).

Hopelessness is a killer. It’s a killer of dreams, goals, motivation, positivity, and growth. If you feel hopeless it’s probably due to being stuck in a rut which makes you frustrated with the lack of results of getting out of said rut. This is where visualizing your success is helpful because using your imagination and creative

juices is something you can do while in that rut. Now, I understand that you may say “Dale, all the positive thinking in the world isn’t going to help me out of my situation.”

I hear you and you’re right it won’t but believe me, there are plenty of action steps in this book for you to put in the work to make it a reality.

Visualizing your success isn’t some “pie in the sky” fairy tale to help you cope. Without it, you’re likely to stay in whatever rut you’re in because your mind isn’t in the game. Well actually it is, it’s your adversary that’s holding you back and in that rut. Without a clear vision of that success, it’ll be like following a road map without a destination point. You’ll never get to where you want to go because you don’t know what the “where” even is.

As I mentioned before, I live in Detroit. At times the winter can get pretty brutal. It’s common to get a snowstorm where I get ten inches of snow dumped on my house but the truly annoying thing is that it also gets dumped on the streets, the very street where I park my car. When I get hit with that kind of snow it can become very difficult and frustrating to get that car shoveled out. I typically have to use a snow shovel and a bag of rock salt to get the process started. Then it becomes a matter of rocking it out by backing up a little and going forward a little to make some treads in the snow. At times this makes ruts and it’s easy for the car to get stuck in these ruts and all I can think about is getting out of it. The point is that it takes thought, effort, and visualization just to move a couple of feet. I have to put in a lot of work to get those couple of feet but I need that small incremental gain to get access to the road that can take me anywhere I want to go.

In a dating and relationship context, you want to visualize what having that success will look like. Is it having multiple options? A girlfriend? A wife?

Only you can define what success is to you. In order to visualize that success you need a clear definition. If you've been doing the action step exercises you should have a clear definition of your goals but what do those goals really look like?

I want you to put this book down and really think long and hard on this. Your future self will thank you for this.

Action Step

I'm a big believer in reverse engineering things that can be difficult to understand. Your future self can be one of those difficult things. It may prove to be difficult to figure out point A to point B when there are a lot of steps to take. Just because it's difficult doesn't mean that it's not worth it. In fact, in most cases, difficulty is the very thing that makes it worth it.

What I want you to do is close your eyes and really reflect what you want that future you to look like. The rapper/actor Ice-T once said "If you're going to make a career out of the rap game you should know the name of your third album before writing your first song." and I agree with that logic. So ask yourself, what's your body/health look like? Your career? Your relationships? Play a few scenarios out where you're interacting with people. How has that future played out for you? Now close your eyes and start thinking.

Your mom is a slut! Ha! Caught you not closing your eyes! Stop reading and do it now!

Welcome back, What did you think about? Take out your phone and do a video recording laying everything out. Go into as much detail as you can and really break it down. Watch this video daily and take at least one step per day to get you at least one step closer to this version of your future you.

Mentorship

There's a very common mantra out there that you should be free from outcome. I do believe this, to a degree. I think a better way of phrasing it is that you shouldn't be married to an outcome. You should want a certain way for things to go for you but if you're dead set on that outcome becoming the reality you may be disappointed even if that unexpected outcome is even better than the planned one.

A good mentor should be working with you to get those desired outcomes but tapering the expectations to the students' experience level. By biting off more than you can chew you're not going to get fed and likely choke on that food you bit too much of. A mentor should be working with you to establish your skill level with today's problems. Trying to be that future you today will only result in cutting corners and finding yourself frustrated.

Chapter 5

Who Wants to be a Millionaire?

“There is only one way to eat an elephant... a bite at a time.”

- Desmond Tutu

Success Story

I met Carson at a boot camp in Denver. We met up at a Starbucks before heading out. He wasn't my only student that weekend but was first to arrive so he got some extra class time for his efforts. What struck me about him was his eagerness to learn and improve. Most guys want to excel but oftentimes they let their anxiety hold them back, this wasn't the case with Carson.

This guy was so ready to get started that I felt like he was glossing over what I was trying to show him. It seemed like what I was trying to teach him was falling flat and it was starting to annoy me a bit. I eventually had it with him and said “Hey! I'm glad you're excited but there's a reason you're here and it's because you need help. So let me help you!”. He jerked his head and looked at me and said “My bad, you're right. It's just I'm ready to approach!”.

Again I liked his initiative but he was in over his head as I found out later. We started hitting the streets and I asked him to show me how he approaches and it was nothing short of a trainwreck. He was walking up to women and would ask them for directions and then say something overtly sexual. I pulled him aside and said “Bro, how does that kind of approach work out for you generally?” He replied with “Ummm...not too good”. I told him “Man, why do you keep doing it then?” and he gave me a shoulder shrug.

“What should I say?” and right then I knew I was starting from scratch with this guy which is fine because that's pretty common but if he'd listened when we were having class he'd know what to say.

I was a little frustrated with him but it's my job as a mentor/coach to work with guys that can prove to be challenging. So I did a quick recap and gave him a few different ways that he could approach. Then he says to me "Okay, after I approach and say that then what?" and I told him not to worry about it until he can approach correctly. He then was a bit miffed and said "C'mon Dale, just give me something to follow up with!" Just to get him back to approaching I gave him a little something he could say after approaching. Then his response was....

"Then what?"

"And what about after that?"

"What if she wants to have sex? What should I say?"

"What if her friends come over?"

"What if we're taken hostage by terrorists?"

"How should my body language be in a Jurassic Park type of situation?"

"So say there's a zombie apocalypse...."

You get the idea, he was wanting a magic bullet for every situation he could conjure up. Carson was getting way ahead of himself because he was at square one and thinking about what he should do or say at square fifty. It then hit me what his problem was, he was mentally seeing an interaction to its conclusion before he even starts one.

The problem with that is you think you're playing chess when she's playing checkers but in reality she's not playing anything and you can't even open the damn chessboard. I told him "Carson, you need to slow it down a lot. Pump your brakes and concern yourself with

the task at hand. What's the task at hand?" He replied with "Getting a cute girl home with me." I strongly told him "No! It's to approach and do it correctly. Right now for you nothing else matters. We're going to small chunk this."

Finally he got it that he was putting the cart before the horse. We started working on his posture and body language, his tonality and finally saying things that get women's attention for great conversation. After a day he started to do really well and I felt comfortable giving him ways to build attraction and keep the conversation going. By the end of the boot camp Carson was killing it and actually assisting me with other guys in the boot camp. He kept his momentum going and became one of my favorite students.

Carson took his new found understanding of small chunking to every area of his life. Today Carson runs teams in high level areas of upper management for a huge social media platform. His relationships are in his words "Always falling into place" and he credits small chunking as his gate way to improvement.

Reference Point

June 6th, 1944 was a day that changed everything moving forward into the future. If you don't know the significance of that day, it's the day the allied forces stormed the beach in Normandy, France to start the invasion of fortress Europe in World War 2, otherwise known as D-Day. The levity of that day can not be understood as the world would look significantly different if it didn't happen. Even with the importance of that plan it wasn't the real goal, defeating Hitler was the goal.

The invasion on D-Day took years to plan because of the importance of the moment. There was pressure from Joseph Stalin to start the invasion early to help take the heat off of the Russians in the eastern front of the war. Also, keeping the Nazi's guessing where the invasion might land proved to be difficult as well. Not to mention,

as time went by the Nazi's were getting heavily entrenched in where the best landing locations would be.

When D-Day finally took place there were thousands of allied troop deaths in the first wave of invasion. Things did not go smoothly and it took far longer than initially thought to unify the five beaches that were targeted. Eventually the Nazi's were overrun and had to push back into the French countryside to take refuge and organize. With the push the allied forces were giving it wasn't long until the Nazi's found themselves having to retreat.

The plan to defeat Hitler had to start somewhere. The allied forces couldn't just drop in and start attacking without a highly organized plan set into motion. The leaders at the time had a grand overarching plan of taking down Germany but they had to break that plan into segments which in turn had to be broken down to even smaller segments. Without those smaller micro plans and missions the main goal of victory could never happen.

My Thoughts

Do you want to be a millionaire? Do you want 100k followers on Instagram? How about having 10 dates a month? I'm sure many of you reading this are like "Yup! All of that sounds great!". Well here's the fly in the ointment, you can only start out with \$250, 500 followers and 0 dates a month. Seems like you have a long way to go to reach those goals. The good news is that doesn't mean that you can't make it, it just means you're going to have to double down on your efforts!

If you've been doing the action step exercises like you should be then you should be zeroed in on your goals and know that there's a path to get there (You're probably sick of hearing this but seriously man, if you haven't done the action steps FOR GOD'S SAKE....DO THEM!!). They may be lofty goals and that's okay, they should be difficult. It's easy to get frustrated and say "Man, I'm never going

to get this done.” and just give up. That's a loser mentality because someone who really wants it will find a way. Oftentimes it simply boils down to organizing those goals and small chunking them into bite size pieces. One of my favorite motivational meme's says “How do you eat an elephant? One bite at a time.” and it's true (they're delicious).

When I look at a goal I see that as the end point of a certain journey, the destination. That's my macro goal as it's an overarching goal that all my smaller goals are going to fall under. Those smaller goals are my micro goals and when those micro goals start stacking up I can see the macro goal taking shape. Just like in the reference point section in this chapter talking about the D-Day invasion it started on the beaches of Normandy and took many battles but those battles added up to a victory against Hitler and the Nazi's.

I'm going to share an example from my own life. When I started an Instagram profile my macro goal was to reach 100k followers and as I write this I have 13,454 followers, looks like I have a long way to go, huh? Well, just like everyone else I started at 0 followers. If I was to fixate on that 100k in likelihood I would have gotten frustrated, lost motivation and probably not put too much work into it. Here's the thing, I didn't fixate on a 100k, I fixated on 500. The 100k was in the back of my mind (and still is) but the goal in front of me was 500 followers so I worked to get to that number as quickly as I could.

Guess what happened when I got to 500 followers? Firstly, I was proud of myself for hitting a micro goal and I reflected on that. Secondly, I started working towards my next micro goal of 1000 followers as quickly as possible. I had the confidence to know I could do it, I had the track record. Guess what happened when I reached 1000 followers? I made my next micro goal a little more lofty and bumped up the number to 2500 followers. When I met that I was on to 5000, then 10,000 and now I'm working to 25,000 followers. The funny thing is now it's starting to snowball and it'll

take me less time to go from where I'm at now to 25k than it did from 0 to 500 followers.

Look, in order for me to reach that macro goal of 100k followers I have to first have 50k first, right? In order to have 50k I have to have 25k first, right? In order to have 25k I have to have 10k first, right? 5k? 2500? 1000? You get the idea.

How does this apply to dating and relationships? Let's say you want to get married one day and that's great if you want to! Well, you can't just marry someone, right? This isn't caveman days with the club and the hair pulling (only in certain instances, if you know you know). There's obvious steps (sometimes not so obvious) in place that you have to take before that wedding can take place.

If you're going to get married you have to get engaged. In order to be engaged you have to be in a serious relationship. In order to be in a serious relationship you have to be in a relationship. In order to be in a relationship you have to be dating. In order to be dating you have to have gone on a date. In order to go on a date you have to have met and conversation. In order for you to have met and had a conversation in likelihood you had to have made that happen.

Just like my student Carson, if you can't see the forest from the trees you're likely to be lost in the woods. It's good to consider the macro goal, in this case marriage, to have a direction to go in but if you can't start an interaction, unless you're lucky that wedding is never going to happen. That's why it's important to master the micro goal or step you're on before moving onto the next one. If you struggle with approaching then get really good at it before you start concerning yourself with carrying a conversation or building attraction.

Action Step

When I started out trying to figure out my way in how to build attraction it was a huge uphill battle. There weren't a million YouTube videos, there weren't coaches everywhere or Facebook groups like there are today. All I had was a few books and a couple old school newsgroups and message boards to gain information from. All the action was up to me and me alone and trust me it was no easy feat. I spent a ludicrous amount of time banging my head trying to figure things out.

I realized I had to chunk things way down to make any real progress. When I saw way down I mean way down. I started by just asking strangers at the grocery store where the soup aisle is. That very simple concept is where everything started for me. Here's the deal though, I didn't move on to the next step until I felt very comfortable asking where the soup aisle is. At a certain point I could tell you where every can of soup is in metro Detroit.

Lucky for you you have a plethora of information at your fingertips. With a quick internet search you can at least be pointed in the right direction. Even with all that knowledge many guys struggle. I'd argue there are several reasons why but one of the main reasons is that now there's too much information with too many choices that leads to paralysis by analysis.

I'm going to simplify it for you though. For your action step I want you to study the attraction ladder. Jared "Psych" Lawrence wrote *The Philosophy of Modern Flirting: The Attraction Ladder* and I'm going to break down the rungs in that ladder. Ideally, I'd like you to read the whole book but in the meantime this will suffice...

- 1. Starting** - This is the approach. It's important to be aware of your body language and posture. Have a good opening statement or question.

2. **Conversation** - This is meant to build some rapport and to keep the interaction going. Keeping a good flow of conversation is vital to her seeing you're a socially aware guy.
3. **Positioning** - This is for keeping yourself in the group and not getting blocked out by her friends.
4. **Peer Approval** - You need to win over a girl's friends if you're going to have any real chance with her. In many cases a woman's friend's opinion is everything to her.
5. **P.E.S.** - Positive emotional stimuli is important to the interaction because if she's not having fun she's not going to stick around for long.
6. **Flirting** - This is all the lighthearted teasing and attraction building part of the interaction.
7. **Freeing** - This is where you free her from her friend group to have some facetime and continue to get to know each other better.
8. **Connecting** - This is where you really start to feel comfortable with her and her with you. It's finding out about what you have in common and having deeper conversations.
9. **Plan the Date** - This is where you have something in mind for meeting up again.
10. **Sexual Tension** - This is where you start introducing a sexual component to the interaction.
11. **The Kiss** - This is when you kiss her.

12. Adventure - This is when you go out on a date but plan it to be something more fun than dinner and a movie.

13. After Party - This is getting her back to your place.

14. Arousal - This an extension of sexual tension and designed to have both of you in the mood for sex.

15. Releasing Pressure - This is designed to help her feel safe being sexual with you.

Now that you've gone through the attraction ladder I want you to see where your level of comfortability lies and focus on working up that next rung of the ladder in your interactions.

Mentorship

In the action step I layed out a blueprint that can change your entire life and I say that with 100% sincerity. Much like anything else it needs to be applied and odds are when you start applying it you'll have questions about how to do it properly.

A good mentor is going to be able to answer those questions and set you up for success. By small chunking the process down to rungs on a ladder you can identify where you're at and where you should be moving to next and a mentor should be encouraging you along the way where you don't have to bang your head against the wall as I did for many years.

Chapter 6

Adventures in Leaving Chick-Fil-A

“Stand up straight with your shoulders back... Dress like the person you want to be ”

- Jordan Peterson

Success Story

It was the second day of a boot camp that I had done with Alex. This was somewhat of a rare occasion because he was the only student that I'd been working with that weekend. He wanted the opportunity to work with me closely on a one on one level so all the attention and focus would be on him. We had already gone out the day and night before in his hometown of Nashville.

The first day he had done mediocre. He was doing just okay but he had studied a lot of my content and knew it pretty much backwards and forwards so I was a little perplexed at his results. One thing that I did notice is that he seemed to stand too far away from the women he would approach and his results were getting better but still lacking. After the first day I was racking my brain trying to figure out what the issue was.

As I analyzed the first day of the boot camp it hit me, his posture! As I saw him walk into the lobby I was annoyed at myself for not seeing it earlier. Alex is a guy of average height but he just seemed smaller for some reason. He somewhat lurched when he walked and his shoulders sort of rolled inwards. I had been teaching a posture and body language exercise for a while now and now it was Alex's turn to do it.

Another thing I had him work on was the tone of his voice. He was the kind of guy that talked through his nose in a muppet kind of way. When he finished going through these exercises he looked and

sounded like a different man. He just appeared and sounded more confident. His confidence was fine to begin with but he didn't look the part but now he did. The way he carried himself just wasn't congruent with who he actually is.

When we went out on day two he started seeing real results that translated. He was closing the gap (which previously looked like he was social distancing but wasn't), his voice had a rich tone to it and he walked tall. All around and any way you slice it we just looked like he had a higher vibration to his energy. It was awesome to see that transformation and see his results pile up.

Today Alex went from a dishwasher at a greasy spoon restaurant to starting a successful small business and credits his new presentation of himself as the catalyst.

Reference Point:

Milton Erickson, an early pioneer in hypnotherapy, is an amazing figure. Not only did he bring hypnotherapy to the mainstream but many other techniques are based on his work including NLP (Neuro Linguistic Programming). He had a tremendous gift in being able to read people and get to the crux of their issues easily. He would then use hypnosis to help his patients overcome whatever struggle they were dealing with.

When he was 18 years old he was suddenly stricken with polio. This polio ravaged his entire body and he was left completely paralyzed except for his eyeballs. He could look at people and have some ability to see while moving his eyes slightly. Imagine for a minute that you were his position and if you have an active mind like I do how difficult all this would be. You'd be lying there in bed without the ability to read, watch TV, no entertainment but only boredom. I know I would become incredibly frustrated at not being able to take care of myself and being without any real mental stimulation.

What Erickson did when he was in that state to keep himself occupied while people were visiting him was start observing people on a much deeper level. He still couldn't say anything because his mouth was paralyzed so all he could do was observe. He observed people more and more closely and he noticed as he progressed that people spoke with a second language. This communication he observed was a non-verbal communication.

What he found is that this second language is spoken through gestures, tone of voice, your posture and facial expression. Slowly over months and years of being paralyzed in his condition he mastered the art of this second language. He could tell from the way his sister moved her hair or tilted her head that she was feeling some resentment towards another sister. He noticed that there were five different forms of the word "no". Someone might say "No, I don't want that apple." that in reality they actually did want the apple they were offered. He concluded that there were all these types of "no" depending on the tone of voice. He could hear people in other rooms of the house talking about him but could deduce what they really meant depending on the tone they used.

He found that regardless of the words people used it was their bodies that gave away what they actually thought. He could pick up on their nervousness, excitement or any emotion through their tone, eyes and mouth. Erickson completely mastered this second language and as he got older he used this in his hypnotherapy. He parked his desk in the furthest corner from the door so he had more time to gauge a client's second language before sitting down. He could tell by their stride if they were scared, anxious, excited but more importantly if they wanted to change their lives or not.

He was so insightful that people thought that he was a psychic reading their thoughts. Because of Milton Erickson we all can have that ability to read this second language. I would argue that it's equally important to be able to speak it. We all speak it already subconsciously but imagine being able to translate exactly what you

want to others in a way that they really get it. Well, buddy boy, keep reading...

My Thoughts

Communication is one of those things that is basic but it's the nuance in it that makes it complicated. For instance, if I dropped you off in the middle of Beirut you may have trouble verbally communicating but your body language may be enough to get you to where you need to go. Sure, it's going to be difficult but not impossible. Odds are you will eventually make it to where you're trying to get to but it may take all day to it.

It's the same when you're communicating with a woman. She may speak perfect English and grew up two blocks from you but she may communicate it a very different way than you. Obviously this can make things difficult when trying to convey your interest in her. You may say to her "We should totally get together." She potentially could take that a number of different ways. It could mean something sexual, a date, hanging out or getting into a relationship. You know what you meant but she is now left to build a narrative about what she thinks you mean.

Most experts agree that 70% - 93% of communication is non-verbal. That means that even on the low side, how you say something is far more important than what you say. It's very similar to the classic picture where depending on your perception is a side profile of an old lady or a young woman looking away, it's in the eye of the beholder. Most people think that everyone defines things the way they do when they don't.

This begs the question, how does one communicate to be understood in the way it was meant to be? I believe the most strategic way is to figure out how they communicate and process thought and appeal to that. So if a person uses a common phrase in their speech patterns like "Blah, blah, blah, ya feel me?" That individual is a kinesthetic

thinker and responds best to touch. So with that person I'm going to be a little more generous in touching them (body language) and either parrot the same phrase back to them or use others that imply touch like "let me touch on this for a minute." or "this approach is pretty hands on"

Say you're talking to another person who is a visual thinker. That person thinks more in terms of pictures and short movies. With someone like that I'm going to say phrases like "see what I mean?" or "I've got a real vision for things like that.". An audible thinker will think more often than not in voices. With someone like that I'm going to shift my language to things like "are you hearing me?" or "I'm going to voice my opinion".

Another way to get insight into how a person communicates is by a process called mirroring. This where you mimic to a degree their tone, verbal language and body language. You're not mimicking them to the point of mockery but taking small cues from the way they carry themselves and apply it to yourself. People like people that are like them and this causes instant charisma. If I'm sitting across from someone crossing their legs and I want report with that person I will also cross my legs.

Those are pretty deep concepts and take time and conscious thought to do them really well. There's some simpler concepts that are helpful from you to them dynamic. It all starts with your body language, vocal tone and posture. You convey so much about yourself and who you are simply by the way you carry yourself. Just like my student Alex, if you make self corrections to the way you present yourself it can make or break an interaction.

Think of it like this, if you're driving down the freeway and you're not really hungry but you see a billboard for some delicious Chick-Fil-A you might think "Damn, they make a good chicken sandwich" but then it's a passing thought. A half hour later you see another billboard for Chick-Fil-A but now you're not starving but you could

eat. You think to yourself “Chick-Fil-A does sound kinda good”. Another half hour goes by and now you could eat a horse but let’s stick with the Chick-Fil-A example. You see another billboard that says it’s only two exits down and odds are if you have time you’ll stop.

Almost regardless of how hungry you are, if the billboards were from some dive that looked unappealing you’d likely just wait it out until you got home. The power is in the way it’s presented on that billboard. Make no mistake, you’re just the same as the billboard but instead of Chick-Fil-A it’s a billboard all about you. Doesn’t it make sense for that billboard to show you in a positive light? You say so much about yourself before you even utter a syllable and if those words aren’t congruent with the presentation you come off as disingenuous.

You’re now leaving the Chick-Fil-A and savoring that delicious sandwich. As you drive down the street you see a guy walking down one side of it. He’s well dressed, his chest is out, his chin is up, his shoulders are back and he’s walking with purpose. You’re going to make a snap judgment about this guy because we all make them. The conclusion you’ll come to with lightning speed is that this is a confident guy with places to be and people to meet.

On the other side of the street is a different story. There’s a guy who is shuffling along with his hands in his pockets and staring at his shoes. His clothes are wrinkled and look like they could pay a visit to a laundromat. His face is expressionless, blank and sullen. It’s clear he isn’t going anywhere in particular and you’ll likely come to the conclusion “What happened to him? Did someone kill his dog or something?”. It’s very obvious that he’s not a very confident guy and probably not a lot of fun to be around.

Now, when you present yourself you’re probably somewhere in the middle between those two guys but it does showcase that people are going to make snap judgements. Doesn’t it just make more sense to

present yourself well so you don't have one extra obstacle to contend with? The great thing is that this is all in your control and it will affect your mood as a pleasant side effect. Keep your shoulders back, chest out and chin up!

