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Advanced Techniques

Version 2.0



SEDUCE with STYLE 2.0

Vince Lin

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Seduce With Style 2.0

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Seduce With Style

Version 2.0

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Foreword 2.0

Since the launch of *Seduce With Style*, I have received questions and comments from hundreds of guys (and sometimes girls) all over the world about how to dress attractively.

The opening of this floodgate gave me a chance to work with guys over an extended period of time and in person, which I cannot do through my words alone. In working with different clients at such a deep level, I began to understand the process of life coaching and how our minds work to learn new things on a day-to-day basis. I was also able to advance my theories of Attraction Fashion to a new, exciting level.

Version 2 of *Seduce With Style* is distinctly different. I have re-organized the entire book to focus on mastery of a mindset and the concepts first, and then devoted the whole second half to techniques that add up towards style mastery. In essence, I have upgraded your tool from a shovel to a drilling machine in your discovery of gold.

Version 2 features my experience with coaching and changing one's mindset and lifestyle. In it, you will experience the ups and downs that come from your own journey to find fulfillment and embrace your true self. More specifically, the differences in 2.0 are:

1. More Techniques, Tactics, And Specific Instructions
2. Better, Newer Pictures to Model
3. Extended Chapter on Each Clothing Item from Head To Toe
4. The Style Decision Flow Chart
5. The "Falling In Love" Funnel
6. The Style Evolution Phases Chart
7. Online Community and Accountability

Theoretically, there are an infinite number of styles, angles, and outcomes that are possible when one ventures into attraction fashion. Nonetheless, I have discovered that there are key fundamental concepts and tactics that span across stereotypes, culture, and individual differences. You should use this book as a roadmap to help you hit waypoints, but not as a set of rigid rules that you feel must follow religiously.

To be clear: the goal of this book is not to become fashionable. The goal is to become attractive. Furthermore, my goal is to get you results with above-average looking women, all things equal.

I hereby refer to you, the *reader*, as an artist throughout the book. Because in taking control of your outer appearance to the world and consciously reinventing your personal image, you are behaving like an artist would.

As an individual, it is sometimes easy for us to fall back to old ways. We have created a community of like-minded guys such as yourself, and given you access to upload pictures and get feedback on your progress over time. Please be sure to visit the member's section of SeduceWithStyle.com.

Don't forget to check out the appendices for even more valuable info, and the supplemental eBook on fitness that will help to shape your body to match the awesome clothing you'll be sporting by the time you finish this book.

In order to succeed at this, you must have a clear sense of purpose and direction and a willingness to IMPLEMENT at least some of these ideas effectively. Failure will be part of your journey, but use those moments as learning experiences, teaching you what not to do. If you read and implement just some of the tools I will give you to increase your attractiveness, the rewards will be worthy of your efforts. Your interactions with women will go more smoothly. Approaches are met more warmly. Phone calls get picked up more often and with anticipation. Dates are easier to set up, and things get physical much faster.

So, would you be inclined to join me on this journey?

-Vince Lin. Mountain View, CA. May 2012

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1

Strategy Section

“Fashion dies very young, so we must forgive it everything”

Jean Cocteau

“Clothing is the outward expression of the inner person”

Giorgio Armani

“Just like everything else, fashion is first and foremost about fundamentals. Some people think fundamentals are boring, but they make up the base upon which the art form is built”

DJ Fuji



BE DUCE - STYLE

I: Strategy Section: Understanding Style

“He who loves practice without theory is like the sailor who boards ship without a rudder and compass and never knows where he may cast.” -Leonardo da Vinci

The first section of the book is dedicated to the theory behind style.

I know you’re excited to get started on your style journey, but, before you rush off to the store to buy yourself a new wardrobe, take the time to read and absorb the material presented in this section. It will give you a better understanding and appreciation of men’s style, and help you immensely when you do finally go shopping.

Once mastered, understanding the core principles in this section will eventually help you develop your own unique technique to styling, and surpass even the knowledge in this book.

Chapter 1