Action Step





It's crucial to present yourself in the best light possible. The snap judgements that we spoke about earlier are either going to be in your favor or not. With the exercise I'm about to give you it will position yourself to show outwardly you exude confidence. By the way, changing your physiology also affects your mindset so this exercise works on a couple different levels.

As demonstrated in the pictures you want to be as flat against an empty wall as possible. Your heels, calves, butt, back, shoulders, elbows, back of your hands and head need to be as flush as you can. You're going to move your arms in a jumping jack movement but your legs will remain stationary. Do the arm movements while staying as flat against the wall as possible. Do this 20x and step away from the wall and you'll have a real representation of how you should be carrying yourself.

This will wear off so it's important to do this everyday until it sets into your psyche that this is the model and muscle memory kicks in. Until it all sets in you now have a template and if you catch yourself having bad posture you can correct yourself to your proper form

Mentorship

One of the real benefits of working with a mentor is the ability to point out your blind spots. In many of those cases the blind spot is the way you carry yourself as highlighted in the success story of my student Alex. It's not like you can see yourself while you're in a conversation and on top of that your mental acuity is typically going to what you say anyhow. I can't tell you how many times I had to stop a student from fidgeting with a jacket zipper, nervous ticks, a bouncy leg or tell them to straighten up.

Fixing those things can be tough but it's well worth it. A true mentor should be working to bring out the best in yourself and not just let you "be yourself". Being the best version of you is what your goal should be but also that of the mentor. Ultimately you're the one that has to make the real effort for change but the mentor should be giving you the right direction to go.

Chapter 7

The Most Important Chapter in this Book

“The best time to start was yesterday. The next best time is now.”

– Unknown

Success Story

It’s early afternoon and I’m at the affluent mall in the metro Detroit area with one of my students that I was working with named Jeremy. I really liked Jeremy because he had a great sense of humor and was just an all around personable guy. The one thing Jeremy lacked though was the initiative to take any action unless prompted to do. When I say prompted I mean he absolutely needed to be pushed, a lot of times physically.

As we strolled around the corridors of the shopping mall from time to time we would see a group of women or a woman alone. I would say to Jeremy “See that group over there? Go talk to them.” Jeremy would respond with “Who? Them?” I’d counter with “Yes, them, go!” Then I would hear “Are you sure? Those girls right over there?”. Now I’m getting frustrated with him and I’d tell him “YES! THEM! GO! NOW!” and of course by the time he would make his move they would be gone.

This would happen time and time again. Eventually I sat him down and I told him “Dude, you have to listen to me if this is going to work. If I say to approach then I’m sure so stop questioning me and just do it.”. He nodded in agreement and said he understood so we were back at it. The very next woman we saw it was back to the same routine so I gave him a firm push to get his feet moving in that direction and off he went and he did well by getting her phone number.

There was another facet to this that made it even more frustrating. He would absolutely crush it when he had an interaction. His natural wit would come into play and far more often than not he would have women eating out of the palm of his hand. I couldn't understand how a guy that does so well needed so much of a push. He would tell me that he's super nervous but his body language never showed it, to his credit.

On another occasion we were in a clubby part of town on a Saturday night. We're standing on the sidewalk outside of a popular hot spot in the area. I spot an attractive girl standing outside the venue smoking a cigarette and talking to a guy. I tell Jeremy to go over and talk to her and he tells me "Wait, she's with that guy though. I mean Dale, her boyfriend is right there!". I responded with "How do you know that's her boyfriend?" He replies with "Well, I guess I don't" and I tell him "Well, go find out."

I give him a firm but assuring hand on the back and push him in their direction. He makes his way over there and I'm hanging back to observe. From all indications things were going well based on their body language and then I see the guy standing next to her whisper something in Jeremy's ear and leave. When this girl and Jeremy part ways he walks back over to me and I ask him how it went. He tells me excitedly "Well she asked for my number so pretty good! The guy that was there was just a random stranger asking for a light. Eventually he leaned in and said to me... You win and walked off."

Jeremy learned an important lesson that day on how important it is to take action regardless of what the situation looked like from the outside looking in. As he started to see more and more success I had to push him less and less. He started getting so good that I felt comfortable with him working with guys whenever I would be out of town. I now look back and see Jeremy as one of my biggest success stories.

Today Jeremy regularly contributes to my Facebook group and has tremendous insights. I've seen him date extremely attractive women and has built a lifestyle for himself to be proud of. He owns a successful contracting business that is well known in the Detroit area. He credits much of his success by learning the skill sets that I'm laying out in this book.

Reference Point

We all have seen him as he graces a bucket filled with chicken. His iconic white suit, classic black string tie and grandfatherly appeal is a marketing stroke of genius. Of course I'm talking about the one and only Harland Sanders otherwise known as Colonel Sanders. It's nearly impossible to think about fried chicken and not think of him but that wasn't always the case.

When Colonel Sanders was only 6 years old his father passed away. His mother had to pick up the slack so she was working multiple jobs trying to make ends meet so Sanders was left home to take care of his siblings. At the age of six he started teaching himself how to cook to feed the family. Within a year's time he was already a skilled cook. By the time he was 10 he started working as a farm hand to help bring in extra money.

At 13 years old Sanders dropped out of school and left home to escape an abusive home after his mother remarried. He found a job painting horse carriages and when he was 15 years old joined the army. At 18 years old he got married and started a family but sadly after his son was born he died very young which led to his marriage falling apart soon after. He spent the first half of his life doing odd jobs. He was selling insurance, selling tires, a farmer, a steamboat pilot, secretary and many others.

It wasn't until the age of 40 that he started selling his chicken dinners in a gas station. It became more and more popular until he eventually was able to open a 140 seat restaurant. In the next decade he

developed his secret recipe of 11 herbs and spices for fried chicken. Due to a freeway being built and traffic being diverted in another direction his restaurant went broke when he was 65 years old.

Even though he was 65 and broke he didn't stop believing in his dream of being successful, he didn't give up. He used his first social security check of \$105 to travel across the country looking for potential business partners to invest in his secret recipe. He was living in his car and surviving on little food as he faced rejection after rejection. Even though he was rejected 1009 times before being accepted even once, giving up wasn't an option.

Finally, after all the failures he was given a chance and shortly there after he had 600 franchises selling his chicken. The company was growing so rapidly that he found it to be overwhelming so he sold his company for \$2 million and stayed on as a spokesperson. He passed away at the age of 90 but things didn't really fall into place for him until he was 66 when he took massive action. It shows that it's never too late to take the necessary action to make things happen for yourself.

My Thoughts

If there is one chapter in this book that I could point to for someone who wanted a snapshot of the book it's this one. This is, in my opinion, the most important chapter here. That's not to say that the other one's aren't important but without this one all you have is a bunch of head knowledge with few results. That's because what we're talking about here is...

TAKING ACTION!

You've probably noticed how adamant I've been thus far about doing the action steps in this book and there's a reason for that. The reason being that very few actually do the action steps in any self-help book they happen to read. The sad reality is if there was a gun

to my head and I had to guess I'd bet that less than 10% of you reading this one will do it. Hopefully I'm wrong and the guy with the gun has to kill me (Hmmm, I should have thought that through better). That being said, if even by my badgering you about doing them increases that number by 1% then it's worth it.

I'm always pushing to keep leveling up via action because I know how effective it is. I myself have found when I do the action steps in a book it makes a tremendous difference and has led to some of the greatest experiences of my life. In fact, my entire journey started in learning how to build attraction came from a book that I completed all the action steps. It 100% transformed my life so I know the power of it. I've also found when I didn't do the action steps in a book it didn't have nearly the impact as when I circled back and did them.

There's tons of critics of books like these and they will tell you that the techniques don't work or it's just psycho babble. I'd argue that 99% of those people didn't do the action steps and the ones that did didn't put in real effort and said to themselves "Well, that didn't work". Of course it didn't work, you put in a half hearted effort! If you own a business and have employees that only put in a half hearted effort how long would it be before you fired them? So why are you taking a different approach with yourself?

There's a million and one excuses why you can't but you only need one good reason to do them. I'll give you that reason right now.....because you need to for you! You have this book and you read it this far in so that tells me there's ideas here that resonate with you. You have pain points and want relief from that pain and you're hoping there's a solution to that pain. The good news is that there is! The better news is that it's up to you to make it happen!

I don't want to take that pain away. That may be a shocking statement but it's true. I want YOU to take that pain away and by suggesting that I do it only robs you of all the lessons you'll learn

by doing it yourself. Of course I want to help and point you in the right direction but ultimately you're the one that has to do the work. Even if I had a magic pill that would fix everything you'd still have to take the action of putting it in your mouth and swallowing it.

I realize that I'm asking a lot of you to do all the action steps but it's with the intent that you'll succeed. When are you going to say to yourself that you've had enough of a mediocre life? How much more treading water can you do? How much longer are you going to put it off? Only you can answer those questions but the answer you should be saying is "Fuck this, I'm starting today and giving it my all."

Let's get to work.

Action Step

This whole chapter is predicated on taking action, right? So there must be some big huge action step to be done here, right? Well, there is but probably not what you think. I know beyond a shadow of a doubt that there are those of you who haven't done any of the previous action steps. Some of you may have done some of them but you cherry picked.

GO DO THE ACTION STEPS THAT YOU HAVEN'T DONE!!

I can't stress enough on how important this is. Do NOT read any further until you do them, your success or failure hinges on this.

Mentorship

A good mentor is going to give you advice but a great mentor is going to help you take action on that advice. Information is great but acting on it is where the magic happens. It may be uncomfortable at times and that's okay, it should be. Action will stretch your comfort

zone and a mentor should be helping stretch the boundaries of said comfort zone.

Section III

Self-Discipline

It's great that you have a solid understanding of yourself and the belief in yourself to go out and accomplish things in your life. In this section we're going to get it dialed in with the least sexy subject of all time... SELF DISCIPLINE.

This is the point where most readers will put the book down and say "I got a handle on all this now". Don't let that be you. The person who puts this book down with that mindset is going to fizzle out most likely. They're riding an emotional wave of momentum but without self discipline as soon as the momentum slows they'll be right back where they started. This is the section that will separate the champs from the chumps.

In this section we're going to cover...

Time Management

Stopping Procrastination

Goal Setting

Taking Immediate Action

Breaking/Creating Habits

Accountability

If you can master these tools you'll be ahead of 90% of people. That's how crucial this section is.

LET'S GOOOO!!

Chapter 1

Seconds, Minutes, Hours, Days, Months, Years

“It is not that we have so little time but that we lose so much... The life we receive is not short but we make it so; we are not ill-provided but use what we have wastefully.”

— Lucius Annaeus Seneca, On the Shortness of Life

Success Story

In my early 20's I was diagnosed with ADD (Attention Deficit Disorder) and was prescribed medication for it which I took a handful of times initially. I realized that I didn't like how it made me feel so I decided to stop and never went back. I think I've done fine without them.

And listen, I'm not the kind of guy who is going to judge someone that takes medication and I'm sure there are people who certainly need it for stability. One guy that I was mentoring was one of those who definitely needed it, Al.

Al was scatterbrained and seemed to be always on to the next thing before the first thing was completed.

It made him somewhat difficult to mentor because I could tell his focus was like the tide, in and out. I felt like he was only absorbing 30% of what I was telling him and inevitably he would make mistakes because he missed 70% of the knowledge I gave him. He was also the kind of guy to over commit and under perform. He would tell you he's down to help you with something with all the intention in the world but would rarely follow through.

He eventually switched to a different type of medication and it was like a miracle in his turn around. He started doing extremely well in his dating life and started really building a cool lifestyle for himself.

His career was taking off and everything was falling into place. I watched him level up consistently in building attraction and was probably my most skilled student I've ever had at doing so.

Al was going out to clubs and bars consistently and really making a name for himself until he got into a relationship with the girl of his dreams then it was all downhill. What he never took into account was that he still had to maintain attraction and keep working on that cool lifestyle he'd built for himself. Instead he traded it in to be the dutiful boyfriend and he pretty much fell off the face of the earth. While in a relationship with this woman (I don't blame her by the way) he stopped talking to his friends, quit doing martial arts, stopped working out, stopped doing all his hobbies and stopped putting in an effort at work all in an attempt to be available for her.

She felt duped like she bought a false bill of goods. Here was this cool and attractive guy who is killing all of that because she's in his life. The respect for him had started being chipped away at more and more as time went by. Her pleasant and friendly demeanor started becoming confrontational and harsh. She was forced into a situation of having to wear the pants in the relationship against her wishes. It all came to a head when she physically assaulted him for being so weak and dumped him.

All of sudden Al resurfaces and wants to consult with me to figure out what happened. I had a long conversation with him and broke down all his missteps of letting himself lose all the things she was attracted to about him. Thank God he was still taking his medication because everything was sinking in and he got it. He started taking the action steps to get his life back on track and rebuilding his cool lifestyle with gusto.

Today he's a top performer in his sales career and starting his own business. He travels regularly and started doing his hobbies and adding more to the bunch. He got into another relationship with an

extremely attractive girl and is engaged to be married but this time maintaining who he is instead of losing himself in the process.

Reference Point

In the 1989 NBA playoff the Detroit Pistons didn't lose a single game on their way to the Eastern Conference finals and that brought them face to face with Michael Jordan. Jordan and the Bulls won a game in Detroit making the series tied at one to one in a best of seven series. Jordan looked practically invincible when the series moved to Chicago. With seconds left in game three the ball was in his hands with a chance to go up two to one in the series.

Jordan was able to knock down a running jumper just outside of the paint on a play where he was isolated to take game three. In the press conference after the game Bulls coach Doug Collins said when asked how the play was drawn up said "It was get the ball to Michael and everyone else get the fuck out of the way.". That evening Pistons guards Isiah Thomas and Joe Dumars talked for hours trying to devise a way to stop Michael Jordan. At 2am in the morning Isiah Thomas called the Pistons assistant coach Brandan Malone and said "I finally figured out what we need to do to stop Jordan.".

The Bulls team was made up at that time of the best player in the league, Jordan and a bunch of role players. What Isiah Thomas came up with was the Jordan Rules and it was predicated on being ultra physical with him to wear him out because he knew the rest of the Bulls squad wouldn't be able to pick up the slack. There was to be no easy layups for Jordan and anytime he would drive to the basket he'd be fouled hard. Pistons forward Dennis Rodman recounts "Anytime he would drive the lane...BOOM...he was on his ass.".

Jordan later said "Physically I wasn't ready and I didn't have the energy to go against that.". The Pistons with their Jordan Rules won the next three games to close the series out in six games. Detroit went on the NBA Finals to beat the Portland TrailBlazers for their

second NBA championship while Michael Jordan went to work to toughen up. He wasn't going to let Detroit beat him up again.

“Until he started involving his other players he couldn't win...” Pistons center Bill Laimbeer recalled. Jordan had to learn discipline himself and not take the brunt of everything in the game if he wanted to win. That offseason he hit the weight bench hard and gained ten pounds of muscle as well as working with new head coach Phil Jackson on a new game plan. His life was now dedicated to beating the Detroit Pistons and nothing else mattered. Every waking moment was allocated to winning and that road led through Detroit.

With all the work he'd put in mentally and physically the next season the Bulls and the Pistons met again in the Eastern Conference finals but this time the results were different. The Bulls beat Detroit in a four game sweep to go to the NBA Finals and secure their first of six championships. It all started from the dedication and self discipline that Jordan undertook to overcome the Jordan Rules.

My Thoughts

A lot of us are running around directionless from thing to thing just to cross off things on our daily “to do” list. It's basically just spinning wheels as time goes by. Of course you have responsibilities and things that you have to handle but that's not all there is, right? At that point you're just treading water and not swimming. When you're swimming you're heading in a direction but if you're treading water you're just trying not to drown.

What you want in a lifestyle is what you want. I'm not going to get on a soapbox and tell you what you should want because that's your call. My hunch is that you want something more than a 9 - 5 and then come home and watch Netflix until bed just to do it all again the next day. Maybe you want to be an entrepreneur, a stand up comedian, a musician or have a sculpted body. Regardless of what it is, it's going to take a lifestyle change to make those things happen.

Just like Michael Jordan who had to change his game to beat the Pistons, you have to change your “game” to start living the type of life you want to lead. Most people that I encounter have one struggle that affects us all, TIME. I often tell people, you can rob me of my money because I’ll make that back but don’t rob me of my time because that’s gone forever. Time is the great equalizer and it’s not sexy to think about time (except time travel because that’s pretty cool) but it’s as essential to consider as eating and sleeping. Guys that I coach and mentor bring up the time objection more than anything else...

“I had a lot going on so I couldn’t do the exercises...”

“I’m killing it at work but I’m working 80+ hours...”

“I got wrapped up watching this movie...”

“I wanna take action but after school I gotta...”

Sound familiar?

What these people lack is a schedule. Sure, they have a loose schedule but it’s not dialed in. They know what time they have to be at work or school and what time they’re supposed to meet up for the co-ed softball game but that’s surface level. It’s extremely important to know where your time is going just as important as it is your money, maybe even more so.” So Dale, how do I get a handle on my time?” I’m glad you asked...

The first thing you want to do is get some kind of calendar to organize your time. I like to use Google Calendar but any kind of scheduling app that you’re comfortable with will work. The first thing you need to do is schedule your sleep and I know that sounds ridiculous but hear me out. For most people that’s going to take a third of your day, 8 hours. So approximate what time you typically go to bed and what time you generally wake up and put it on the

schedule. We all have to sleep so it might as well be a part of your schedule and it will keep you from losing the rest you need.

The next thing up is the responsibilities you have to show up for and be at for an allotted amount of time. Things like that could include work, school, meetings, your probation appointment, classes, etc. Now your schedule should be taking shape but obviously there's still a lot of real estate not accounted for. So for the next week or two how long it takes you to do stuff. Sure you may basically know how long it takes you to get to work but do you know to the minute? Clock how long it takes you to cook, get ready in the morning, clean the house, mow the lawn, do the shopping, etc. Once that's done, start putting those things in your schedule.

Another aspect of building the lifestyle you want is to have some or at least one or two non-negotiables in your life. What I mean by that is that come hell or high water those things are going to get done. I would argue they should be things that are solely for you but I'll leave that up to you. Some examples could be going to the gym, a favorite TV show, writing a book, reading, meditation, hanging out with friends, learning to play guitar, etc. Now add those things to your schedule.

Seconds lead to minutes which lead to hours which lead to days which lead to months which lead to years. It's time to trim the fat and eliminate or scale the things that are eating too much of your time up. Be honest with yourself, how often do you find yourself mindlessly scrolling social media? Or playing video games? Or watching TV? Or jerking off to porn? I'm not saying that these things are inherently wrong but they are if abused. If you find these things or any other as a distraction or a temptation, find ways to make it difficult for you to abuse them. Maybe hide the batteries for your remote control, take the social media apps off of your phone, keep your video game console controller in your car.

What can you outsource? It might seem like I'm saving myself \$25 by cutting my own lawn but I know what I'm worth an hour and I

actually lose money by doing it myself. From start to finish it takes me an hour and a half (I timed it) so it would be foolish to cut it myself when someone else could do it for me for less than I would have made in that time. This could go for anything in your life that is a time suck like house work, shopping, meal prep, repairs, etc. Also, start looking to cut time off of the things you have to do without sacrificing quality, streamline your life.

Another huge factor that not only is a time suck but weighs on you is decision fatigue. Every human being is given a limit of how many decisions they can make before hitting a wall and after hitting that wall their decision making gets worse and worse. For every person it's different but the more decisions a day that can be eliminated the more clear your thinking will be. Have you ever had a day where you're so mentally spent that you feel physically tired like you were digging holes all day? That's decision fatigue.

Ever notice that guys like Steve Jobs and Mark Zuckerberg pretty much wear the same clothes every time you see them? It's not a lack of an interesting wardrobe but rather the understanding of decision fatigue. What they wear is one less thing they have to decide, it's already planned out. I can tell you what I'm going to eat for breakfast four months from now, why? Because I eat the same thing every day (five eggs scrambled if you care) and it's something I never have to decide.

Start putting some systems and processes in your life that will help you make less decisions so you can use that mental power for things that are truly important. Coupling this with a schedule will help keep your life organized and open up that time to start leveling up. When someone tells me they didn't have time as an excuse I know what they're really saying is "I have poor time management skills and I'm unorganized". Typically, that isn't someone I want as a part of my social circle.

An excellent way to open more time for yourself is to get more energy. If you fizzle out mid-afternoon because of a lack of energy you're likely not getting done as much as you could have. This starts with what you eat and working out. I know this seems like common sense but I've known many people who sacrifice this first when they are in a time crunch and it should be one of the last things they cut out. Obviously, there's far more benefits to being healthy than opening up more time but gaining time is very significant.

Action Step

Wanna hear something morbid?

Well, I'm afraid to break this to you but I've got some bad news... You're going to die one day. Now, hopefully it won't be anytime soon but it's inevitable that it's going to happen. Let's just say you're 30 years old and if you live in the United States you can expect your life span to last another 47 years (as of 2020 the average lifespan for an American man is 77 years). Sounds like a long time doesn't it? Well it's not.

I don't know about you but the older I get the more I notice months flying off the calendar. Instead of this being something to drag me down and be depressed about I choose to use it as a motivating factor...

47 years x 12 months = 564 months

Every month that goes by is more sand going through the hourglass. What this exercise does is force you to look at your mortality and inspire you to use the time left productively. Don't take your foot off of the gas!

90/60's

NASA did a study years ago to determine how people can maintain being at their most productive. What they found is that people

generally start getting diminishing returns after the 90 minute mark and it's all downhill from there. In order to keep killing it with whatever you're working on, do a task for 90 minutes then move on to something else for 60 minutes... rinse... wash... repeat.

I can already hear people telling me "But Dale, I can't do that at work". That's okay, try to the best of your ability to break up your tasks. Will you always hit 90/60? No, absolutely not but keeping this in mind will remind you to switch things up from time to time to keep your mind fresh.

Mentorship

A good mentor is not going to let you slide with excuses and help you organize your life to maximize it. Clearly, this isn't a sexy topic but it leads to more sexy adventures because now you have the time to do them!

A person who really wants to improve will make the time to do so. If they don't then a good mentor will question if that person is serious and that person's actions (or inaction) will tell the real story.

Chapter 2

The Life and Times of Mr. Average

*“It’s supposed to be hard. If it wasn’t hard, everyone would do it.
The hard is what makes it great.”*

- Jimmy Dugan (Tom Hanks), A League of Their Own

Success Story

I’ve always admired people who take the hard way to make things happen for themselves and don’t just sit around and wait for something to happen for them. Nobody is going to knock on your door and make things better and nobody is coming to save you. That sounds harsh but it’s the reality and as grim as it sounds it’s actually a good thing because it makes you self reliant. That self reliance makes it where although you may want a helping hand you don’t necessarily need it.

That’s what makes the guys in the Modern Flirting VIP Program so special to me. It takes a lot for people to put their money where their mouth is and these guys did (and do) exactly that. I know you’ve seen on social media people whining and complaining about their life on many occasions, we all have. I don’t mean to be callus but oftentimes these people are looking for sympathy rather than help. How do I know? Because there’s about a million resources out there to help people in pretty much any rough spot they find themselves in.

What makes the guys in the VIP program different is that they didn’t complain about their situation, they did something about it. They took the action step to become a part of something they knew would benefit them in dating, relationships, social circle and lifestyle building. Those guys didn’t want to sit on the sidelines and watch their life just go by like watching a parade, they wanted to be in the

parade. It's inspirational to see where these guys started to where they are now.

Most of the success stories that I've written in this book have been an individual effort of overcoming some sort of adversity but this time out we're talking about a collective of individuals. It speaks to the power of being a part of something bigger than yourself and having the balls to make it happen. A group with the like minded goal of leveling up is hard to beat especially when nobody is left behind. It's a team effort from the coaches, admin and staff to help everyone as a group and individually.

I have seen countless guys in the program go from someone that lived in fear to become courageous when it comes to living their life. The role I've played in that humbles me and is a blessing in that I get to witness these transformations first hand. Honestly, these guys are the inspiration for me to write this book because it's given me the tools to diagnose a person's issues and get to the core of it. Many of those tools are being shared in the sections and chapters of this book. That's something that you can certainly have as a takeaway, if they did it so can you.

Reference Point

There are very few people that have had a huge cultural impact and are almost universally loved as much as the martial arts expert and movie star Bruce Lee. Lee was born in San Francisco but moved to Hong Kong at an early age. Growing up, he was often bullied and involved in many street fights. One time after being severely beaten by a local gang he decided it was time to fight back.

That beating he took was the beginning stages of his involvement and training in Kung Fu. However, his street fights became more and more frequent and after beating the son of a feared Chinese mafia leader his family was worried about his safety. They decided to send Lee to the United States so he can live in safety. He arrived

with \$100 in his pocket and a determination to master Kung Fu and share his knowledge of it. After working menial jobs in the Chinatown area of San Francisco as a waiter in restaurants and saving his money he opened his first martial arts school. Even with heightened racial tensions and an anti Asian sentiment of the times he never cared about race or nationality. His only concern was teaching Kung Fu to those that wanted to learn.

Unfortunately, the local Chinese community wasn't happy about Bruce Lee's open door policy and thought it was a direct violation of their national code and identity. In spite of that Lee continued with his mission and continued to teach. The school was slow to gain students and to make extra money to support his new family he turned to acting. He had some minor experience with acting but he thought small parts in films and TV might bridge the gap financially to open more schools.

After some bit roles and advising for martial arts scenes he was able to land the role of Kato in the television series The Green Hornet. He played the sidekick but after one season the show was canceled due to low ratings. After this disappointment he wanted to expand and be a leading actor but no matter how hard he tried it wasn't happening for him. He was continuously rejected because he wasn't white and movie studios didn't think he would resonate with the public viewing audience. Lee was frustrated with the lack of opportunities from the gatekeepers in Hollywood.

Money was becoming a struggle so he decided to return to Hong Kong and to his surprise he found that The Green Hornet was extremely popular there. This success enabled him to sign a contract with a movie studio for lead roles in two movies that became huge successes in Hong Kong. He was able to transition those roles into his first Hollywood leading role in the movie Enter the Dragon. Sadly, six days before the movie's release he laid down to take a nap and died in his sleep.

Bruce Lee was a strong, powerful and fearless man who changed the way Asians were perceived in movies and society as a whole. This is a man who overcame every obstacle in his path and used every failure as fuel to never give up. Even when the odds were against him he found a way to face every challenge. One of my favorite quotes by Lee is “Do not pray for an easy life. Pray for the strength to endure a difficult one.”

All of the characteristics he embodied to overcome adversity boiled down to one, the self discipline he learned from Kung Fu.

My Thoughts

Everywhere you turn there's someone to tell you why you can't do something.

“The system is rigged, Why bother?”

“Why would you want to make a bunch of money? That's just greed!”

“Don't approach her! That's toxic masculinity!”

The list goes on and on. Now, I'm not going to jump on a soap box and start railing against all the societal things I disagree with because this isn't the point of this book. What I do want to do is highlight why so many guys hold themselves back from improvement. There's a million voices coming at you 24/7 telling you why you should be a part of the herd but I'm here to tell you why you shouldn't.

Hey, what's that guy's name that did everything average and lived a mediocre life? Oh, you don't know either? That's exactly my point! Nobody does! That guy is synonymous with everything that is sidelined, glossed over and forgotten. He's Mr. Average and let's take a look at his life.

This what life looks like for Mr. Average:

Money - The average American man, as I write this, earns roughly \$1000 a week. That doesn't sound too bad but contrast that he also has on average \$133,000 in debt. He also only has on average \$4000 in savings. What this tells me is that Mr. Average doesn't live within his means and also doesn't aspire to have much more in terms of being financially independent.

Health - Mr. Average is roughly 5'10 in height and 195 pounds. With the research I did I found that the ideal weight for a man that's 5'10 should be 170 pounds or so. So Mr. Average is 25 pounds overweight and over time this can impact his health negatively in all kinds of ways. Mr. Average doesn't hit the gym very often and you can find him 3+ days at his favorite fast food spot.

Relationships - Odds are that Mr. Average will get divorced at least once in his life and his number of sexual partners is seven. Mr. Average lost his virginity at 18 and he'll likely die at 76 so that means he averages a new partner every eight years. I'm not here to judge Mr. Average but just pointing to the numbers to size him up.

Here's a few other facts about Mr. Average...

He watches TV five hours a day.

He plays video games five hours a day.

He spends two hours a day on social media.

He spends 7 minutes a day working out.

He watches porn four days a week.

He spends \$2 a year on personal development.

He spends \$92 a month on coffee.

If you were to summarize Mr. Average's life, what would you think about him? You'd probably think he could make better use of his time, resources and make better choices and you'd be right. Understand, Mr. Average is taking the path of least resistance and looking for the easiest way to live his life without rocking the boat. He's the kind of guy that blends into the background and people easily forget. He's the type of guy that will never aspire to be anything other than average just like the khakis he is wearing right now.

Why is it that the names we remember from history are remembered? The answer is obvious, because they did something noteworthy. They did something with laser focus and determination that not only was against the odds but flew in the face of conventional society of the time. They said society be damned because I'm going to do this or die trying. I'm going to make an impact and change the world in the process.

Which type of life do you want to lead? Mr. Average? Or do you want the courage to do something exceptional? I'm not saying that you have to lead a revolution... Actually, scratch that, you do need to lead a revolution, an internal one.

Action Step

I don't want you to choose the path of least resistance. I want you to choose the path that's tougher and show yourself that you have the wherewithal and resilience to make it down a tough road. What's something you've been putting off? Maybe it's a tough conversation. Maybe it's a household repair or maybe it's a goal you just kinda gave up on because it was difficult.

I want you to put this book down and do that thing for at least an hour right now. If you don't have an hour to spare then schedule it but do it. Show yourself that you're willing to put the work into any

challenge that comes your way. Show the world that you're a dangerous man and not to be taken lightly because you handle business.

Get it done.

Mentorship

A good mentor will keep you accountable to the goals you've set yourself. Those goals may not be the popular thing but they're your thing. Your friends and family may think you've lost your mind but guess what? It's your mind that matters and you're the one responsible for you and a good mentor will hold your feet to the fire to make it a reality.

Chapter 3

Rocky's Purpose

"Discipline is the bridge between goals and accomplishment."

- Jim Rohn

Success Story:

Ricardo was a smart and ambitious young man, with a clear set of goals and a determination to achieve them. He was always focused and hardworking, putting his all into everything he did. But there was one thing that seemed to throw him off track every time: romance.

Whenever Ricardo started dating someone seriously, he would become completely consumed by the relationship, putting all of his other goals and plans on hold in order to spend as much time as possible with his partner. At first, this might have seemed sweet and flattering to the people he was dating, but over time it became clear that Ricardo had lost his sense of purpose and direction. He was no longer the ambitious and driven man they had first fallen for, but someone who was easily swayed by his emotions and unable to stay committed to his own goals.

This caused problems in Ricardo's relationships, as the people he dated began to lose respect for him. They saw him as someone who was unable to follow through on his own plans and dreams, and it became difficult for them to take him seriously as a partner. Despite his best intentions, Ricardo found himself struggling to balance his desire for romance with his need to stay true to himself and his goals. It was a constant struggle and one that he would have to work hard to overcome if he wanted to find happiness and success in both his personal and professional life.

Ricardo had a tendency to put the women he was dating on a pedestal, prioritizing their needs and desires above his own. While this might have seemed like a kind and thoughtful gesture at first, it ultimately caused problems in his relationships. The women he was with began to lose respect for him as a man, seeing him as someone who was unable to stand up for himself and pursue his own goals and ambitions.

In addition to losing respect, Ricardo's habit of putting his partners ahead of his own needs and goals also damaged their trust in him. They began to question whether he was truly committed to building a future with them, as he seemed unable to stay focused on his own plans and priorities. Without respect and trust, it became difficult for Ricardo to maintain the attraction and connection he had with his partners.

As his mentor, I recognized the importance of both respect and trust in any relationship and taught Ricardo the value of staying true to himself and his goals. I encouraged him to find a balance between his desire for romance and his need to pursue his own dreams and ambitions. It was a difficult lesson, but one that Ricardo knew he needed to learn if he wanted to have a happy and fulfilling future, both personally and professionally.

With my guidance and support, Ricardo began to focus more on his goals and purpose in life. We worked together to define what he wanted out of life and map out a plan for how he could achieve his goals. This process helped Ricardo to gain a better understanding of his own strengths and weaknesses, as well as the things that were most important to him.

Despite these efforts, Ricardo still found himself getting caught up in another romantic relationship. However, this time he was better prepared to handle the challenges that came with it. Thanks to the work he had done with me, he had a better sense of his own identity and what he wanted out of life. He was able to stay true to himself

and his goals, even when he was feeling pulled in different directions by his partner.

I continued to support and encourage Ricardo, reminding him of the importance of staying focused and accountable to himself. I helped him to stay on track and avoid falling back into his old patterns of letting his romantic relationships consume all of his attention and energy. With my guidance and support, Ricardo was able to find a balance between his love life and his other goals and ambitions, setting himself up for a brighter and more fulfilling future.

Today Ricardo is happily engaged and crushing it in business as well. And I'm sure if you ask him he'll attribute this to the fact that he stuck with his goals and his purpose, never compromising them for his relationship which she didn't ask for in the first place.

Reference Point:

Sylvester Stallone was a struggling actor in the 1970s, working odd jobs and taking small roles in films and television shows to make ends meet. Despite his efforts, Stallone struggled to break through and achieve the kind of success he dreamed of.

One day, Stallone had an idea for a movie about a small-time boxer who gets a chance to fight for the heavyweight title. Stallone was inspired by the story of Chuck Wepner, a real-life boxer who had fought Muhammad Ali in 1975 and gone the distance, even though he was a huge underdog.

Stallone saw this as a metaphor for his own struggles as an actor, and he decided to write the script for the movie himself. He spent long hours at his typewriter, pouring his heart and soul into the story of Rocky Balboa, the lovable everyman who never gave up on his dreams.

Despite the many setbacks and rejections he faced, Stallone refused to give up on his vision. He knew that making the movie would be a huge undertaking and would require sacrifices, but he was determined to see it through.

Finally, after years of hard work and persistence, Stallone's efforts paid off. He was able to secure financing for the movie and cast himself as the lead role of Rocky Balboa.

The movie, titled "Rocky," was a huge success and launched Stallone's career as a leading actor and filmmaker. It also inspired millions of people around the world with its message of never giving up on your dreams, no matter how difficult the journey may be.

Stallone's story is a testament to the power of perseverance and determination, and serves as a reminder that with hard work and a little bit of luck, anyone can achieve their dreams.

My Thoughts

It's important to have a sense of purpose or meaning in life, and this can come from pursuing goals and dreams that are meaningful to us. Many people find that having something to strive for helps them to get out of bed in the morning and motivates them to take action. However, it's also true that many people struggle to pursue their dreams due to various obstacles and challenges, such as a lack of confidence in their abilities or a lack of resources. It can be easy to get caught up in the daily grind and lose sight of our long-term goals and aspirations. It's important to take the time to reflect on what is truly important to us and to find ways to move forward towards our dreams, even if it means making sacrifices or facing challenges along the way.

Having a sense of purpose can give us a sense of direction and focus in life, helping us to feel more motivated and fulfilled. It can also

provide a sense of meaning and satisfaction, as we work towards goals that are important to us.

However, it's not uncommon for people to struggle to identify their purpose or to feel uncertain about how to pursue their dreams. This can be due to a variety of factors, such as a lack of clarity about what they truly want, a lack of confidence in their abilities, or external obstacles that stand in their way.

It can be helpful to take the time to reflect on what is truly important to us and to consider what we want to achieve in life. This might involve setting specific goals or creating a plan of action to move forward. It may also involve seeking guidance or support from others, such as friends, family, or mentors.

It's important to remember that it's normal to face challenges and setbacks on the path towards our goals. It's equally important to stay persistent and resilient and keep an open mind and be willing to adapt as needed. With time and effort, it is possible to overcome obstacles and make progress towards our dreams.

It's true that time will continue to pass regardless of whether we pursue our dreams or not. Therefore, it can be helpful to consider whether we are making the most of our time and using it in a way that aligns with our values and goals.

Taking action towards our dreams can be a fulfilling and rewarding experience, as it allows us to work towards building the future we want. By pursuing our goals and working towards something that is meaningful to us, we can feel more motivated, focused, and engaged in life. This can help to bring a sense of purpose and meaning to our daily lives and can contribute to our overall sense of well-being and satisfaction.

On the other hand, if we allow our dreams to remain unfulfilled and don't take action towards achieving them, we may find that time

passes by without us making meaningful progress towards the things that matter most to us. This can leave us feeling unfulfilled and may lead to a sense of regret or disappointment.

Ultimately, it's important to be mindful of how we are using our time and to take steps towards pursuing our dreams and goals, as this can help us to live a more fulfilling and meaningful life.

Action Steps:

- 1. Write down your goals:** Take some time to think about what you want to achieve in the short-term and long-term. Write down your goals in a clear and specific way. For example, instead of saying "I want to be healthy," try saying "I want to lose 20 pounds and be able to run a 5K in under 60 minutes."
- 2. Visualize success:** Close your eyes and take a few deep breaths. Imagine what it would feel like to achieve your goals. How would your life be different? How would you feel? Try to get as specific as possible and really immerse yourself in the visualization.
- 3. Make a plan:** Now that you have a clear idea of what you want to achieve, it's time to make a plan to get there. Break your goals down into smaller, more manageable steps and create a timeline for achieving each step. For example, if your goal is to lose 20 pounds, you might make a plan to exercise for 30 minutes a day, eat a healthy diet, and track your progress using a food diary or fitness app.
- 4. Take action:** Now it's time to put your plan into action. Make a commitment to yourself to follow through on your goals and take small steps every day to move closer to achieving them. Remember to be patient and to celebrate your progress along the way.

- 5. Reflect and adjust:** As you work towards your goals, take some time to reflect on your progress and adjust your plan as needed. If you find that you are not making the progress you had hoped for, consider what you might need to change in order to get back on track.

Mentorship:

A good mentor is an invaluable resource for anyone looking to achieve their goals, whether they be professional or personal. A mentor can provide guidance, support, and encouragement as you work towards your objectives. They can also offer valuable insights and advice based on their own experiences and expertise.

One of the key roles of a mentor is to help you clarify and focus your goals. This can be especially important if you are feeling uncertain or unsure about what you want to achieve. A mentor can help you identify your strengths, weaknesses, and areas of interest, and use these to guide you towards a specific direction.

Having clear, defined goals is crucial to achieving success in any area of life. Without goals, it can be easy to become stagnant or lose motivation. A good mentor will help you identify what you want to accomplish and develop a plan for reaching those goals. They can also provide accountability and encouragement as you work towards achieving them.

In the context of dating and relationships, a good mentor can be particularly helpful in helping you identify and overcome any pain points or challenges that may be hindering your success. This might include helping you to build confidence, improve communication skills, or overcome any past traumas or negative experiences that might be affecting your ability to form healthy and fulfilling relationships.

Ultimately, however, it's important to remember that the key to success in any area of life is making the right decisions and taking action. A mentor can provide support and guidance, but it's up to you to put in the work and take the necessary steps to achieve your goals. So, it's important to be proactive and take ownership of your own success. With the right mindset and determination, you can thrive in any area of your life, including your relationships.

Chapter 4

December 12th, 1980

"You don't have to see the whole staircase, just take the first step."
- Martin Luther King Jr.

Success Story

Omar was having a lot of trouble meeting and connecting with women. He had no problem approaching them and starting conversations, but he often found that his conversations lacked purpose or direction and he had no idea how to take the interactions further. This left him feeling frustrated and discouraged.

As his mentor, I observed that Omar was already an action-taker who was willing to take risks to get what he wants. However, his lack of understanding of social dynamics and strategies was holding him back from achieving his goals. When he started working with me, a mentor who specialized in helping men improve their social skills with women, he was determined to learn everything he could and apply it to his interactions with the opposite sex.

Through our coaching sessions, I taught Omar about the nature of male-female interactions and how to create a more purposeful and authentic approach to conversations with women. I also taught him how to listen more effectively and how to build a deeper connection with the people he met. With these new strategies and understanding of social dynamics, Omar was able to leverage his existing trait of being an action-taker and take more calculated risks in his interactions with women.

As Omar practiced these skills and began to implement them in his everyday life, he noticed a significant improvement in his success with women. The conversations he had with them were more meaningful and he was able to create a deeper connection with them.

Additionally, the women he approached were responding to him more positively, which boosted his confidence and helped him to feel more successful in his dating life.

Overall, Omar's proactive nature and willingness to take action, combined with my guidance and teachings as a mentor on social dynamics and strategies, helped him to overcome his issues with meeting and connecting with women. He was able to build more meaningful relationships and find the happiness he had been seeking.

Reference Point

From a young age, Arnold Schwarzenegger was determined to succeed in bodybuilding, even when it meant going against the wishes of his abusive father, who forbade him from lifting weights. Instead of letting this hold him back, Schwarzenegger continued to work out and compete in bodybuilding competitions, even when it meant ditching his mandatory military duties to do so.

Schwarzenegger's dedication paid off, as he quickly became one of the most successful bodybuilders in the world. He won the Mr. Universe title at the age of 20 and went on to win the Mr. Olympia title a record seven times.

His success as a bodybuilder opened up many doors for him, including the opportunity to start a successful business career. But Schwarzenegger didn't stop there. Despite not speaking English fluently and having no backup plan, he took a risk and moved to America to become an actor.

The risk paid off, and Schwarzenegger became one of Hollywood's most in-demand leading men throughout the 1980s and 1990s, appearing in blockbuster films such as the "Terminator" series, "Predator," "Total Recall," and "True Lies."

Throughout his career, Schwarzenegger demonstrated a strong work ethic and a refusal to let anything, including his abusive father and language barriers, stand in the way of his dreams. These qualities, along with his talent and drive, helped him achieve a great deal of success in a number of different fields, including acting, business, and politics. In 2003, he even served two terms as the Governor of California.

By never procrastinating on his dreams and consistently working towards his goals, Schwarzenegger was able to achieve tremendous success in his career.

My Thoughts

One of the most common obstacles to achieving our goals is procrastination. We often find ourselves putting things off, waiting for the "right" time to start. But why wait? Time is a precious resource and it will pass regardless of whether we are making progress towards our goals or not.

When it comes to achieving our goals, the earlier we start, the better. Starting immediately allows us to make progress and gain momentum. The longer we put something off, the harder it becomes to start. Additionally, by starting now, we are able to capitalize on opportunities that may arise and make the most of the time available to us.

Many people fall victim to "paralysis by analysis" and become overwhelmed by the amount of planning and preparation they think is required before taking action. However, it's important to remember that having a solid game plan is important, but it's not always necessary to have every single detail figured out before you begin. Sometimes, it's better to start with a rough plan and make adjustments as you go. This allows you to gain momentum and make progress towards your goal, even if it's not perfect. It's crucial also to understand that as you take action and make progress, you may

uncover new information that changes the course of your plan, and that's totally fine, it's a natural process of learning by doing.

Think of the missed opportunities of those who missed out on investing in companies like Apple in the 1980s, Microsoft and Amazon in their early stages. Imagine the potential for exponential growth that they missed out on. The same is true for our personal goals. The earlier we start working towards them, the more potential for growth and success we have.

It's important to remember that progress is progress, even if it's not perfect. Sometimes it's better to start and make adjustments along the way, instead of waiting for the perfect opportunity or the perfect plan. So don't wait. Take action and start working towards your goals now.

Action Step

Put this book down for now and start taking action on your goals. Whether it's going to the gym, meal prepping for the week, getting your finances on point, or going out and approaching women, start now.

Don't wait for the perfect time or the perfect conditions to start working on your goals. Remember, the perfect time is now, and the only way to achieve your goals is by taking action.

Mentorship

Having a good mentor can make a huge difference in overcoming procrastination and achieving your goals. A good mentor is someone who has experience in the area you want to improve in and can provide guidance, support, and accountability.

A mentor can help you by:

1. Holding you accountable for taking action towards your goals
2. Providing valuable feedback and guidance on your progress
3. Offering new perspectives and strategies to overcome obstacles
4. Motivating you to keep pushing forward
5. Helping you to stay on track and avoid procrastination
6. Mentors can also help you to overcome fears and perfectionism, by providing a safe space to talk about your doubts and insecurities and help you find ways to work through them.

It's important to find a mentor who is a good fit for you, someone who's willing to give you their time and energy to help you achieve your goals.

It's also worth mentioning that online mentorship is also an option where you can find a mentor who could provide you with the same guidance and support from anywhere in the world and you don't have to worry about geography.

Incorporating a mentor into your journey towards your goals can be a powerful tool to overcome procrastination and achieve success.

Chapter 5

Hustle Fitness

(by Prince Kapoor)

“I learned something from all those sets and reps when I didn't think I could lift another ounce of weight. What I learned is that we are always stronger than we know.”

- Arnold Schwarzenegger

I met Prince Kapoor when he came onboard with Modern Flirting as our biohacking coach. Immediately I was blown away with his knowledge and his commitment to the students. I knew he was the guy to ask when putting together a workout and diet plan. I've seen what he's done and inspires our students to do and the transformations have been CRAZY!

Listen, make no mistake, if you want to start integrating self discipline into your life why not get a handle on your health? Obviously, the payoffs are enormous but it will force you to be honest with yourself because the tale of the tape doesn't lie. I've found that when I'm dialed in with my workouts and my diet most other things in my life tend to fall into place.

So with no further ado, center stage on the mic is Prince Kapoor of Hustle Fitness and Modern Flirting to break it down for you...

1. First week go 60-70% of what you think you should do, for example, if you could do 100lbs normally do 60. The point is to prime your body, you can go up in weight next week!
2. This program is only meant for 2-4 weeks to prime up your muscles, get you massive momentum and have you laying down the foundations to CRUSH your next training program..

3. Pair this with nutrition, take time on your warm-ups and you will be the master of your own domain.. The biggest mistake I see is when guys skip warm-ups, and use their working sets as warm-up sets. If you need to do more sets to warm up, do them. But when you're working you're working...

DAY 1

Warmup

Forward Lunge 8 each

Jumping Jacks 20

Squats 10

Plank 30 Seconds

Flutter Kicks 30 Seconds

Single Leg Toe Touch 6 Each

Repeat

Workout

Superset of 3 sets	
DB Goblet Squat	10-15
Rest for 30 sec	
DB Split Squat	10-15
Rest for 30 sec	
Dumbbell Lateral Raise	10-15
Rest for 90 sec	
Repeat new set	

Superset of 3 sets	
Dumbbell Bench Press	10-15
Dumbbell Crush Press	10-15
Dumbbell Glute Bridge Floor ...	10-15
Rest for 90 sec	
Repeat new set	

Superset of 3 sets	
Push Up	AMAP (as many as possible)
Rest for 20 sec	
Dumbbell Hammer Bicep Curl	8-12
Rest for 20 sec	
DUMBBELL RDL	8-12
Rest for 20 sec	
Flutter Kick	8-12
Rest for 60 sec	
Repeat new set	

DB Goblet Squat

go straight into these after your leg extensions, keep the torso as upright as possible, elevate heels if needed.

Slow eccentric to destroy your quads, don't lock out at the top

DB Split Squat

Dumbbell Lateral Raise

- 1) Stand and bend forward slightly with your knees bent too.
- 2) With dumbbells in both hands and elbows bent, raise upper arms to sides until elbows are at shoulder height.
- 3) Pause, lower and repeat.

Dumbbell Bench Press

- 1) Lay on a flat bench with dumbbells in each hand.
- 2) Bend your elbows at a 90-degree angle so that your forearms are perpendicular to the ground.
- 3) Press the weights upward until the two weights meet at the top.
- 4) Pause and lower back to the start position.

Dumbbell Crush Press

Crush grip dumbbell press

Dumbbell Glute Bridge Floor Press

Push Up

1. Lie with your chest facing down, palms flat on the floor and slightly more than shoulder-width apart, your feet should be together and your legs straight.
2. Push your body upwards and straighten your arms.
3. Lower your body returning to starting position.
4. Repeat.

Dumbbell Hammer Bicep Curl

- 1) Stand up straight with arms hanging and dumbbells in both hands, palms facing in.
- 2) Curl the weight in your right hand up toward your right shoulder, keeping your palm facing inwards at all times.
- 3) Pause at the top of the lift and then slowly lower.
- 4) Alternate.

DUMBBELL RDL

Flutter Kick

- 1) For this exercise, you'll come up in a V position.
- 2) Sitting on your sit bones and your pelvis.
- 3) Make sure that your abdominals are tight and pulled in, not leaning back, loading your lower back.

4) From there, kick your legs in an alternate pattern.

Tracking Sheet

Exercise Name	Set 1		Set 2	
DB Goblet Squat	reps x	lbs	reps x	lbs
DB Split Squat	reps x	lbs	reps x	lbs
Dumbbell Lateral Raise	reps x	lbs	reps x	lbs
Dumbbell Bench Press	reps x	lbs	reps x	lbs
Dumbbell Crush Press	reps x	lbs	reps x	lbs
Dumbbell Glute Bridge Floor Press	reps x	lbs	reps x	lbs
Push Up		reps		reps
Dumbbell Hammer Bicep Curl	reps x	lbs	reps x	lbs
DUMBBELL RDL	reps x	lbs	reps x	lbs
Flutter Kick		reps		reps

DAY 2

Warmup

Forward Lunge 8 each

Jumping Jacks 20

Squats 10

Plank 30 Seconds

Flutter Kicks 30 Seconds

Single Leg Toe Touch 6 Each

Repeat

Workout

2DB FRONT SQUAT	4 sets x 10-15	👉 Rest 90 sec
Superset of 3 sets		
Dumbbell Alternating Reverse...	10-15	
Double Dumbbell Row	10-15	
Dumbbell Shrug	10-15	
Rest for 90 sec		
Repeat new set		
Superset of 3 sets		
Dumbbell Floor Press - Neutr...	10-15	
Dumbbell Incline Bench Ches...	10-15	
Incline Dumbbell Skullcrushers	10-15	
Rest for 90 sec		
Repeat new set		
Superset of 4 sets		
Dumbbell High Pull	10-15	
Dumbbell Alternating Bicep Curl	10-15	
Rest for 90 sec		
Repeat new set		

2DB FRONT SQUAT

Dumbbell Alternating Reverse Lunge

Hold dumbbells in your hands. And alternate every rep

- 1) Step backward into a lunge position ensuring that your body is over top of your back knee.
- 2) Keep all your joints in your lower body at 90 degrees at the bottom of the lunge.
- 3) Step forward, returning to the start position with feet side by side.

4) Repeat by stepping back with the opposite foot to the side you just did.

5) Repeat alternating sides.

Double Dumbbell Row

Use straps if needed, row both DBs at the same time, get a good stretch at the bottom and a hard squeeze at the top of each rep

Dumbbell Shrug

Dumbbell Floor Press - Neutral Grip

go straight into these after the skullcrushers, keep palms facing each other and pause slightly at the bottom of each rep

Dumbbell Incline Bench Chest Fly

1. Lie on an incline bench set at 45 degrees holding the dumbbells up over your chest at 90 degrees to the ground with your arms straight.
2. Lower the dumbbells to the sides of your body in an arc-like motion inline with the middle of your chest, until your hands are at the same level as your chest.
3. Raise the dumbbells back up over your chest, keeping your arms straight throughout.
4. Repeat.

Incline Dumbbell Skullcrushers

keep elbows locked in position throughout the movement, slow and controlled eccentric.

Dumbbell High Pull

1. In a slight squat position, hold a dumbbell in each hand, with your arm straight.
2. Extend your hips, lift your legs off the floor with an explosive jump and rapidly raise the dumbbell up to just below your chin, keeping your elbows high.
3. Return to the starting position.

4. Repeat.

Dumbbell Alternating Bicep Curl

- 1) Stand up with arms hanging and dumbbells in both hands, palms facing in.
- 2) Curl the dumbbell for one arm, twisting your wrist on the way up and keeping your elbows still.
- 3) Slowly lower and alternate with the other arm.

Tracking Sheet

Exercise Name	Set 1		Set 2		
2DB FRONT SQUAT	reps x	lbs	reps x	lbs	reps x
Dumbbell Alternating Reverse Lunge	reps x	lbs	reps x	lbs	reps x
Double Dumbbell Row	reps x	lbs	reps x	lbs	reps x
Dumbbell Shrug	reps x	lbs	reps x	lbs	reps x
Dumbbell Floor Press - Neutral Grip	reps x	lbs	reps x	lbs	reps x
Dumbbell Incline Bench Chest Fly	reps x	lbs	reps x	lbs	reps x
Incline Dumbbell Skullcrushers	reps x	lbs	reps x	lbs	reps x
Dumbbell High Pull	reps x	lbs	reps x	lbs	reps x
Dumbbell Alternating Bicep Curl	reps x	lbs	reps x	lbs	reps x

DAY 3

Warmup

Forward Lunge 8 each

Jumping Jacks 20

Squats 10

Plank 30 Seconds

Flutter Kicks 30 Seconds

Single Leg Toe Touch 6 Each

Repeat

Workout

Superset of 3 sets

DB Goblet Squat	15
Dumbbell Bench Press	15
Dumbbell Incline Bench Press	15
Dumbbell Hip Thrust	15
Dumbbell Single Arm Bent Ov...	15
Bodyweight Walking Lunge	15

Rest for 90 sec

Repeat new set

DB Goblet Squat

go straight into these after your leg extensions, keep the torso as upright as possible, elevate heels if needed. Slow eccentric to destroy your quads, don't lock out at the top.

Dumbbell Bench Press

- 1) Lay on a flat bench with dumbbells in each hand.
- 2) Bend your elbows at a 90-degree angle so that your forearms are perpendicular to the ground.
- 3) Press the weights upward until the two weights meet at the top.
- 4) Pause and lower back to the start position.

Dumbbell Incline Bench Press

- 1) Sit on an incline bench set at 45 degrees with dumbbells resting on both thighs.
- 2) Start with both dumbbells at shoulder level.
- 3) Press the weights upwards over your upper chest until the weights meet at the top.
- 4) Lower the weights slowly and repeat.

Dumbbell Hip Thrust

1. When performing this exercise, you'll want most of the work being done from your hips rather than your lower back. Keep your abdominal set
- particularly at the top of the lift.
2. To stabilize the dumbbell, you'll need to use your hands to make sure it doesn't roll off.
3. Begin by sitting close to a bench while holding the dumbbells. This will be your starting position.
4. Begin the movement by driving through with your heels, extending your hips vertically keeping the dumbbells in place. Your weight should be supported by your upper back and the heels of your feet.
5. Extend as far as possible.

Dumbbell Single Arm Bent Over Row

- 1) Place one knee on a bench, one hand in a push-up position. Body parallel to the floor with back straight, one hand holding the dumbbell onto your side.
- 2) Pull the dumbbell up to the side of your chest, keeping your arm close to the body.
- 3) Lower the dumbbell returning to the starting position.
- 4) Complete all reps on one side before switching to the other side.

Bodyweight Walking Lunge

Tracking Sheet

Exercise Name	Set 1		Set 2	
DB Goblet Squat	reps x	lbs	reps x	lbs
Dumbbell Bench Press	reps x	lbs	reps x	lbs
Dumbbell Incline Bench Press	reps x	lbs	reps x	lbs
Dumbbell Hip Thrust	reps x	lbs	reps x	lbs
Dumbbell Single Arm Bent Over Row	reps x	lbs	reps x	lbs
Bodyweight Walking Lunge	reps x	lbs	reps x	lbs

Entrepreneur Eating Formula

Simple Scales, Fancy Fails....

You've probably tried other crazy diets, like Keto, Paleo, meal kits, etc and truth be told these probably only last so long...

Look, the reason why this typically happens to Entrepreneurs and Executives is that most of these plans are not made for your busy lifestyle, which includes travel, business lunches, meetings, and long hours dedicated to projects.

Obviously, you need to change the way you eat to not only build the body you want but be able to perform your best for your business. So going on super crazy cuts & calorie tracking that leave you exhausted and confused or meticulously tracking isn't where it's at.

Therefore, in designing a plan specifically for Executives and Entrepreneurs it needed to be:

Simple

Easy to Follow

Easy to Understand

Easy to Prep

Easy with Ordering out

Flexible

Enjoyable

Something you can use while traveling

Something you can get results from

Not gonna lie, this was a challenge, but I set out to help Entrepreneurs & Executives in a big way so I rolled up my sleeves and went to work...

The results:

The E.E.F.

This is a formula and a breakdown that uses principles from Intermittent Fasting, Carb Cycling, High-Performance Foods, Blood Sugar Control, & Intuitive Eating...

This formula will begin to teach you to master fat loss, without crazy deficits, and something that you can execute immediately.

Here's what you have to do:

Monday through Thursday you're going to Fast For 12-16 Hours Daily. Try to pick a range of times that works for your schedule, such as 8pm to 12pm the next day.

You'll then break your fast with a protein and a veggie...

Ex; chicken, asparagus, salmon, Brussel sprouts, lean sirloin, broccoli, chicken stir fry... (keep it simple. You should be focused on work and not the extravagance of your meal).

If you're worried about not being able to fast and have crazy hunger cravings no big deal, this is where intuitive eating comes in. If you feel like you're lagging. We don't want performance to take a hit, so here's what you can eat or drink during the fast period.

You can have Coffee, 0 Cal Drinks, Water, & Any Lean Protein...

Most of these foods won't spike your blood sugar levels, and you'll still be able to stay in a fat-burning mode...

Dinner: You'll have a bigger meal than earlier, this can be a bit more extravagant. If you order out try to keep it clean.

Protein/Veggie/High-Performance Fats/Carbs

chicken/rice/bell peppers cooked with olive oil, avocado/whitefish/Brussels sprouts/sweet potato, etc. Play around with combinations from the High-performance food list...

Here are the rules during the week

No Calorie Drinks (this includes booze) during M-Th and no snacking. If you have to snack, stick to high-performance fruits/lean proteins/veggies.

Ex; fruits from the high-performance food list, Beef Jerky is a great option, or even some chicken by itself...

With condiments keep them 0-10 calories per serving minimum and you'll be fine, all hot sauces are cool...

Friday & Saturday Re-Feed Days

These are your Re-Feed Days to use for going out and eating more flexibly to drive more energy versus making us feel lethargic and decrease our performance/aesthetic...

Friday

**Breakfast remains the same as the week (this can be swapped for dinner)

**Dinner: have an app, protein must be included, at least 4oz but eat dessert, have a drink, enjoy yourself (don't eat like an asshole)

This is where you gotta feel the mind to stomach connection. You'll be able to feel it, trust me...

What you'll need to do is think "not thanksgiving stuffed", but also don't be hungry as if you were fasting...

Find that in between for you. Your Re-Feed will have you **LOOKING & FEELING** better the next day...

Drinks...

Typically for drinks, my recommendation is to stick to one type of liquor or drink.

Beer (I'd probably pick a lower calorie beer, but this will be your choice if you do drink a lot of beer, I'd kick the carbs back a bit)

Wine (be cognizant, wine is one of the sneakiest with calories).

There isn't a low-calorie version of it so if you like wine, you are gonna wanna stay in the 1-3 glasses range, drink slow and enjoy that shit)

Or

Liquor...

I don't recommend cocktails as they are full of simple syrup, etc that will just sneak calories into you...

Preferably grab a drink on the rocks and enjoy it, or do shots most bang for your buck, or use club soda..(in terms of results lol) (do this at your discretion, I am not a medical doctor nor am I responsible for your actions while drinking) (lol had to have that in there to protect myself)

Slipping out of fat loss. Now if you feel after Friday or even at Dinner that you're beginning to slip out, my recommendation is that you start to get back on track and pull back the calories...

Lastly Sunday...

Sundays are a FLEX day...

You can treat that like Friday and Saturday if you feel lean and mean. However, if you feel like you're slipping out, you feel bloated or full, just start the week early.

This is the simplest way to do it...

Now here's the cool part about what happens in the long run. The longer you hit this process and build this mind-to-stomach connection, the sooner you'll be able to stay in fat loss longer. So having a random dinner date on Wednesday won't throw you off because you'll know exactly how to slip in and out of fat loss while being able to navigate some of the most challenging parts of life and Entrepreneurship.

Now, if you wanna dial these pieces in you'll have to understand nutrition on a deeper level, you'll have to build new habits and skill sets. This formula saves you a TON of time and energy and allows you to get the results before you can amp it up...

If you're looking to make this a part of your life and GET INTO ELITE 1% shape, it's time to level up...

<https://www.hustle-fitness.com/>

Chapter 6

The Sam Houston Institute of Technology

"Motivation is what gets you started. Habit is what keeps you going."

- Jim Ryun

Success Story

Pablo lived a crazy life, never having a real job even at 30 years old. He had a number of side hustles to get by and make money though. And his days were radically different from each other without a fixed schedule or a consistent routine. No two work days were the same for Pablo. When the pandemic hit, he had nothing else to do aside from a couple of odd jobs online. He had a bunch of time free with nothing to fill it with because the lockdowns and quarantines shut down a lot of the things he was doing. He ended up filling up that time by consuming a lot of alcohol and putting on a lot of weight, eating unhealthily as well. And he didn't know how to change those habits he built up 6-12 months into them. He didn't even know he was doing it to himself until it became so ingrained.

When I started working with Pablo, I explained to him how his unhealthy habits and lack of structure in his life were affecting not only his physical health but also his dating life. He came to me recognizing problems in his dating life and a lack of purpose. He couldn't take the frustration of his lack of social skills, the aimlessness of his current lifestyle and the lack of direction in his life anymore. I emphasized that if we were to work together, he would have to commit to change and take action when necessary, not just when it felt convenient. I made it clear that if he really wanted to change, he would have to sit down and write his goals, and actively go out and talk to people, particularly women if he wanted to transform his dating life. I stressed that if he didn't take action, nothing would change and he would continue to reinforce the

same unhealthy habits that had led him to where he was now. With this understanding, Pablo was willing to commit to the change and work towards a healthier, more fulfilling life.

To start, we began small, introducing simple habits such as meditation, adding healthy foods to his diet, building up his morning routine, making his bed, and cleaning his room, getting some semblance of order and control back in his life. We slowly stacked these habits and as he got small wins, Pablo doubled down and went all in. He saw where his negative habits were leading him and he did a complete 180-degree shift going hard in the opposite direction. By the time we were done working together, he had completely transformed himself. He got in insane shape and got ripped in several months, his confidence and self-esteem were at an all-time high! He was going out, meeting women, and even got his first girlfriend ever. He's kept in touch and is doing well to date. Pablo's story shows us the power of habit and how if you have the wrong ones, they can definitely bog you down, but if you have the right ones in place and stack them on top of each other, the extrinsic and intrinsic rewards pile up as well.

Reference Point

Sam Houston was a prominent figure in early American history, known for his leadership in the fight for Texas' independence from Mexico and his service as the President of the Republic of Texas. However, his early life was marked by a number of negative habits and a lack of direction.

Houston was born in Virginia and raised in Tennessee. He had a tumultuous childhood marked by poverty and family strife. He ran away from home at the age of 16 and lived among the Cherokee Indians for several years. During this time, he developed a number of bad habits, including heavy drinking and gambling. These habits followed him throughout his early adulthood and caused him to lose his first wife and family after just 11 weeks of marriage. He also was

struggling with alcoholism and was known for his heavy drinking, which affected his personal relationships.

Houston's turning point came when he realized that his negative habits were holding him back and preventing him from achieving his goals. He made the decision to turn his life around and commit to change. He started by addressing his drinking problem and began to take control of his finances. He also became more active in politics and began to focus on building a better future.

His hard work and dedication paid off. He became a successful governor and was later elected as a U.S. Senator. But his greatest accomplishment came when he led the fight for Texas' independence from Mexico and served as the President of the Republic of Texas. He is also remembered as a hero in Texas history for his leadership in the battle of San Jacinto which resulted in the independence of Texas.

Houston's story shows the power of habit and the importance of committing to change. Despite his early struggles, he was able to turn his life around and achieve great success by replacing his negative habits with positive ones. He recognized that his bad habits were holding him back and made the decision to make a change. Through hard work and dedication, he was able to achieve his goals and become a respected leader in American history.

My Thoughts

Breaking old habits and developing new ones can significantly impact various areas of life, from finances and career to dating and relationships, and health and fitness. However, it's important to recognize that it's a challenging task that requires time, patience, and commitment.

A key strategy to break old habits and form new ones is to start small and focus on one habit at a time. This makes the process manageable

and less overwhelming. Consistency in implementing the new habit is crucial in making it part of your daily routine.

Another essential aspect of changing habits is making them a part of your identity. It's not just about changing behavior, but also changing the way you see yourself. When you identify with a habit, it's more likely to become a permanent part of your life. It's a classic example of "Dress for the job you want. Not the job you have.". When you put a label on the person you are your habits will start to reflect that if you're diligent with the process.

Breaking old habits and developing new ones is a continuous process. Once a habit has become a part of your identity, it's time to move on to the next one. Habit building is a never-ending process that requires continuous effort to achieve goals and improve your life.

It's important to set clear goals and have a sense of purpose. Identifying what you want to achieve and working towards it provides direction and motivation. This makes it easier to measure progress and track success.

It's vital to be kind to yourself and not to beat yourself up if you slip up. Setbacks and slip-ups are a natural part of the process, but it's essential to learn from them and use them as an opportunity to improve and grow. It's good to be self critical as long as you can be objective about it.

Having an accountability system in place is crucial, it can provide guidance and support as you work towards breaking old habits and developing new ones. Remember, breaking old habits and developing new ones takes time and patience, but with the right approach, it is possible to achieve.

Don't overwhelm yourself with trying to change too much. It's not all that sustainable so pick a few bug-a-boo's and go to work. Trying

to change everything will just feel like spinning plates and that rarely works. Doing that will only lead to you having to pick up the pieces once the plates fall and start again. Trust me, I know first hand how that sucks.

Action Step

Creating a plan of action for replacing bad habits with good ones is crucial in reaching your goals. The first step is to pinpoint the changes that you want to make. Identify the habits that are holding you back and evaluate which one is the most detrimental to your life. For example, if you have a hard time getting out of bed in the morning and it's negatively affecting your productivity, punctuality, and overall life, it's important to address this habit.

Once you have identified the habit that you want to change, it's time to start planning the steps that you need to take to make it happen. One effective strategy is to replace a bad habit with a good one. Instead of oversleeping and struggling to get out of bed in the morning, you can implement a new routine that helps you wake up earlier and feel more refreshed. This could include setting multiple alarms throughout the house, automating a morning routine, or even sleeping in a different room.

Another important step is to make the new routine a part of your daily routine. This means committing to the new habit and making it a non-negotiable part of your day. This could include setting reminders, creating a schedule, or even forming an accountability group.

Lastly, it's important to evaluate your progress and make adjustments as needed. This means monitoring your progress, tracking your success, and making changes as necessary. It's important to remember that replacing bad habits with good ones is a continuous process, and it requires effort, commitment, and patience. However, by taking the first step, mapping out your plan

of action, and staying committed to the new routine, you can successfully replace bad habits with good ones and reach your goals.

Mentorship

A good mentor can be a valuable asset in helping you establish the right habits and routines to accomplish your goals. One of the key things a good mentor does is help you identify your bad habits and recognize the behaviors and patterns that are holding you back. Often, these are things that you may be oblivious to, as they have become a part of your daily routine and you may not even realize their negative impact on your life.

Once your bad habits have been identified, a good mentor will work with you to create a plan of action for replacing them with good habits. This may include setting goals, creating a schedule, and developing strategies for implementing the new habits into your daily routine.

A good mentor will also provide guidance and support as you work towards breaking old habits and developing new ones. This could include providing feedback on your progress, answering questions, and offering suggestions for how to overcome obstacles.

Additionally, a good mentor will work with you to make the new habits a part of your identity. Rather than just changing behavior, a good mentor will help you change the way you see yourself, which will make it more likely that the new habit will become a permanent part of your life.

A good mentor will also help you to focus on one habit at a time and to be consistent in implementing it. They will also encourage you to be kind to yourself and not to beat yourself up if you slip up or "fall off the wagon". They will also remind you that setbacks and slip-ups are a natural part of the process, but it's essential to learn from them and use them as an opportunity to improve and grow.

In conclusion, a good mentor can provide valuable guidance and support as you work towards breaking old habits and developing new ones. They will help you identify your bad habits, create a plan of action for replacing them with good habits and make the new habits a part of your identity. With the right mentor, you will be able to establish the right habits and routines to accomplish your goals.

Chapter 7

BDSM Parties And Going To The Ballet

"Surround yourself with people who believe in your dreams, encourage your ideas, support your ambitions, and bring out the best in you."

- Roy Bennett

Success Story:

I wanted to use myself and my experiences in this example because I think it will really help you understand the importance of having a high-value social circle. After all, it truly can be a catalyst for more awesome friendships, more opportunities, more adventures, more everything.

So I was dating this girl and it was awesome. Interestingly she was very responsive every time I was assertive and displayed dominant behavior. She seems to really enjoy it so hey, win-win all around!

One day she asked me "What would you think about doing some Dom/Sub-type stuff?"

Now, I didn't really know what all that was, maybe I have some preconceived notions from stuff I saw on TV or something. All I remember was there was a lot of leather and whips involved.

So I did what any responsible person does. I did my research.

Then I discovered this whole world which turned out a lot bigger than I thought it was. So I thought "Alright, let's give this a shot".

And we did.

Turns out, we were very compatible that way. We had a lot of fun!

We soon got to talking about going to a BDSM event and since at the time we didn't know anybody in this scene we did some good, ol' fashioned research.

Apparently, there's this house where these events are hosted.

The way it works is that you couldn't just invite yourself to these parties. You had to get vetted and approved for various (and obvious) reasons.

So we signed up for it and eventually got cleared to get an invite.

We went to our first party and to be completely honest, I was feeling a little nervous. I didn't know what to expect and we were in uncharted waters for both of us.

I didn't know what's gonna happen, what type of people we were going to meet there, or what we were going to do once we got there. No idea at all.

Turns out, everybody was very friendly, really cool

And as time went by I got deeper and deeper into this community. A community I knew nothing about before looking it up and immersing myself in it.

I met a lot of really amazing people and became friends with many of them. It was awesome being able to connect with very diverse individuals all through this one commonality we have.

Eventually, I became established in the community actually becoming a Professional Dominant for a while.

What strikes me the most about this particular social circle is that it brought a lot of things into my life, not just what I initially thought

I was coming into it for. As I said it bridged a lot of friendships and even business opportunities, I discovered a lot and learned about things I couldn't have otherwise.

It was also interesting how much we were pretty much like in a secret society and stuff we looked out for each other, we gave each other tips and advice for business and the sexual opportunities are quite obvious.

Our social life expanded dramatically as events are held regularly

It was just an overall plus to have these experiences and what it taught me the most is that if you get out of your comfort zone once in a while and open yourself up to new opportunities, and meet people, the impact it can have can be life-changing.

If it doesn't work out the worst case is that you're not doing whatever it is that you tried again. Cool, at least now you've determined that that thing isn't for you

Best case scenario, you make lifelong friends, have epic adventures you won't forget, and seize opportunities that perhaps weren't available to you before.

And I get it, we call it "comfort zone" for a reason, it can be jarring or even downright scary to try something new. That's one of the reasons why I decided to include this chapter in the section on discipline.

For me, trying out new things and branching outside of my existing social circle isn't something I do when I feel like it, for me it's a lifelong commitment and it has served me well throughout the years.

Reference Point

Abraham Lincoln is often considered one of the greatest American presidents of all time. His leadership during the Civil War and his role in ending slavery have earned him a place in history. But what is often overlooked is his ability to form a strong and effective cabinet, made up of individuals who did not necessarily share his views or political goals. This diversity of opinions and backgrounds turned out to be a key factor in Lincoln's success.

Lincoln's cabinet was an unlikely mix of politicians and rivals, each bringing a different perspective to the table. He appointed William Seward, a fierce opponent during the presidential nomination, as Secretary of State. He chose Salmon P. Chase, a former member of the Democratic Party, as Secretary of the Treasury. He also included Edward Bates, a former Whig, as Attorney General. Lincoln's cabinet was one of the most diverse in American history.

By appointing people from the opposing party and different political ideologies, Lincoln was able to surround himself with individuals who had unique perspectives and ideas. This allowed him to make more informed decisions and consider a wider range of options.

Instead of surrounding himself with “yes men”, he chose to work with individuals who would challenge him, bring different ideas to the table, and ultimately help him make better decisions.

This same principle can be applied to our own lives, particularly when it comes to building a social circle.

It's important to surround ourselves with people who have different perspectives, goals, and backgrounds than our own. This diversity of thought can help us see things from different angles, challenge our assumptions, and ultimately help us make better decisions.

Building a strong social circle, much like Lincoln's cabinet, requires us to be intentional about who we surround ourselves with. We need people who are honest with us, who will tell us the truth even if it's not what we want to hear, and who will hold us accountable to our goals.

Remember though that we are not looking for naysayers or haters in our social circle, we want people who will be supportive and celebrate our wins with us.

By surrounding ourselves with people who have great goals for the future but might not share our exact point of view, we can challenge ourselves to be better, make more informed decisions, and ultimately improve our lives.

My Thoughts

A strong social circle is crucial for achieving success and maintaining self-discipline. But how do you go about building such a circle?

The first step is to be intentional about who you spend your time with. As Jim Rohn famously said, "You are the average of the five people you spend the most time with." So, choose your circle selectively and with criteria.

One criterion to keep in mind is reciprocity. A healthy social circle should be a two-way street, where you not only receive value but also contribute to the lives of your friends. High-value guys don't just take and take; they help each other and contribute to each other's success. This builds a positive ecosystem of winners and accelerates everyone's path to success.

Another criterion is diversity. You want people from different walks of life, with different viewpoints, cultures, and experiences. This

allows for a rich exchange of ideas and perspectives that can enrich each other's lives.

I'm not a "goth guy", it's really not my thing. But I decided to step outside my comfort zone and attend goth parties, and different events. It's very interesting and definitely enjoyable. I met new people who I wouldn't have met otherwise and was exposed to new music and art that I wouldn't have discovered otherwise.

Cultivating a spirit of curiosity and exploration can lead to unexpected benefits, and you might end up trying something you really enjoyed that you wouldn't have thought of before.

But diversity shouldn't just be limited to different backgrounds. It's also important to explore new things outside of your comfort zone, as this can expand your horizons and introduce you to new people. Embrace those differences and learn from them.

Building a strong social circle requires intentional effort and a set of criteria. Look for people who share your values and goals, but who also bring diversity and reciprocity to the table. Be open to new experiences and perspectives, and embrace the opportunity to learn from others.

By doing so, you'll create a supportive and enriching ecosystem that will help you achieve your goals and maintain self-discipline by keeping you accountable.

Action Step

Now that you understand the importance of building a strong social circle and how it can improve your life, it's time to take action. I want you to go out and attend a social event, go to Meetup.com, or any gathering where you can meet new people.

Find something that interests you or something completely new to you. Use online resources like Meetup.com to discover groups or events in your area. The point is to step outside your comfort zone and experience something new.

When you get there, make it your mission to introduce yourself to everyone. Don't be afraid to start conversations, even with people who may seem different from you. Be curious and open-minded, and don't be afraid to ask questions and learn from others.

It's okay if some of these conversations don't go anywhere. The point is to practice being social and building the discipline to do so.

This exercise will also teach you not to be condescending to people or brush off their opinions or beliefs. You'll learn to appreciate different perspectives and gain a sense of empathy for those around you. By doing this, you'll gain a deeper degree of open-mindedness that will help you learn from others, soak in their experiences, and extract valuable lessons for your own life.

So take the challenge and stretch your comfort zone. You never know, you might end up discovering a new interest, a new friend, or even a new business opportunity. The possibilities are endless when you open yourself up to new experiences and new people.

Mentorship

Having a good mentor can be a game-changer when it comes to building a strong social circle. A mentor is someone who has already been where you want to go and has experienced what you are experiencing now. They can provide valuable advice, guidance, and insights that can help you connect with people and become more relatable to others.

For example, I consider myself a "cultural junkie". I'm always open to trying new things and experiencing different cultures, even if

they're not necessarily things I'm familiar with. This mindset has helped me to connect with people from all walks of life and has enriched my life in ways I never thought possible.

Take my personal experience, for example. While I'm not particularly interested in ballet, I've found that attending ballet shows has led me to meet new people and expand my social circle. Despite my initial hesitation, I decided to attend a ballet show and was pleasantly surprised by how much I enjoyed it. Not only did I gain a newfound appreciation for the art form, but I also met a group of people who shared my love for cultural events. Over time, these people became some of my closest friends.

Expanding your social circle can be a daunting task, especially if you're someone who tends to stick to your familiar routines and social scenes. However, stepping outside of your comfort zone and trying new things can lead to exciting new experiences and the opportunity to meet new people.

It's important to remember that stepping outside of your comfort zone doesn't mean you have to suddenly become an expert in a new field or activity. It's simply about trying something new and being open to new experiences. Who knows, you may end up discovering a new passion or lifelong friendship in the process!

One area where a mentor can be especially helpful is in exposing you to new experiences and communities.

By adopting a mindset of openness and curiosity, you can become more relatable to others and develop a deeper sense of empathy and understanding. This can help you to connect with people from all walks of life, and create a positive and supportive social circle that will help you to achieve your goals.

So if you're looking to build a strong social circle, consider finding a mentor who can help you to explore new experiences and

communities. You may be surprised at how much you can learn from others, and how much you can grow as a person when you step outside of your comfort zone.

Section IV

Boundaries

In my years of experience working with guys to improve their dating life I've realized something that is nearly universally true. Guy's that struggle with self esteem, self confidence and self discipline struggle with setting clear boundaries. They're even worse at enforcing the boundaries they do express.

You've come a long way if you've made this far and have been doing the exercises laid out for you. Sometimes it takes a while to feel that change and others needs can feel more important than our own and to that I say... BULLSHIT. It's time for a new regime around here.

In this section we're going to cover...

Higher/Lower Selfishness

The Power In Saying "NO"

Knowing Your Deal Breakers

Calling People Out

There's a new sheriff in town and that sheriff is YOU!

Chapter 1

The Path Of Selfishness

"Selfishness, when it is a principle, is the highest moral value of all."

- Ayn Rand

Success Story

When I first met Shawn, he was the quintessential "nice guy.", a polite, gentle soul who seemed to have a hard time saying "no" to anyone, saying "yes" to everything and everyone, and putting others' needs before his own.

He was the kind of person who always went out of his way to help others, often at the expense of his own needs. This tendency to please others made him vulnerable to being taken advantage of, both at work and in his personal life. He was struggling to find a balance between being helpful and taking care of himself.

Shawn was working for someone I knew, who I felt was exploiting his kindness. It wasn't just at work, either. I saw it happening all around him, with people taking advantage of his generosity and willingness to please. Despite this, Shawn found it difficult to speak up for himself, especially when it came to people he respected.

When I began mentoring and coaching him, we started working on his boundaries. I explained that it's important to follow through on commitments, but it's equally important to set limits and prioritize your own well-being. I encouraged him to consider whether a request aligned with his goals and values, and if not, to respectfully decline.

It wasn't an easy concept for Shawn to grasp, but he was determined to learn. He was tired of being taken for granted and feeling

miserable and exhausted from trying to accommodate everyone else's needs. Over time, he learned to communicate his boundaries effectively and became a master at it.

Now, Shawn is unrecognizable from the person I first met. He has a newfound sense of confidence and self-respect, which he's earned by standing up for himself in situations where he used to stay silent. By being clear about his limits, he's been able to attract more positive people and experiences into his life.

Thanks to his newfound boundaries, Shawn has been able to achieve things he never thought possible. He's traveled for the first time, advanced in his career, and launched multiple successful side hustles. His life has completely transformed, and it's all because he learned to prioritize his own needs and set boundaries.

This is a powerful reminder that personal boundaries are critical to a fulfilling life. It may take time and practice to establish them, but the rewards are well worth it. By setting healthy boundaries, we can protect our well-being, boost our self-esteem, and create the life we truly desire.

Shawn had to learn that being "selfish" in certain ways was necessary to achieve his personal and professional goals. In both cases, "selfishness" was not about being self-centered or egotistical, but about having a clear sense of purpose and priorities.

Reference Point

When we think of Martin Luther King Jr., we remember his legacy as a transformative civil rights leader who inspired a wave of positive change in America. But what we often forget is that to get there, he had to make many sacrifices and establish strong personal boundaries.

King knew from a young age that he was meant to lead. He felt a calling to fight for justice and equality, and he devoted his life to this mission. But this came with a cost. He had to put his pastoral duties aside, travel constantly, and sacrifice time with his family. To some, these may seem like selfish acts, but in reality, they were necessary for him to achieve his vision.

King understood that to create change, he had to be "selfish" in the sense that he needed to prioritize his calling above everything else. He had to set boundaries and say no to things that didn't align with his mission. He had to be willing to make sacrifices in order to achieve his goals. And we all know that he did make the ultimate sacrifice as his mission cost him his life having been assassinated at the young age of 39.

His commitment to his vision was unwavering, and his sacrifices paid off. His leadership inspired countless others to join the civil rights movement, and he ultimately achieved many of his goals. But it's important to remember that this success was not without sacrifice.

Shawn's story and King's legacy remind us that personal boundaries and prioritization are essential to achieving our goals. Sometimes, we need to be "selfish" and put ourselves and our visions first. It's not always easy, and it often comes with sacrifices, but it's essential for creating positive change and fulfilling our purpose.

A reminder that personal boundaries are not just a matter of self-care. They are also essential for achieving greatness and making a positive difference in the world. To fulfill our calling and our mission, we must be willing to be "selfish" and prioritize our own well-being, even if it means making sacrifices along the way.

Only then can we make a lasting impact and be a force for good in the world.

My Thoughts

You have to "Put yourself first", and speaking of the chapter's title "The Path of Selfishness". The word selfishness, I think, gets a bad rap and negative notions associated with the word.

Look at it this way...

There are 2 types of selfishness: the higher form of selfishness and the lower form of selfishness.

The lower form is where you let your wants become the priority over others. It's where you're taking value rather than giving value. It's where you're in a very scarcity-based mindset where you just want to "get yours".

A very extreme example of the lower form of selfishness is robbing someone; it can be as petty as cutting someone off in traffic or as simple as being a lousy tipper. This type of selfishness doesn't help anyone, it doesn't even really help the person exhibiting such behaviors, especially in the long run.

A higher form of selfishness is essentially being "selfish" for the betterment of others. An example is a CEO of a Fortune 500 Company or an entrepreneur of a big business. Now, I'm not saying that people in those positions aren't greedy, some are and some are genuinely great people. But the point is, whatever type they are, they have a responsibility not just to their shareholders to keep the business running. If it does go under, thousands of its employees are going to lose their jobs.

So sometimes as the CEO or owner of the business, you might have to make decisions that may look "selfish" on the surface and unpopular in the short-term but will end up not losing your stockholders money and keep the people who work for you from unemployment

On a smaller scale, you do have to take care of yourself first and make sure you're in the position to crush it before you can be good for anyone else who might need you. Before doing a good job for your boss or your clients, before being there for your partner, your children, or your friends, you have to make sure you've been a little selfish and taken care of yourself first. Establishing personal boundaries is crucial to this process. As I mentioned earlier, my student Shawn's life changed for the better once he learned to establish personal boundaries.

And like Martin Luther King Jr., who, in order to get his message out and fulfill his calling and his mission, had to establish a lot of personal boundaries for himself and had to be "selfish" to do what he believed was right and be someone to influence a wave of positive changes to society. But he had to sacrifice a lot to do it.

He had to be "selfish" in that his pastoral duties suffered, he was traveling a lot so his time with his family was diminished, and early on he had to make the decision on whether these sacrifices and "selfishness" would be worth fighting for what he believed in and being an influence on a better society moving forward.

Another great example of a higher form of selfishness is Jesus Christ, who, according to the Bible, was sent by God to teach people about love, compassion, and forgiveness. Jesus knew that he had a mission to fulfill, and he put himself first by ensuring that he was in the best position to fulfill that mission. He traveled far and wide, preaching to the masses and performing miracles that awed and inspired his followers. He amassed a large following, and people believed that he was the one who would drive out the Roman oppressors and establish a new kingdom on earth.

However, Jesus's mission was not what people expected. He had to be sacrificed to overcome sin and fulfill God's plan. His death was a higher form of selfishness because he knew that it was necessary for the greater good. Through his death and resurrection, he spread

his message of love and compassion even further, and it has endured for over two thousand years.

Jesus's example shows us that sometimes, being selfish is necessary to fulfill a greater purpose. We must put ourselves first, take care of our own needs and well-being, and ensure that we are in the best position to do what we have been called to do. In doing so, we can make a positive impact on the world and leave a lasting legacy that will inspire generations to come.

So being "selfish" in the higher form is not a bad thing. In fact, it's essential for achieving our goals, fulfilling our missions, and being of service to others. But it requires us to establish personal boundaries, prioritize our own well-being, and ensure that we are in a position to give back to others.

Action Steps

Set non-negotiables in your life. These are things and habits that no one is going to take away from you under any circumstances.

A lot of the time you'd have to set a personal boundary not only on other people but also on yourself. We've talked about it in the earlier section about self-discipline.

For me, one of my non-negotiables is going to the gym. I don't care if I lost a deal because I had to go to the gym. Now I never lost a deal because of it but if it boils down to it I'd sacrifice the deal over my workout. I may lose out on money but being able to choose the gym time I carved out for myself reinforces my control over my own life in a very real way. It validates that I'm at nobody's beck and call and that I'm not at the mercy of other people's time getting pulled in every direction.

Outside of an injury or a major emergency, I'm going to the gym.

Another non-negotiable I have is communicating with people on my own time. I can't be living my life according to everyone else's schedule.

I have the notifications on my phone at a minimum, not only to avoid distractions but also when I hear a notification pop up like a message or a call, or an update I feel compelled to respond immediately and that's the opposite of being on my own schedule and feels much like a trap not only because I'd lose flow on whatever it is I'm doing that got interrupted it's stealing from more people I could've helped because I got distracted from my purpose, resulting for me to detour on my path.

So stop reading for a bit, take out some pen and paper and list down what your non-negotiables are in life.

I'd say make it three things but if you can only think of one or you only have time for one then that will be your minimum. Write down your non-negotiables and honor them every day.

Maybe it's going to the gym.

Maybe it's playing poker with your friends every Wednesday night and you get this girl saying "Well, I can only go out for our date this Wednesday night".

If poker night with your friends truly is non-negotiable then you'd probably say something along the lines of "That's too bad, I'd really love to go out with you on a different day but if we can't, it is what it is. I have a prior commitment"

And it's not just a commitment to your friends. It's a commitment to yourself, how you keep your word to yourself and stay in control of your life where there are things more important than getting to know her.

Mentorship

A good mentor can be a valuable asset when it comes to defining and enforcing personal boundaries. Many people struggle with setting boundaries, whether it's due to fear of confrontation, a desire to please others, or simply not knowing where to start. A mentor can help you navigate this process and guide you towards a stronger sense of self.

One of the key benefits of having a mentor is that they can offer an outside perspective on your situation. Sometimes it can be difficult to see the forest for the trees, especially when it comes to personal boundaries. A mentor can help you identify patterns in your behavior and relationships that may be holding you back or causing unnecessary stress. They can also help you define your priorities and determine which boundaries are most important to you.

In addition to helping you define your personal boundaries, a good mentor can also help you enforce them. This can be especially challenging for people who are not used to asserting themselves or who have a history of people-pleasing. A mentor can provide guidance on how to communicate your boundaries effectively and respectfully, and how to handle pushback or resistance from others. They can also offer support and encouragement as you navigate this process, which can be a major source of motivation and confidence.

Overall, a good mentor can be instrumental in helping you establish and enforce personal boundaries. By working with someone who has experience and expertise in this area, you can develop a stronger sense of self and gain the respect and admiration of those around you.

Chapter 2

Nobody is Coming For You

"The best years of your life are the ones in which you decide your problems are your own. You do not blame them on your mother, the ecology, or the president. You realize that you control your own destiny."

- Albert Ellis

Success Story

Mario had been in a toxic relationship for some time, where he felt obligated to constantly fulfill his girlfriend's demands, even if it meant sacrificing his own productivity and business opportunities. He likened it to feeding a stray cat; if you give it some milk a few times, it will keep coming back and crying for more. Similarly, Mario's girlfriend had come to expect him to do everything she asked, resulting in constant interruptions and distractions that took a toll on his productivity and business.

When we started working together, Mario began to realize that his eagerness to please his girlfriend had caused her to lose respect for him. He had painted himself into a corner, always being there for her, which seemed fine on the surface. However, in reality, it was costing him a lot in terms of his business, productivity, and well-being. Despite the negative impact of the relationship, Mario found it difficult to draw boundaries and push back on his girlfriend's demands. He worried that it would result in an argument, so he continued to appease her.

I told Mario that he needed to have a conversation with his girlfriend and set personal boundaries for himself. He needed to tell her that she had to pull her own weight and that he couldn't continue to bail her out of situations or fulfill unreasonable demands. I knew that it could go either way; his girlfriend could accept the changes and get

with the program, or she could resist and want no part of it. Unfortunately, his girlfriend chose the latter, and the breakup was painful for Mario.

Despite the initial heartbreak over the loss of the relationship, Mario eventually came to see that the breakup was the best thing that could have happened to him. He had to take responsibility for himself and his own well-being.

Although it's good to help people from time to time, as soon as they begin to expect it and it turns into an obligation, it's a different story. Setting boundaries allowed Mario to break free from the toxic relationship and regain control of his life.

Mario's experience highlights the importance of setting personal boundaries in relationships. Giving in to every demand and trying to please others at all times can result in a loss of respect and a detrimental impact on one's personal and professional life. It is necessary to prioritize one's own needs and set boundaries to prevent being taken advantage of. When we take control of our lives and set limits, we can break free from toxic relationships and achieve personal growth and success.

Reference

Point

Malcolm X's transformation from a career criminal to a civil rights leader is a remarkable story of personal responsibility and taking ownership of one's life.

After spending time in prison, he was introduced to the teachings of the Nation of Islam, which emphasized self-reliance and taking responsibility for one's own actions. These teachings resonated with Malcolm, and he embraced them wholeheartedly. He saw that he could no longer blame society or his circumstances for his situation; he had to take personal responsibility for his life and his actions.

This message of personal responsibility became the cornerstone of Malcolm X's message to the black community. He believed that African Americans needed to take ownership of their lives and their communities if they wanted to see real change. He saw that waiting for a helping hand to pull them out of poverty and oppression would not lead to meaningful progress. Instead, they needed to rely on themselves and take full responsibility for their actions and their destiny.

Malcolm X's belief in self-reliance and personal responsibility was not just a theory for him. He lived it and was willing to die for it. When he realized that the Nation of Islam was not aligned with his beliefs, he did not hesitate to cut ties with the organization. He refused to conform to anybody else's agenda, even if it meant losing support and risking his own life.

Another contemporary example of this kind of personal responsibility can be seen in the Canadian clinical psychologist and professor, Dr. Jordan Peterson. In 2016, the Canadian government introduced Bill C-16, which Peterson argued infringes upon freedom of speech and academic freedom, and testified against it in front of the Canadian Senate.

By speaking out against the bill, Dr. Peterson risked his reputation, tenure, and clinical practice, but he felt it was his responsibility to take a stand for what he believed in. In a similar vein to Malcolm X's message, Peterson emphasized the importance of thinking for oneself and taking responsibility for one's own beliefs and actions.

He argued that it was not only his right but his duty to speak out against what he believed to be an unconstitutional piece of legislation.

Both Malcolm X and Dr. Peterson exemplify the power of personal responsibility and taking ownership of one's own life. They

understood that change requires action, and that action starts with taking responsibility for oneself.

Mario's story of taking responsibility for his own life mirrors Malcolm X's message And Dr. Peterson's example. Mario realized that he could no longer blame his girlfriend or his circumstances for his situation.

He had to take personal responsibility for his business and his own well-being. He learned that constantly trying to please others and be everything to everyone was not a sustainable approach. Instead, he had to draw personal boundaries and take ownership of his own life and his own decisions.

Malcolm X's journey from a career criminal to a civil rights leader demonstrates the power of personal responsibility and taking ownership of one's life. His message of self-reliance and personal responsibility continues to resonate today, and it is a message that Mario also learned and applied in his own life.

Whether it's standing up for one's beliefs in the face of opposition or speaking out against injustice, taking ownership of one's life is a crucial step towards creating a better future for oneself and others.

My Thoughts

It's important to recognize that being responsible for yourself doesn't mean being selfish or disregarding others. Rather, it's about prioritizing your own well-being and personal growth in order to better serve others and make a positive impact.

In an emergency situation on an airplane, you are instructed to put on your own oxygen mask before helping others, even children. This is not because you are being selfish, but because you are being responsible. Also, breathing is nice and I recommend it.

If you try to help others before putting on your own mask, you may become lightheaded, dizzy, or even pass out, which would not only jeopardize your own safety but also the safety of those around you. By putting on your own mask first, you ensure that you are able to breathe and function properly, allowing you to help others more effectively and safely.

Taking care of yourself and your needs first is essential for being in a position to help others. It's not about being self-centered, but rather being self-aware and understanding that if you don't take care of yourself, you won't be able to effectively help others.

This also means that you have to be firm with your beliefs and boundaries in order to maintain your own mental and emotional health. Without this, it's easy to get caught up in pleasing others and sacrificing your own well-being.

For example, if I want to donate money to a charity rescuing animals, I might have to cut back on volunteering time for the foreseeable future so that I can work more hours and generate money to donate.

I had to say no to helping because I want to help in a better way that will have a bigger impact on the cause I believe in. I might have to say "No" to volunteering 3 hours on Saturdays which seems selfish on the surface but I did it so that I can donate a million dollars in five years. I do have to admit though that petting puppies isn't exactly digging ditches in my book.

Ultimately, being responsible for yourself means recognizing your own power and capacity to make positive changes in your life and the lives of those around you. By taking ownership of your actions and beliefs, you can be a force for good and make a meaningful difference in the world.

Action Step

Start Saying “No.”

Practice saying “No.”

By saying "No" to things that don't align with your values, you are taking control of your life and being responsible for your own well-being. It's easy to fall into the trap of saying "Yes" to everything, to please others, or to avoid confrontation, but this can lead to burnout and resentment.

Setting boundaries and saying "No" doesn't mean you're being selfish or rude. It means you're prioritizing your time and energy and ensuring that you're using them in ways that benefit you and those around you. It's about being honest with yourself and others about what you're willing and able to do.

Learning to say "No" can be difficult, especially if you're used to always saying "Yes". But it's a skill that can be developed with practice. Start small, with things that aren't as important to you, and work your way up to more significant requests or demands. It's important to communicate your boundaries clearly and respectfully and to be prepared to stand by them even if it's uncomfortable or unpopular.

Saying "No" can also be empowering. It allows you to focus on the things that matter most to you, and to use your time and energy in ways that align with your values and goals. It can help you to build stronger relationships, as others will respect your boundaries and appreciate your honesty.

In the end, taking responsibility for your life means learning to say "No" when it's necessary. It means setting boundaries, being honest with yourself and others, and prioritizing your well-being.

By doing so, you can live a more fulfilling and purposeful life, and be better equipped to help others in the long run.

If it's not a "HELL YES" then it should be a "HELL NO"

Mentorship

Having a good mentor can make all the difference when it comes to taking responsibility for yourself. A mentor is someone who has been where you want to go and can guide you along the way. However, a good mentor will not just give you advice and send you on your way. They will hold you accountable and "hold your feet to the fire" so to speak.

A good mentor understands that taking responsibility for yourself is not always easy. It can be uncomfortable, even painful at times. That's why a good mentor will challenge you and push you to be better, even when you don't want to. They will not let you make excuses or wiggle your way out of taking responsibility for your life.

For example, if you're working with a mentor to improve your health and fitness, they might set specific goals for you to achieve. They will expect you to show up to your workouts, eat a healthy diet, and make the necessary lifestyle changes to reach your goals. If you start making excuses or slacking off, they will call you out on it and hold you accountable.

When I mentor someone in approaching and flirting with women, I do hold them to a certain standard, not on the results they get but on the effort they're putting into getting better.

And I may not be their favorite person in the world at that moment but invariably they get results even beyond what they set out for and they tell me how the stuff we worked with together changed their life beyond dating and relationships. They're crushing it in all areas of their lives!

The same goes for any other area of your life that you're working on. A good mentor will not let you take the easy way out or avoid doing the work that is necessary for your personal growth. They know that in the long run, it will be worth it, and they want to see you succeed.

A good mentor will help you take responsibility for yourself by holding you accountable and challenging you to be better. They will not let you make excuses or take the easy way out. They will push you to be the best version of yourself, and in the end, that is what will help you achieve your goals and live a fulfilling life.

Chapter 3

Close Calls With Nuclear Torpedos & Kicking Bums Out of Castles

"Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe, in order to assure the survival and the success of liberty."

- President John F. Kennedy

Success Story

When I first met Barry, he was a mess. As an MMA/Self-Defense instructor, he had a lot of people coming to his classes, including a girl he started dating. He also had another girl he was interested in, but she only wanted to be friends. Things quickly spiraled out of control when all three of them started hanging out together, and they began asking him for constant favors and walking all over him.

Barry had no idea what his personal boundaries were, and he didn't know how to say "no." He thought that by constantly agreeing to people's requests, he would gain their approval and affection. However, this approach only led to more problems, as people took advantage of him and he ended up feeling overwhelmed.

When Barry came to me, asking how he could get out of the mess he had made for himself. So I explained to him the importance of having personal boundaries and setting limits in relationships, whether they are romantic, platonic, or professional. They allow us to protect our physical, emotional, and mental well-being and help us establish healthy relationships with others.

The first thing I told Barry was that it wasn't a good idea to date people he was either training or working with. This was a clear violation of professional boundaries, as it blurred the lines between

personal and professional relationships. I also advised him to speak with everyone individually and reestablish a professional relationship, not even a platonic friendship.

This was a difficult step for Barry, as he had become emotionally attached to both of the girls and didn't want to lose their friendship. However, I explained to him that it was necessary for him to put his professional reputation and personal well-being first.

I suggested that he do the same with his boss, to establish clear boundaries of professionalism. Although his boss was not directly involved in his personal drama, he had become aware of it due to the rumors that were being spread at work. By having a frank and honest conversation with his boss, Barry was able to clear the air and establish a more professional relationship with him.

Although Barry lost some friendships during this process, they were friendships he didn't want to keep anyhow because of how toxic they had become. He just thought he had to stay friends out of obligation. When he sat everyone down and talked to them one-on-one, obviously they weren't happy about it, but they respected how he went about it and how he was able to handle the situation. They also admired the courage it took for him to talk to them about it.

Once all of this was out of the way, Barry was able to move on and massively turn his dating life around, meeting women and going on many dates. His professional life also took off, as he began getting more clients to train.

All of this came from him establishing his personal boundaries and learning how to say "no" when needed. By putting his own needs first and being honest with himself and others, Barry was able to create healthier relationships and achieve greater success both personally and professionally.

Reference Point

The Bay of Pigs invasion was the culmination of a long-standing effort by the United States to overthrow the government of Fidel Castro. At the time, Cuba was seen as a significant threat by the U.S. due to its communist ideology and its close proximity to American borders. The fear was that if the communist government of Cuba was not overthrown, it could serve as a foothold for Soviet expansion in the Western Hemisphere.

The operation was sanctioned by the U.S. government and carried out by a group of Cuban exiles with the support of the CIA. The plan was to invade Cuba, establish a beachhead, and spark a popular uprising against the Castro regime. However, the operation was poorly executed, and the invading forces were quickly overwhelmed by the Cuban military. The invasion was a disaster, and it resulted in the capture of hundreds of American soldiers and a significant blow to U.S. prestige.

The attempted assault prompted Castro to seek assistance from the Soviet Union, and it eventually led to the Cuban Missile Crisis. In response to the U.S. invasion, the Soviet Union began deploying nuclear missiles in Cuba, which the U.S. saw as a direct threat to its national security.

The Cuban Missile Crisis was a defining moment in U.S. history, as it brought the world to the brink of nuclear war. For several tense days, the U.S. and Soviet Union engaged in a standoff, with both sides threatening to use nuclear weapons. At one point, a Soviet submarine almost launched a nuclear torpedo at the United States, but due to the actions of a single officer, the torpedo was not fired.

During these tense moments, President Kennedy established clear boundaries and maintained a strong stance to protect American interests. He demanded that the Soviet Union remove the missiles

and established a naval blockade around Cuba to enforce the boundary.

Through intense negotiations with Soviet Premier Nikita Khrushchev, Kennedy was able to secure an agreement in which the Soviet Union would remove the missiles in exchange for a U.S. pledge not to invade Cuba and the removal of U.S. missiles from Turkey.

The Cuban Missile Crisis demonstrated the importance of setting clear boundaries and maintaining them, even in the face of extreme pressure. By doing so, Kennedy was able to avert a nuclear war and secure a diplomatic victory for the United States. In much the same way, Barry learned the importance of setting boundaries in his personal and professional life, and by doing so, he was able to improve his situation and avoid further toxicity.

My Thoughts

It's crucial to know what your boundaries are; otherwise, people around you can walk all over you. It's like not having a front door in your house, which allows anyone to come and go as they please, take your stuff, break things, eat your food, take a shit or sleep on your bed. Without personal boundaries, you are not taking ownership of your life, and you are not taking responsibility for it. This lack of personal boundaries can lead to toxic relationships and various problems later on. People cannot respect your personal boundaries if they don't know they exist, or worse yet if you don't know they exist.

Many people who know their boundaries are unwilling to communicate them, perhaps out of fear or a lack of knowledge on how to convey them. Establishing boundaries starts with knowing what they are. It's like a castle surrounded by a wall, with the wall representing the boundary. The wall is there for protection, safeguarding the inhabitants and valuable items within the castle.

Let's say you are the king residing in the castle, and one day you hear a knocking at the gates. The guards tell you a woman is seeking refuge because she's been lost in the wilderness for a long time. You instruct the guards to bring her to the throne room for you to decide on the matter. She tells you the same story she told the guards, and you know that staying in the wilderness is not safe for her.

Being a good king, you agree to let her stay and give her a list of the laws of the land, written by you, the king. You explain that in staying in the castle, she agrees to follow the laws, and infringing on them will result in her returning to the wilderness. She agrees to your terms because staying within the walls, with rules that ultimately benefit her, is better than the uncertainty of wandering the wilderness.

If she breaks one of the laws, you, as the king, must make a decision. You should base your judgment on intent. Did she break the rule maliciously or to test you? Or was it an accident due to a miscommunication? If it was the former, she must leave. If it was the latter, you could give her a warning and let her go about her day.

The wall is there to protect the people within your castle from invading armies, diseases, and robbers. If she does not like living within your castle and its walls, she should find refuge elsewhere.

Action Step

Create a list of your deal breakers and the things you are not willing to tolerate in a relationship and write them down on a piece of paper. Often, men fail to establish these boundaries, and as a result, they end up accepting behaviors that they don't want in their lives. This is because they let their emotions dictate what's acceptable in their relationships, rather than adhering to a set of criteria. For instance, they may overlook red flags when they meet someone they're interested in, just because the person is attracted to them. This

behavior indicates a lack of self-respect and abundance when it comes to dating.

Exclude obvious things like cheating, stealing, and physical violence from this list, and focus on behaviors that you do not want in your partner, maybe it's smoking or flaking on plans, or perhaps it's being messy. Only you can determine what these are.

Next, write down your preferences for the type of partner you want to date. This may include shared interests or values, communication skills, or any other trait that is important to you. This list will serve as a guide when screening potential partners. If someone does not meet your criteria, you can move on to the next person, rather than settle for less than you deserve.

This is crucial in taking control of your dating life. By knowing your boundaries and preferences, you establish the standards for your relationships. You are less likely to compromise your values for the sake of a relationship and can be more assertive in communicating your needs and wants.

Mentorship

A good mentor is someone who can guide you in establishing your personal boundaries. They can help you define what your boundaries are, flesh them out, and make them crystal clear. A mentor can help you understand what is important to you and what is not, and they can offer a fresh perspective on your boundaries, especially when you may be too close to the situation to see things clearly.

In addition, a good mentor can hold you accountable to your boundaries. If you have set a boundary for yourself, but are struggling to stick to it, a mentor can remind you of the importance of that boundary and help you to stay true to it. For example, if you have decided that you do not want to date someone who swears, but

then start flirting with someone who uses profanity frequently, a mentor can remind you of the boundary you have set for yourself and help you to stay true to your values.

A mentor can also help you to recognize when others are violating your boundaries. They can help you to identify situations where others are not respecting your boundaries, and they can guide you in developing strategies to communicate those boundaries effectively. With the guidance of a mentor, you can learn how to communicate your boundaries in a way that is respectful, clear, and firm.

Finally, a good mentor can help you to understand the consequences of not having boundaries. They can help you to recognize situations where you are allowing others to take advantage of you or where you are sacrificing your own well-being for the sake of others. With the guidance of a mentor, you can learn to recognize these situations and take steps to establish and maintain healthy boundaries.

Overall, a good mentor is someone who can help you to establish and maintain healthy boundaries. They can help you to define what is important to you, hold you accountable to your boundaries, and guide you in communicating those boundaries effectively. With the help of a mentor, you can learn to establish healthy boundaries that will allow you to live a fulfilling and meaningful life.

Chapter 4

Let's Go, Unicorn Hunting!

"Diplomacy is the art of telling people to go to hell in such a way that they ask for directions."

- Winston Churchill

"The quality of your communication is the quality of your life."

- Tony Robbins

Success Story

As a dating coach, I often teach my clients about the importance of having personal boundaries and standards when it comes to dating and relationships. However, I also stress the importance of not taking it to the extreme, as I learned through my experience working with one particular student, Frank.

Frank had some of the most rigid and harsh criteria for the women he wanted to date that I had ever seen. It was virtually impossible for anyone to comply with his unrealistic expectations. He was basically looking for a unicorn!

And he wouldn't even communicate these boundaries and impossible standards. He would nitpick the smallest details, such as a girl's fingernail length, making it almost comical. He was so picky about everything that it was beginning to get comical.

As I worked with him, I realized that Frank was using his impossible standards and boundaries as an excuse to avoid putting in the effort to improve himself and his dating skills. He would use these criteria as an excuse to not approach and meet women or improve in any area. I likened it to a kid who fakes a stomachache in gym class to avoid embarrassment in front of more athletic classmates.

When I talked to him about this, Frank was initially resistant, insisting that he genuinely found certain models and actresses attractive. However, I explained to him that it was easy to say that someone was his type when the odds of meeting them were slim. In reality, even if that person were standing in front of him, he still wouldn't talk to them, citing his strict boundaries.

Frank's unhealthy mindset was hindering his progress, and I knew he needed to change his approach. He had to establish a more authentic and healthier set of boundaries and criteria for the type of women he likes. I then taught him how to communicate these boundaries in an attractive way, which would help him find women who shared his values and interests.

It took some time, but Frank finally came around and pulled himself out of that mindset to take action and actually start talking to girls. He later told me he realized that he was really using having boundaries as an excuse not to talk to some. His newfound approach paid off, and his dating life skyrocketed.

Having personal boundaries and standards is important, it's crucial to ensure they are not so rigid that they become an excuse to avoid growth and improvement.

I am glad that I was able to help Frank see this and establish a more balanced approach to meeting women.

Being able to convey his personal boundaries in a way that pulls a woman in, eliciting attraction and the respect that he holds her and himself to a certain standard is a skill that goes beyond dating.

Reference Point

During the Persian Gulf War, there was a lot of fear that Iraq's leader, Saddam Hussein, might use chemical weapons against the United States and its allies. This was a big worry because Iraq had a

lot of these dangerous weapons, and Saddam had even threatened to use them against Israel.

The United States and its allies, including the United Kingdom, were very clear that if Iraq used chemical weapons, they would respond with force. They even said that they might use nuclear weapons if they had to.

The leaders of the United States and the United Kingdom made it clear to Iraq that they were serious about this. They warned Saddam Hussein that if he used chemical weapons, there would be consequences. The United States even told Iraq that it had "the means to exact vengeance" if it had to.

After the war was over, people realized that these threats had helped to stop Saddam Hussein from using chemical weapons. Even though he had a plan to attack Israel with these weapons, he never went through with it.

Just like how leaders of countries need to communicate their boundaries to avoid conflict, it's important for individuals to communicate their personal boundaries in their relationships and daily interactions.

As seen in Frank's story, having rigid and unrealistic boundaries can hinder personal growth and improvement. By establishing healthier and more authentic boundaries, individuals can communicate their needs and values effectively, leading to better relationships and experiences.

My Thoughts

While it's important to establish boundaries in any relationship, it's also important to do so in a way that's not too rigid or harsh. One approach that can be effective is using the "3 F's": Feed me, Fuck me, Be My friend.

This approach allows you to communicate your expectations and desires in a way that's constructive and flexible, without feeling overly restrictive or controlling.

When a girl asks "Where is this going?" or "What are you expecting out of this?", the 3 F's can be a perfect answer. Let's break them down:

1) Feed me - This refers to intellectual stimulation and keeping things interesting. It's important to establish early on that you're not just looking for physical intimacy, but also a deeper connection through conversation, shared interests, and mutual respect.

2) Fuck me - This is about the physical aspect of the relationship, but it's also about building intimacy and trust. It's important to establish boundaries around sexual health, and communication to ensure that both of you feel comfortable and safe.

3) Be my friend - This is about treating each other with kindness and respect, and enjoying each other's company beyond just physical or intellectual stimulation. It's about building a foundation of trust and support and having fun together in a way that feels authentic and natural.

It's great to have a "go-to" approach to establishing boundaries in a relationship. The 3 F's method sounds like a clear and concise way to communicate your expectations while still allowing for flexibility and individuality in the relationship.

Framing your boundaries as a collaborative effort can help both of you feel more comfortable and open to communication.

It's important to remember that boundaries are not meant to be harsh or restrictive but rather a way to ensure that both individuals' needs and wants are being met.

Setting the expectation of intellectual stimulation, physical intimacy, and a friendly connection, you're creating a foundation for a healthy and fulfilling relationship.

It's also helpful to have a go-to response for questions about the direction of the relationship. The 3 F's provide a simple and effective answer that can keep the conversation light and open.

And later on, when you notice your boundaries being crossed it's easier to point back at the 3 F's and remind her about the boundaries you've established back then.

It's important to remember that communication is key, and having a clear understanding of each other's expectations can help to build a stronger and more satisfying connection.

By using the 3 F's framework, you're setting the stage for a healthy, fulfilling relationship that respects both parties' needs and desires. It's important to remember that these are guidelines, not rules and that every relationship will have its own unique dynamic.

As long as both parties are open, honest, and respectful, the relationship can grow and evolve in a way that works for both of you.

Action Step

Learning to communicate your boundaries is an essential aspect of developing healthy relationships. However, it can be a challenging skill to learn, especially when you're afraid of being too rigid or coming off as a jerk. The truth is, setting boundaries is a sign of respect for yourself and your time, and it's essential to learn how to do it effectively.

One way to practice setting boundaries is by "breaking rapport" with friends and family. Breaking rapport means stepping out of your

comfort zone and saying "no" when your boundaries are being crossed, or when you're being asked to do something that you don't want to do. This can be a challenging thing to do, especially if you're used to always saying "yes" to keep the peace.

However, being comfortable saying "no" is crucial if you want to establish healthy boundaries in your relationships. You don't have to be rude or aggressive when saying "no," but you can give context for why you're declining without explaining yourself fully. For example, if your mom asks you to help her move furniture, but you injured yourself at the gym, you can say "no" and give her context on the situation to her.

Practicing setting boundaries with friends and family will help you build confidence in communicating your boundaries in all aspects of your life, including your romantic relationships. Remember that setting boundaries is a sign of self-respect, and it's essential to prioritize your needs and wants.

Mentorship

Learning effective communication skills is crucial not only in the dating world but also in other aspects of life. A good mentor will not only teach you how to communicate effectively but also how to be diplomatic.

Diplomacy is important in handling situations where your boundaries are being crossed, as it allows you to convey your needs and feelings without coming across as rude or confrontational. A good mentor will show you how to be assertive without being aggressive, and how to use language that is both clear and respectful.

In the dating context, communication is especially important when it comes to establishing boundaries and conveying your personality. Many guys struggle with talking to women in general, let alone when trying to convey their needs and desires.

Feedback can be instantaneous in these situations, which can be both a blessing and a curse. On the one hand, it allows for real-time adjustments to communication style and content. On the other hand, it can be overwhelming and lead to self-doubt and anxiety.

A skilled mentor can help you navigate these challenges by teaching you how to communicate attractively. This means using language that is confident and self-assured, while also being respectful and empathetic.

It involves being mindful of your vocal tonality, body language, and the overall frame of your communication. By developing these skills, you can convey your personality and intentions effectively, while also showing respect for the other person's needs and feelings.

Overall, effective communication is a skill that can be learned with the help of a good mentor. By developing these skills, you can improve your relationships with others and achieve success in both your personal and professional life.

Section V

The ‘Nice Guy’ Trap

We've all heard the term "Nice Guy" and the definition can vary from person to person but the way I define it is being a sell out. I'll explain, it's the type of guy that will trade in his beliefs, authenticity, time and identity to be liked. The ol' "go along to get along" type of guy.

What I've found is that many of the guys who have struggled with many of the themes in this book also have suffered from "Nice Guy" syndrome. You may respect yourself a lot more from the growth you've been experiencing from this book but if you want to be taken seriously by others it's time to kill the "nice guy".

In this section we'll be covering...

Not Giving to Get

Showing Teeth

Treating Women as People

Speaking Your Mind

Having Your Own Life

Having Strong Opinions

Stop being a "nice guy" and start being a GOOD MAN.

Chapter 1

Split Personalities Are Fun... In The Movies...

"I'd rather be hated for who I am than loved for who I am not."

- Kurt Cobain

Success Story

Stephen was a stereotypical "Nice Guy" who struggled to assert himself and set boundaries in his personal and professional life. He was always trying to win people over by having no boundaries, falling into their frame, and doing what they wanted. This behavior was especially evident in his dating life, where he would go out of his way to please women and do whatever they wanted.

I talked to Stephen about his people-pleasing tendencies and explained that it was manipulative and disingenuous. He needed to set boundaries and stop being a "Nice Guy" all the time, as this behavior was preventing him from forming genuine connections with others.

Unfortunately, this advice did not immediately resonate with Stephen. He had been a people pleaser for so long that it had become his default mode of behavior. I had to take a different approach and push him out of his comfort zone.

So, I had to take a different route to let the lesson sink in and try a bit of an unorthodox approach to help him overcome this "Nice Guy" syndrome.

I pushed him really hard as we worked together, had him talk to more girls, constantly putting him in more high-pressure social situations, and I also gave him a lot of homework like books to read and exercises to do at home trying to get him to his limit.

The breakthrough came when he felt overwhelmed and frustrated enough to tell me he needed to slow down on our coaching sessions and take a break. I explained to him the purpose of what I did and he began to understand as I told him to speak his mind in social situations and when talking to women.

He started doing it, feeling more comfortable expressing himself and saying what he really thinks and eventually seeing the benefits of expressing himself authentically and confidently.

The difference was night and day!

Today, Stephen has moved to Nashville and had a couple of relationships, enjoying a healthy dating life, thanks to his newfound confidence and assertiveness. which is great for someone who had zero success in dating in the past. His story is a testament to the power of overcoming the "Nice Guy" syndrome and embracing your true self. It takes courage and practice, but it's worth it in the end.

Stephen's story illustrates the dangers of being a people pleaser, particularly when it comes to dating and relationships. While it may seem like a good idea to always say "yes" to others and try to make everyone happy, this behavior can actually be manipulative and disingenuous.

By constantly trying to please others and avoid conflict, Stephen was not being true to himself. He was not expressing his own opinions or desires, but rather, just going along with what others wanted in order to gain their approval. This may have worked in the short-term, but it ultimately prevented him from forming genuine connections with others and living a fulfilling life.

Furthermore, being a people pleaser can actually backfire and lead to negative outcomes. When we constantly put others' needs and desires above our own, we may end up feeling resentful or burned out. In Stephen's case, his behavior likely contributed to his lack of

success in dating and relationships. Women could sense that he was not being authentic or standing up for himself, which made him less attractive in their eyes.

Ultimately, Stephen had to learn to set boundaries and express himself more authentically in order to find success in his personal and professional life. It was not an easy journey, but with the right guidance and support, he was able to overcome his people-pleasing tendencies and become a more confident and fulfilled individual.

Reference Point

In the movie "Fight Club," the character of Tyler Durden represents the narrator's repressed desires and impulses. Tyler is the embodiment of everything the narrator wishes he could be but can't because of his chronic "Nice Guy" syndrome. Tyler is confident, charismatic, and unafraid to speak his mind, even if it means going against societal norms.

The creation of Tyler Durden can be seen as the narrator's attempt to break free from his own limitations and explore a different side of himself. Tyler is the personification of the narrator's suppressed anger, frustration, and rebellion. By creating Tyler, the narrator is able to express his darker impulses without feeling guilty or ashamed.

Tyler's devil-may-care attitude is a stark contrast to the narrator's cautious and compliant personality. Tyler is the embodiment of the narrator's desires to break free from the monotony of his life and do something daring and exciting. Tyler is also able to attract women effortlessly, which is something the narrator has always struggled with due to his "Nice Guy" behavior.

In a way, Tyler is a projection of the narrator's ideal self, the person he wishes he could be if he wasn't held back by his own fears and insecurities. Tyler is everything the narrator is not, and that's what makes him so appealing. Through Tyler, the narrator is able to break

free from his own limitations and live a life that he never thought was possible.

The character of Tyler Durden in "Fight Club" can be seen as a metaphor for the importance of embracing your true self and not being afraid to express yourself authentically. Like the narrator, many people feel constrained by societal expectations and the pressure to conform. However, by breaking free from these constraints, we can tap into a different side of ourselves and discover a whole new world of possibilities.

Just try NOT to split yourself into two personalities and start an underground terrorist organization while doing that.

My Thoughts

Authenticity is crucial for building genuine connections with others. When you present a false version of yourself to the world, you're essentially engaging in a form of deception that will inevitably backfire.

Just as people don't want to buy a product that's falsely advertised, they don't want to invest time and energy into a person who isn't being authentic. In essence, you are the product that you're advertising to the world, and if you're not showing your true self, you're essentially scamming people.

It's essential to be true to yourself, and this means being honest about who you are, what you stand for, and what you want out of life. When you suppress your true self in favor of trying to please others, you're setting yourself up for failure. Just like a house of cards, a false identity is fragile and easily falls apart. No one can keep up a facade forever, and eventually, your true self will show.

Moreover, when you constantly suppress your true self, it can lead to explosive outbursts of emotion. Like a pipe under pressure,

eventually, it's going to burst. And what comes out isn't representative of your true self; it's a culmination of repressed emotions that have been building up over time.

That's why it's so important to express yourself in healthy ways and practice healthy disagreeability. This means establishing personal boundaries and not allowing people to cross or disrespect those boundaries.

Ultimately, the key to building healthy relationships is authenticity. When you're true to yourself, you'll attract people who appreciate and respect you for who you are. Moreover, you'll have a greater sense of confidence and self-assuredness, which will enable you to communicate your needs and wants effectively.

Knowing your identity is key and learning to communicate is crucial to get what you want out of life. I talk about two types of energy we express regularly.

High Energy are some of the "Nice Guy" tendencies

- a) Being Friendly
- b) Sparking PES (Positive Emotional Stimuli).
- c) Fun
- d) Engaging.

Low Energy is the opposite

- a) Sexual energy
- b) Holding and maintaining sexual tension with a girl.
- c) Verbal and non-verbal sexual communication

A lot of times, the reason guys get put in the friend zone is that they don't express what they really want, as they are afraid to create tension or offend the other person. In essence, they are "closeted heterosexuals".

Nice guys show only high energy behavior and pretend the low energy doesn't exist, but this can lead to a lack of authenticity in their communication because they're afraid to offend and create tension, they're afraid to rock the boat, and they're afraid to take risks.

But there are guys who only project low energy and those aren't any good either, picture the caricature of a creepy pervert, construction workers catcalling women. That's all Low Energy and no High Energy, which isn't going to work either. Honestly, have you ever seen a guy on a construction site walk away with dates? Yeah, me too.

The key to being authentic in your communication is to project both high and low energy behaviors appropriately. This means being able to express your desires while also being respectful of others' boundaries.

Establishing clear personal boundaries and communicating them effectively is crucial in any relationship. It allows for healthy disagreeability and better interactions with people.

Knowing your identity, communicating effectively, and projecting both high and low energy behaviors appropriately are all crucial to being authentic in your communication style. It's important to avoid falling into the trap of only displaying high or low energy behaviors, as this can lead to a lack of authenticity and potentially negative consequences.

Action Steps

The Week-Long Compliment Marathon

1. For the next seven days, make it a goal to compliment at least three people each day. Whether they're male, female, young or old doesn't matter
2. Be sincere in your compliments. Don't just say something for the sake of completing the exercise. Make sure the compliment is genuine and authentic. Don't fake it, don't tell someone they got nice shoes if you don't like them just to say you did the exercise.
3. Don't expect anything in return for your compliments.
4. If a conversation starts as a result of your compliment, that's okay, but don't force it.
5. Keep track of your progress. At the end of the seven days, you should have complimented a total of 21 people.

Mentorship

Having a good mentor is essential in learning how to interact with women in a positive and authentic way. A mentor who understands the importance of not being manipulative will be able to teach you how to approach women from a place of sincerity and respect. They will guide you on how to give value to the women you are interacting with rather than focusing solely on what you can get from them.

It's important to remember that manipulation may seem like a shortcut to getting what you want, but in the long run, it will only lead to disappointment and failed relationships. A bad mentor may

teach you tactics and techniques that may seem effective, but ultimately they will lead you down the wrong path.

A good mentor will help you develop your communication skills and guide you in building genuine connections with people. They will show you how to express yourself authentically and confidently, which will naturally attract women who are interested in getting to know the real you.

It's important to seek out a mentor who aligns with your values and who has your best interests at heart. A mentor who encourages you to be your best self and to approach relationships from a place of honesty and authenticity is a mentor who will help you succeed in all areas of your life.

Chapter 2

Showing Teeth

"It is better to be a warrior in a garden than a gardener in a war."

- Dr. Jordan Peterson

Success Story

Reggie was one of my students who struggled with a common problem - the "Nice Guy" behavior. He wanted everyone to like him and was afraid to be assertive in his personal boundaries and everything else.

At first, I found coaching Reggie easy because he would do everything I told him to do. However, I soon realized that he wasn't taking the coaching to heart, and he wasn't as engaged in the actions as he should have been.

After talking to him, I discovered that he was going through the motions to avoid disappointing me, and that was detrimental to his progress in both his dating life and in life in general. I knew I had to take a different approach to get him to realize the importance of being assertive.

I decided to push him out of his comfort zone by giving him more tasks to do than I would give anyone else. My goal was to overwhelm him and see if he would assert himself and say "NO!" I wanted to see his breaking point so that I could give him more pushback about it and encourage him to respond more assertively.

It did happen, and I explained to him why I had given him so many tasks. Once he understood what was happening, he began to see the limitations of his Nice Guy behavior.

He realized that he was not there to please me, but rather to improve himself and get better. He started to embrace assertiveness and began to set boundaries for himself.

As a result, Reggie's dating life and social skills began to improve drastically. He stopped going through the motions and began to take my coaching to heart. He became one of my best students, and his story is a reminder that breaking free from the Nice Guy trap is possible, no matter how old you are.

It's never too late to start living life on your own terms.

Reference Point

The lone protester who faced off with the tanks of the People's Liberation Army on June 5, 1989, is a powerful example of the power of assertiveness. As the column of tanks drove down Chang'an Avenue to quell the Tiananmen Square protests, a single unarmed man in a white shirt blocked their path and continually thwarted their attempts to maneuver around him by stepping in their way.

Despite the danger and the odds against him, this anonymous protester stood his ground and showed his teeth. His nonviolent act of resistance inspired people all around the world and became one of the most iconic images of the 20th century.

Unlike the Unknown Rebel, many of us struggle with the "Nice Guy" syndrome, where we prioritize the needs and desires of others over our own. We fear confrontation and avoid expressing our true thoughts and feelings.

But as Reggie learned, to cure the Nice Guy syndrome, we must learn to show our teeth and assert ourselves. We must be willing to stand up for what we believe in, set boundaries, and say "NO" when necessary. It may not always be easy, but the rewards are worth it.

Assertiveness is a critical skill in all areas of life, from personal relationships to professional success. People who are assertive tend to have more self-confidence and are better able to communicate their needs and wants to others. They are also more likely to be respected and valued by others because they are not afraid to speak up for themselves.

However, being assertive does not mean being aggressive or confrontational. It is possible to be assertive while still being respectful and considerate of others. The key is to communicate your needs and boundaries clearly and calmly, without attacking or belittling others.

As we reflect on the Unknown Rebel's story, we can see the power of assertiveness in action. By standing his ground and refusing to back down, he became a symbol of hope and courage for people all over the world. And like Reggie, by learning to show his teeth, he was able to overcome his fears and become a better version of himself.

So, if you're struggling with the Nice Guy syndrome, remember that it's never too late to learn to show your teeth. By practicing assertiveness in your daily life, you can break free from the cycle of people-pleasing and start living life on your own terms.

My Thoughts

Showing your aggressive side is a crucial aspect of curing the nice guy syndrome. It is essential to demonstrate that you have power under control. Unfortunately, many people take the word "meekness" out of context, misinterpreting it to mean weakness or timidity. In the Bible, Jesus proclaimed in the Beatitudes that "the meek shall inherit the earth," which is commonly misunderstood. In reality, meekness is not being a "nice guy," but rather having power under control.

Having power under control means that you have power, to begin with, and controlling it does not mean refraining from using it. It means using your power strategically and wisely, using it in the context it was meant to be used in, and not abusing it or using it maliciously to manipulate people. Showing that you have power and using it when necessary is vital to remember. Teddy Roosevelt famously said, "speak softly and carry a big stick; you will go far." This quote highlights the importance of not only having power but also using it wisely.

It is essential to note that using your power does not mean hurting people on a whim. Instead, you should aim to be diplomatic and benevolent, but when necessary, use your power strategically to prevent others from endangering the people around you. You should never let someone disrespect you for no reason or take advantage of you because you are a "nice guy." Doing so only compromises your power, ethics, and path, making you weak.

Nice guys need people to like them, and they often compromise their power to ensure they are liked. Ironically, most people do not like nice guys, and they are only tolerated at best. People will not truly respect nice guys, and they will often take advantage of and use them. As a result, it is crucial to show teeth and demonstrate that you are not a pushover.

When a dog growls at someone, it is not attacking; it is merely warning that person not to step into its territory. Similarly, showing teeth is a way to prevent things from escalating out of control, much like a cop firing a warning shot at criminals. By demonstrating that you have power and that you are not afraid to use it when necessary, you can gain respect and prevent others from disrespecting you.

Reggie's story is a prime example of how showing teeth can cure the nice guy syndrome. Initially, Reggie was a classic nice guy, always seeking validation and trying to make everyone like him. However,

he soon realized that this approach was not working for him, and he began to show his aggressive side.

It is important for men who struggle with the "nice guy syndrome" to recognize the difference between meekness and weakness. Meekness is not about being timid or passive, but about having power under control and using it strategically and wisely. A good man knows when to show teeth and stand up for himself and others, while a weak man lets people walk all over him. The Unknown Rebel's act of standing in front of the tanks during the Tiananmen Square protests is a powerful example of showing teeth and demonstrating power under control. Though he remains anonymous, his nonviolent act of resistance and the media coverage that followed it have made him an influential symbol of standing up against oppression.

Having power under control means you have power to begin with. Having that power and being responsible with it shows you can use it effectively. Nobody likes a loose cannon that can't control their own thoughts, emotions and desires. You come across as a man-child that throws tantrums. Women want to date men not a snott nosed kid with no home training.

Like the Unknown Rebel, men can also show teeth and take a stand against those who seek to take advantage of them or others. It is not about using power for malicious purposes or manipulating people, but about using power responsibly and strategically. By doing so, men can earn the respect of those around them and live a fulfilling life that is not compromised by the need to constantly please others.

Action Step

Learning self-defense can be a great way to boost your confidence and give you the skills necessary to protect yourself and your loved ones. Whether it's through martial arts, boxing, or MMA, there are

many options available to you to start learning how to defend yourself.

If attending in-person classes is not an option for you, there are also free resources available online, such as YouTube videos and tutorials, that can help you get started. While this is not a substitute for live training, it is better than nothing and can provide you with some basic knowledge and techniques to defend yourself.

In addition to physical self-defense, it may also be worth considering firearms training if it is legal and feasible in your area. Owning a pistol and learning how to use it can provide you with an added layer of security and confidence in your ability to protect yourself and those around you. However, it is important to note that firearms training should always be done with the utmost care and responsibility.

Learning self-defense can not only give you the tools to protect yourself but also increase your attractiveness to potential partners. The confidence and security that come with knowing you can handle yourself in a difficult situation can be a highly desirable trait to have as a man.

It is important to remember that the goal of self-defense is not to engage in violence or seek out confrontations but rather to have the skills and knowledge to protect yourself and others if the need arises. With this in mind, pursuing self-defense training can be a valuable investment in your personal safety and confidence.

Mentorship

A good mentor is someone who can guide you in various aspects of life, including how to be assertive and show your aggressive side. It's important to understand that being aggressive doesn't necessarily mean being violent or angry. Rather, it means being confident and willing to stand up for yourself and your values. Having a great

mentor can also help you learn how to use your power wisely and strategically.

Additionally, he can help you understand the true meaning of meekness, which is often misunderstood as weakness.

Meekness is actually about having power under control and knowing when and how to use it. It's not about being a pushover or being afraid to assert yourself. It's important to have someone help you learn the difference between the two and teach you how to apply this concept in your everyday life.

Overall, a good mentor can play a vital role in helping you become a more confident and assertive person, while also teaching you the importance of using your power and skills wisely and responsibly. They can provide guidance and support as you navigate the challenges of life and help you become the best version of yourself.

Chapter 3

Celebrities And... Tampons?

"The greatest mistake in seduction is being too nice. At first, perhaps, your kindness is charming, but soon it grows monotonous; you are trying too hard to please, and seem insecure."

- Robert Greene, *The Art of Seduction*

Success Story

To start this one off, I wanted to tell you a little bit about my story...

As a man who has had the privilege of dating and going out with actresses who have appeared in movies and TV shows, I've learned a valuable lesson about not putting women on a pedestal. One of the reasons why I've been able to date "high-value" women is that I approach them as equals, regardless of their celebrity status or physical appearance. I don't treat them like they're above me, and I don't fawn over them as if they're unattainable. Instead, I treat them like normal human beings.

I've personally had the privilege of being able to date and go out with "celebrities" through the years. actresses in stuff you might've seen but not what you'd call "A-list" celebrities.

What allowed me to do this is that I don't put women on a pedestal. I don't act like they're perfect, and I don't act like I'm not good enough for them. This mindset has allowed me to be a normal guy around them.

One of the questions I like to ask the women I'm seeing is, "When was it that you realized that you were attracted to me?" This question is not asked in a needy way, but rather to find out if there's something that consistently stands out with the women I'm talking to, which I

can try to duplicate successfully in the future. What has consistently stood out is that I wasn't putting them on a pedestal.

Many women, especially those who have a certain level of celebrity, run into two different types of guys. The first type is the A-list celebrity who acts entitled to their attention, which can be a real turn-off. The second type is the average guy on the street who puts them on a pedestal as soon as he finds out about their celebrity status, either turning into a fanboy or becoming intimidated by it.

It can be somewhat difficult to date when you're on that level of celebrity. One of the things that "Nice Guys" do is put women on a pedestal to try and get her to like him for being nice. That's not what women want. Putting women on a pedestal is a surefire way to come across as needy, desperate, or insecure. What women want is a man who is confident and secure in himself, and who can treat them like normal human beings.

One of the actresses I dated once told me, very articulately, "What I really liked about you right from the start was that you didn't care that 'I do what I do'". She appreciated that I wasn't intimidated by her celebrity status and that I didn't treat her like she was above me. By showing that I'm not intimidated by their celebrity status, I was able to stand out from most guys they've met.

It allowed them to be themselves around me, and that was probably like a breath of fresh air for them. This particular woman told me that I had the best of both worlds compared to the type of guys she meets. "You're not intimidated by it and completely secure in yourself. You also just act normal and tease me about stuff," she said. By treating her like a normal human being, I was able to form a real connection with her, without putting her on a pedestal.

If you want to date "high-value" women, it's important not to put them on a pedestal. Treating them like normal human beings is the best way to connect with them on a deeper level. Don't act like

they're above you, and don't act like you're not good enough for them. Be confident, be yourself, and treat them like you would treat anyone else

Reference Point

John Lennon's relationship with Yoko Ono has been the subject of much discussion and analysis over the years. While some view their partnership as a creative and romantic match made in heaven, others see it as a catalyst for the dissolution of The Beatles, one of the most successful and influential rock bands in history. At the heart of this debate is the issue of pedestals and how putting a romantic partner on one can have unintended and negative consequences.

John Lennon was undoubtedly smitten with Yoko Ono from the moment they met. He saw her as a kindred spirit and a source of inspiration, and he believed that she was a true artistic genius. This perception of her as a unique and exceptional individual led him to put her on a pedestal, treating her with a reverence that bordered on worship.

As The Beatles were recording their landmark album, Sgt. Pepper's Lonely Hearts Club Band, in 1967, John began to push for Yoko to be included in their projects. He insisted that she be present in the studio during the recording sessions and that she be given a prominent role in the album's cover art. This was a radical departure from the established norms of the band, which had always operated as a collaborative and democratic unit.

The other members of The Beatles, particularly Paul McCartney, were not pleased with John's insistence on including Yoko in their work. They saw her as an interloper, someone who was encroaching on their creative space and causing unnecessary tension and conflict. Paul even went so far as to confront John about the issue, telling him that Yoko's presence was disrupting the band's dynamic and hindering their ability to create music together.

Despite these objections, John continued to elevate Yoko and push for her inclusion in The Beatles' projects. This put a strain on the band's relationships, which were already fragile due to various personal and professional tensions. The result was a slow but steady deterioration of the group's cohesion, culminating in their official breakup in 1970.

Looking back on the situation, it's clear that John's "Nice Guy" behavior played a role in the band's demise. By putting Yoko on a pedestal and insisting on her involvement in The Beatles' work, he undermined the band's collaborative spirit and caused resentment among his bandmates. This in turn led to a breakdown in communication and a loss of trust, which ultimately made it impossible for the group to continue creating music together.

The lesson to be learned from John Lennon's experience is that putting a romantic partner on a pedestal can have unintended and negative consequences. While it's important to value and appreciate the people we love, it's also important to recognize their flaws and limitations and to treat them as equals rather than as objects of adoration.

My Thoughts

Here's how you stop putting women on a pedestal:

Most of the exercises we've done so far in this book are geared toward finding out who you are, what your values are, your beliefs, where you draw the line in terms of boundaries, and where your moral compass leads you.

All these things will help you implicitly not put women on a pedestal. Once you understand your own intrinsic value (which, hopefully, you've done the exercises by now), shows you what you actually bring to the table.

Who she is, has to align with who you are and if you're secure and comfortable in this realization then it is very attractive for her.

There's a reason why I had you do all these exercises, it's because I want you to wake up to who you are, what your intrinsic value is and what you bring to the table so that you're not short-changing and discounting yourself, so you're not telling yourself how intimidating this girl is.

And I'm going to tell you something that might be gross so disclaimer if you're eating. That 'angelically beautiful' embodiment of femininity has at some point shit her pants or bled through her tampon (probably at the same time).

As true as she is attractive, she's also a human being with her own flaws and foibles. And she knows what those are (barring a massive ego you probably don't want to mess around with).

She has her own insecurities, she's just a person. And if you treat her as such, not some enchanted fairy-angel princess, you're going to stand out in a way that she can deeply appreciate because all these other guys are bending over backward trying to compliment and please her.

How many times do you think guys come up and have told her she's pretty? Including Social media and living her life if she's that attractive let's say 20 times a day over a decade

That's about 73,000 times in the scope of 10 years that she's probably been told how pretty she is!

What's another compliment or another favor going to do?

What is going to make you stand out?

Well, it's by not putting her on a pedestal, it's by treating her as a person, playfully teasing her like you would a friend.

That's like a breath of fresh air for her. She doesn't need another loser telling her how hot she is.

Action Step

Go back to the "Intrinsic Value" Exercise and review it, see if you can add to it. Try to internalize everything you've written there by rereading it as often as possible and look it over every day as part of your morning routine.

If you want, bring it with you when you go out, and have a copy folded up in your pocket. Do what you have to so that those values are internalized and you understand on a deep enough level what you bring to the table and not short-change or discount yourself when talking to anyone, least of all a beautiful woman.

I also want you to revisit the "Know Your Boundaries" exercise and review all the things you want to screen for, these are deal breakers that are absolutely non-negotiable in the women you're dating as well as the specific attributes and behaviors you're looking for.

Reread these criteria, add to them if you want and remember to screen for them when meeting women.

"She's pretty" shouldn't be the only criteria that matter.

The list I have grew longer as I dated more because of the abundance I had and the things I discovered about myself along the way.

If a girl had a "Princess" complex I'm not going to put up with it and I let her know about it. I'm willing to let her go because I got 3 more hitting me up who aren't going to give me that type of drama.

Knowing who you are and what you want is a powerful position to be in, and it will help you avoid putting women on a pedestal. So

take the time to review and internalize your values and boundaries regularly. It will pay off in the long run.

Mentorship

Having a good mentor can make all the difference in your journey to becoming a successful and confident man in the dating world. As mentioned before, a good mentor will not sugarcoat the realities of dealing with women. There will be shit tests and drama, and sometimes you'll encounter women with princess complexes or other challenging behaviors.

However, a good mentor will show you how to handle these situations with ease and confidence. They will teach you how to stand your ground and not let anyone disrespect you. They will show you that you don't have to put up with any behavior that goes against your boundaries and deal breakers.

In addition, a great mentor will help you cultivate an abundance mindset with women. This means recognizing that there are plenty of women out there, and you don't have to settle for anyone who doesn't align with your values and goals. They will help you recognize your intrinsic value and not put any woman on a pedestal.

Another important aspect of having a mentor is learning how not to be intimidated when talking to women. A good mentor will show you what value you bring to the table and how to showcase that value in a confident and attractive manner. They will teach you how to approach women in a way that is genuine and authentic, without trying to impress or please them.

Overall, having a mentor who can guide you through the ups and downs of the dating world can be incredibly valuable. They can provide you with insights and strategies that you may not have considered on your own, and help you become the best version of yourself.

Chapter 4

Steve Carell Does His Own Stunts

"Say what you have to say, not what you ought. Any truth is better than make-believe."

- Henry David Thoreau

Success Story:

In a Dating Bootcamp I did in Houston Texas, I had a student named Sebastian. And Sebastian was a middle-aged guy who was very set in his ways. He was afraid of confrontation and was terrified of offending anyone.

It was so bad that he wouldn't offer any contradicting points, he wouldn't challenge anything you say, much less offer an opposing opinion. He would never risk offending someone and was always complimentary and placating others and it was hurting him in ways he wasn't aware of at the time.

He couldn't even playfully tease the women he talks to because he was so concerned about what other people would think of him. He wanted others to see him as a nice guy. And therein lies the problem.

Being afraid to offend in a regular social interaction is bad enough. But in the context of dating and meeting women that would be magnified multiple times over. Fearing rejection or even a harsh comment would make you walk on eggshells around women.

Have you ever seen someone try to walk on eggshells? It's a very unattractive sight to see.

So I talked to him about this. I framed it much like being the friendly gentle giant. I instructed him on being more expressive and letting his personality come through as much as possible but since he was

having trouble with it initially, he couldn't even approach and start a conversation at first so we had to take small steps to get there.

All I let him do at first was go around the mall and ask people what time it was just to get him comfortable approaching. From there I had him ask for directions. We mixed in giving people compliments and gradually scaled it up from there.

I wouldn't normally start someone off like this but I saw that he needed the assurance and reference experience of walking up to people starting a quick conversation and without the risk of offending them, getting rejected, or having it go badly in some form or fashion

To show him what it was like to meet women, I had him join me in approaching a couple of girls and what I noticed was when he was talking to them with me, he was able to get out of his shell a little bit, he was able to make some jokes and even playfully tease the girls. He was able to show glimpses of his personality, the part of him that was carefree and that wasn't worried about offending people.

By me being there and showing him that it's okay to have fun and be playful, he sort of got permission to do the same and I'm sure the positive responses from the ladies helped as well.

After that weekend I drew up a game plan for him to follow so that slowly but surely the "glimpses" he had that weekend can start happening consistently and he's able to express himself fully and confidently.

He's still working with me through this today but he's miles away from where he started. Incrementally he's getting better every day and his confidence is stacking up with each win, with each improvement.

Sebastian's story is a testament to how the willingness to be better and being open to listening to advice but more importantly, taking action on it can literally change your life. There's a lot to learn as well on how we must be true to ourselves and not be afraid to be who we are and say the things we want to without the fear of offending anyone.

Reference Point

In the car scene from *Crazy, Stupid Love*, we see Cal (Steve Carell) at his lowest point. He has just learned that his wife has cheated on him and wants a divorce, and he's struggling to come to terms with it. As they are driving home from dinner, Cal's wife Emily (Julianne Moore) tries to talk to him, but he is unable to express himself and confront her about what he's feeling. Instead, he becomes fixated on the fact that she took off her shoes, which he sees as a symbol of their deteriorating relationship.

Despite the fact that they are in a moving car, Cal opens the door and jumps out, willing to risk his life or at least get injured rather than confront his wife and potentially offend or hurt her feelings. This extreme action highlights just how deep-seated Cal's fear of confrontation and offending others is. He would rather physically harm himself than risk hurting someone else's feelings or causing a scene.

This kind of behavior, though an extreme, cinematic, and comedic depiction is not uncommon in people who are afraid of confrontation. They may avoid difficult conversations or situations, even if it means putting themselves in danger or jeopardizing their own well-being.

However, as we saw with Sebastian's story, it's important to work through these fears and learn how to express ourselves honestly and confidently.

Confront a situation head-on, don't prolong or delay speaking your mind. If anybody's offended then that's on them. Holding back our thoughts and feelings out of fear of offending or hurting others only leads to more pain and resentment in the long run. Cal's extreme reaction serves as a reminder that avoiding confrontation is not a solution and that learning to communicate effectively is a crucial skill for healthy relationships.

My Thoughts

You have to learn how to speak your mind. If you don't and you just bottle it up inside it will eventually burst much like what we've talked about in an earlier chapter.

Let's go over ways to learn how to speak your mind.

Remember that being afraid of offending people isn't going to help you, it isn't helping anybody.

This is an outdated self-preservation mechanism that isn't serving us in this day and age and in turn the purpose of this fear is selfish.

If your concern is truly the people you're interacting with then do them a favor and tell them what you really think, speak your mind.

People will respect you a lot more if you do.

Now, there are also better ways of doing that. I teach something called calibration which I endearingly refer to as the sixth sense of influence and persuasion, where you read the social situation and adapt your communication accordingly, not just blurt out words without thinking.

We do it subconsciously to some degree. You speak differently to a work colleague than you do with your parents, and you speak

differently to your parents than you do with your five-year-old nephew. At least I hope you do.

That's calibration on a basic level. But what I teach and what I want you to do is take it even further, understanding the interaction and reading the situation in a split second and calibrating according to the information, and the context you've gathered.

That way you're best able to speak your mind and let the message come across better. Now, you shouldn't be looking to offend people but you shouldn't be afraid if they are offended.

You'll find that 90% of the time they won't get offended and what you have to say might even be valuable to them

By not saying what you believe to be true, that's lying by omission.

Say you're in the movie theater anticipating watching the new Marvel movie and you're afraid to yell out "Fire!" because you're afraid that other people will get offended that you're too loud, that's dumb and will have gotten people killed.

So what if someone yells back "Trying to watch this movie here, be quiet!"

You're in a burning building, let them know about it! Be the hero that you'd want to see on the silver screen in front of you.

Trust me most of the time people are going to appreciate you telling them the truth. If you have to have a difficult conversation, call somebody out. Maybe it's a girl that you're seeing, someone you're in a relationship with who is crossing a personal boundary of yours. Being able to effectively communicate in those situations is crucial if that relationship is going to move forward.

If she's offended, I say that's a good thing, you can then talk about it and resolve the disagreement. But it wouldn't be solved if you

failed to speak your mind, it will just fester inside you until it bursts and create a bigger mess because you let it build up over time.

Action Step

Journal a conversation you want to have with someone telling them what you really think and read it out loud repeatedly until it sinks in.

This is a perfect practice if you're having trouble speaking your mind or if you're worried about offending people.

Write down what you want to say, maybe you have some grievances you'd like to air out, or maybe you have a bone to pick with someone. Put them all on paper and practice telling them off.

These probably aren't the words you'd be using if you were confronting them in person. You might want to flip off your boss, tell him to screw himself, and walk out of there yelling "I hope you die!"

But doing all that wouldn't be conducive to having a job and a source of income for the foreseeable future.

If you are going to do it you'd use different words and a different approach, I'd recommend a polite but firm approach to this.

So do the exercise and practice out loud until you can have the actual conversation.

Mentorship

A good mentor is probably going to “offend” at one point or another, most likely multiple times in your journey together.

He’s not going to worry if you get offended or not, what he’s focused on is getting from where you are right now to where you want to be.

You, being offended probably means he struck a chord and found something that needs to be addressed. Maybe your ego got triggered and that’s something you need to dive deeper into and get to the bottom of.

A good mentor will see the bigger picture and can map out a path toward your progression to success. He’s going to show you how you can eventually do that for yourself.

Chapter 5

Diamonds Are Forever

“People are frugal in guarding their personal property, but as soon as it comes to squandering time they are most wasteful of the one thing in which it is right to be stingy.”

- Seneca, On The Shortness Of Life

Success Story

When I first started working with my student Gil, he displayed almost every “Nice Guy” characteristic and trait we talked about in the previous chapters in this section. He lacked boundaries, he would put women on a pedestal and was terrified of the thought of offending anyone.

He was your stereotypical people-pleaser.

Among all these issues though one “Nice Guy” symptom stood out the most which I believed was the crux of a lot of his struggles in multiple areas of his life.

He was chronically helpful and would overly commit to things.

Now, you might be asking yourself “How is that a problem?”

And I get it at first glance it would seem like being “helpful” would be a good thing. You take more action, assert yourself in a lot of situations, volunteer for more hours at work, and agree to do a lot of projects, it looks like you’d be crushing it. Right?

The problem Gil faced and this is the issue with being overly helpful in the first place, is that you pile a lot of things on yourself and you get so overwhelmed that you get nothing done.

Gil couldn't follow through on a lot of the commitments he made because he would overcommit and as a result, he had little time left for himself, his family, or anything else.

He would routinely double or even triple-book himself to do stuff and it was costing him his relationships. People would get upset with him because he wouldn't follow through on his commitments and even if he did, it would be a half-hearted effort because his mind would be on the twenty other things he also said "Yes" to and he would rush through tasks and activities doing a poor job because he mentally isn't even there.

He's great with computers and I remember one time I was having trouble with mine so I asked him if he could come and check it out. He agreed to come over and have a look so we set a day and time. But on the day we set he called saying he couldn't make it. And this back-and-forth happened a couple of times until finally, he was able to make it.

He took my hard drive home saying he'd only take a couple of days to fix whatever the problem was. Days turned to weeks and it took forever to get it back because something would come up on his end.

The thing with being overly helpful is that because you say "yes" and make commitments with people their initial reaction would be ecstatic. But as time goes by and you don't follow through with your commitments because you made so many, they will start to get frustrated and see you as someone who doesn't keep your word.

It was constantly happening and he was perpetually having to put out fires and placate people that if things don't change it was going to seriously damage his professional career and his personal relationship so eventually, I had to sit him down and talk to him about it.

I told him that it was great that he was offering to help people but he can't say yes to everything. I explained to him that he only has so much time in a day and he's going to have to say no to things.

"I'd rather you tell me 'No.'" I told Gil. "Than say 'yes' when you actually can't do it in the timeline that I need that thing completed. I can have someone else do it and you can focus on doing a great job on the commitment you've already made".

Making commitments you can't keep will only serve to frustrate and anger the people you say you want to help. Don't build the reputation of someone who doesn't follow through.

Gil took my advice to heart and the success story here is I finally got my hard drive back!

On a more serious note, Gil learned his lesson on the pitfalls of being overly helpful and overcommitting and he was able to free up time to work on other areas of his life. He now has more time to go to the gym and go out to improve his social skills and because he was able to get rid of his habit of being overly helpful he was able to set healthy boundaries for himself and completely move away from the whole "Nice Guy" shtick.

Reference Point

H. Tracy Hall was a brilliant scientist and inventor who worked for General Electric (GE) in the 1950s. At the time, there was a lot of interest in creating synthetic diamonds, which were expected to have important industrial applications. However, despite years of research and experimentation, no one had been able to produce synthetic diamonds on a large scale.

Hall was determined to crack the problem, and he spent long hours in the lab working on the project. He was so committed to finding a solution that he was known to sleep on a cot in his office to

maximize his time in the lab. Finally, after months of hard work and experimentation, he succeeded in producing the first synthetic diamond.

The news of Hall's breakthrough was met with great excitement within GE, and the company immediately began to develop ways to mass-produce synthetic diamonds for industrial use. However, despite his vital contribution to the project, Hall was not given the credit he deserved. Instead, the company downplayed his role and awarded him a \$25 government bond for his efforts.

The lack of recognition was a bitter disappointment for Hall, who felt that he had been unfairly treated by the company he had worked so hard for. Had he been given the credit he deserved, he might have been in the running for a Nobel Prize in Chemistry, which is awarded for groundbreaking research in the field.

The story of H. Tracy Hall illustrates the pitfalls of being overly helpful and overcommitted. Hall was so determined to solve the problem of synthetic diamonds that he sacrificed his personal life and well-being to achieve his goal. He was so focused on helping the company that he neglected to protect his own interests and ensure that he received the recognition he deserved.

Similarly, as we saw in the previous section, Gil's chronic helpfulness and overcommitment led him to neglect his own needs and interests and caused him to struggle to keep up with his many commitments. In both cases, being overly helpful and overcommitted ultimately led to negative consequences for the individuals involved.

It is important to remember that while helping others is a laudable goal, it should not come at the expense of our own well-being and interests. As the stories of H. Tracy Hall and Gil demonstrate, it is important to set healthy boundaries and prioritize our own needs, even as we strive to help others. By doing so, we can avoid the

pitfalls of being overly helpful and over-committing, and lead fulfilling and productive lives.

My Thoughts

Have your own life.

It's okay to be helpful, especially to those you care about the most. But make sure you have your own thing going, your own hobbies, interests, and set of priorities and these things should take precedence over other people for the most part.

Sure emergencies happen and things might need your attention where everything has to be set aside for a bit. But if that's happening consistently you might have bigger problems to address.

But if you're quick to throw away the things you have going on in favor of what other people want from you, that's just opening yourself up to getting taken advantage of by people. The worst thing is, if that happens often enough they won't even appreciate your efforts and the fact that you're doing them a favor. Eventually, they're just going to expect it, at that point you've developed a reputation that is very impractical for you to live up to, and the one time you do say no all of a sudden you're a bad person and that's what they'll remember.

Start filling up your time with things that are for you. We talked about having non-negotiables in an earlier chapter and it's important that you have those in place. Start enjoying some hobbies, invest in yourself, go to classes, and do something that's for you.

Even if it's just 10-20 minutes. Tony Robbins always says "If you don't have 10 minutes you don't have a life."

Find the time to spend on yourself every single day. Stop being that guy that will do anything for a pretty girl that bats her eyes. "Sure,

I've got time to paint your house, build an addition, fix your car AND make you dinner..."

Really?

Action Step

Fill your calendar up with as much as you possibly can.

Look, I'm a big proponent of "If it's not a 'Hell, yes!' it's a 'Hell no!'"

But look at the things you're interested in. I'm sure you can find things you've always wanted to do but haven't gotten around to trying out yet.

Maybe you've been putting off learning how to play the guitar. Maybe you've always wanted to learn French. Perhaps you've been watching Masterchef and wanted to try out cooking or you're interested in getting back into playing basketball.

Whatever it is, start scheduling it in there. A lot of people haven't even considered the importance of having a schedule.

Most of us consider our work schedule as the be-all, end-all of our schedule. But is it really? That's your whole life?

No, man. That's just part of it, that's one piece of the puzzle. Now map out your schedule for you. How are you going to spend your time?

We spoke in an earlier chapter of having you schedule dialed in. Have you done it? If not, go back and do that now. Pick out a new fun task that will also be beneficial to your life and growth and put it on the schedule.

Mentorship

A good mentor is going to keep you from falling into the trap of being overly helpful. Much like what I had to do with Gil.

He will make sure that you're able to internalize what you've been going through together and keep you from losing focus because you've overcommitted somewhere and your mind isn't on task.

Your time with your mentor is time when you're working on yourself and while a bad or incompetent mentor will just go through the motions or fail to recognize your distraction a good mentor who truly cares about your progress will call you out on it.

Ultimately your commitment to getting better is going to drive your results and if your mind is elsewhere

Because if you spread yourself thin, it doesn't matter if Warren Buffett is your business mentor, or if Arnold Schwarzenegger is your personal trainer, and even if Giacomo Casanova himself is your dating coach.

If you're not committed to your own progress, nothing is ever going to happen. And at that point, it's not about having a good mentor, it's about your commitment as a student.

Chapter 6

I Plead the 5th

"If you don't stand for something, you will fall for anything."

- Malcolm X

"In any moment of decision, the best thing you can do is the right thing.

The worst thing you can do is nothing."

- Theodore Roosevelt

Success Story

Christian struggled with sharing his thoughts, he was afraid of letting people know what he thought or voicing an opinion over anything. Regardless of what you tell him he'll agree whether he actually agrees with it or not.

He was afraid of people not liking him if he told them what he really thinks.

When we started working together and I began to start coaching him, I noticed this quickly and decided to test the boundaries of this behavior and see how far he was willing to go along with it.

As we talked I began voicing some really crazy things trying to come up with the most off-the-wall opinions and ideas I could think of.

And as I began spouting off nonsense, really trying to keep it together because I was saying things I don't really believe or subscribe to myself, his facial expressions went from surprised, to confused, to downright uncomfortable.

When I stopped and asked him if he was getting uncomfortable he still was afraid to call me out on it.

“What do you think of all this stuff?” I asked him.

But he was still trying to placate me, trying not to contradict the things I said. Not putting in his two cents.

So I insisted “No, what do you really think?”

And finally, he was able to speak up and voice what he really thinks. I told him I agreed and explained what I just did and why.

Then it clicked for him. So we started working through, eliminating this habit of his, and once he started expressing himself more and being open in voicing his opinions his social life improved because people began seeing his authentic side.

His dating life changed dramatically because women could feel his renewed confidence in himself and who he is. They respected him more and trusted him more because they can tell the authenticity in his voice, and that respect and that trust creates attraction on a deep level.

Reference Point

Lt. Norman Dike Jr. was a leader in the US Army during World War II and was featured in the HBO miniseries "Band of Brothers". One of his defining characteristics was his inability to make decisions, a flaw that had dire consequences on the battlefield. As one of his fellow soldiers remarked, "He's not a bad leader because he makes bad decisions, he's a bad leader because he makes no decisions."

Dike's indecisiveness was especially evident during the Battle of Foy, where his leadership shortcomings were put to the test. Tasked with leading his unit in capturing a crucial road junction, Dike froze

under pressure and was unable to give clear orders to his men. As a result, his unit was caught in the crossfire, and several soldiers were wounded or killed.

Dike's inability to make decisions didn't just put his unit at risk; it also took a toll on his men's morale. They lost confidence in his leadership and became demoralized, which made it even harder for them to carry out their mission.

Despite these setbacks, Dike remained in command for a while longer, but his leadership continued to be problematic. He struggled to give clear orders, often leaving his men confused and unsure of what to do. This created a chaotic and dangerous environment, putting everyone in danger.

Eventually, Dike's superiors had enough of his indecisiveness and relieved him of his command. He was replaced by Lt. Ronald Speirs, who was known for his decisiveness and bravery on the battlefield.

Christian's struggle with being authentic was similar to Dike's struggle with indecisiveness. By not speaking up and expressing his true thoughts and opinions, Christian was unable to make decisions and take action in his life. This lack of action made it difficult for him to connect with others and achieve his goals.

Just as Dike's indecisiveness was detrimental to his unit, Christian's inaction was detrimental to his relationships and personal growth. It wasn't until he began speaking up and expressing his true thoughts and opinions that he was able to make decisions and take action towards his goals.

In both Dike's and Christian's stories, the consequences of inaction were severe. Whether on the battlefield or in everyday life, being indecisive can have significant negative effects. It's better to speak up and make a decision, even if it's the wrong one, than to remain silent because at least in the former you can be corrected and have

other options laid out but in the latter, you'll never get the ball rolling.

As a leader, it's crucial to be decisive and make informed decisions, but it's equally important to be authentic and true to oneself. By speaking up and expressing our true thoughts and opinions, we can make decisions that are in line with our values and beliefs, leading to better outcomes and stronger relationships.

In the end, Dike's failure to make decisions ultimately cost him his leadership position, but it also taught him a valuable lesson about the importance of decisive leadership.

My Thoughts

Don't try to get in good with her by faking it or misrepresenting who you are. Don't be inauthentic with women.

I've seen it play out countless times before. Guys water down their beliefs and opinions, even their identity trying to conform to hers. They think that forcing that "commonality" is what's going to somehow win her over.

You: I like hip-hop.

Her: Hip-hop sucks, I like country.

You: Well... I only kinda like hip-hop. There's a ton of country I like too...

She knows exactly what you're doing when you're trying to "get in good" with her.

The truth is that most people, especially women, can see through that facade. And inauthenticity is a huge turnoff.

Do you remember in high school that guy that acts totally different depending on who he's with? Well, no one likes that guy because he's completely fake. Don't be that person.

Look to be as authentic as possible and you can do so while expressing yourself attractively.

Now, I'm not saying you should stick to your opinions when clearly verified, logical evidence is presented proving it wrong. But don't be easily swayed on your beliefs and convictions just because a cute girl bats her eyes.

Action Steps

Write down as many "big opinions" as you have and why you have them.

Back your beliefs up with the reason why you have them. It can't just be because someone told you or you heard it from somewhere. Are they supported by scientific data? A peer-reviewed study? Your personal experience?

Why do you believe what you believe?

Now, when talking to people you'll be more confident as to why you have these set of beliefs and opinions about things, you'll be more likely to share them with people and you'll be more likely to gain their respect because you stayed true to your truth.

Mentorship

A good mentor is going to challenge your belief systems and mindset.

Sometimes certain ideas get stuck in our heads that don't really serve us anymore. A good mentor will help you sift through these things and identify these limiting beliefs holding you back.

Do you believe in the ideas and opinions you have so strongly that you are willing to stand by them?

If not then, why not?

A good mentor will walk you through how to discern which is which and help you uncover the purpose of your beliefs and if they truly serve you then he will show you how to make them unshakable.

And At times it can get unpleasant, change can be painful. A good mentor isn't there to hold your hand and be your friend all the time.

There are hard lessons to learn and a mentor can be a strict teacher sometimes. All because he wants you to be successful and reach your goals.

A Few Parting Words... For Now...

You've made it to the end! Congratulations! I want to leave you with a few thoughts...

Use this book as a resource. Always know you can circle back to areas that you specifically struggle with.

Become a part of a community. Look up "Modern Flirting: Inner Game Group" on Facebook and come join us.

Share this book with a friend that you know needs this information.

If you skipped the exercises you're only cheating yourself.

Go back and do them.

Always feel free to reach out to me. You can either DM me on Facebook, Instagram, YouTube. Just Search Dale Valor and you'll find me or shoot me an email modernvalordating@gmail.com.

Lastly, I'm proud of you!

You may say "Dale, you don't even know me!" and you're right.

But that can change by taking action on the things we talked about here and I know that if you're reading this and taking it seriously you've started changing your life, one step at a time. That's dope and I can appreciate that. Keep it up!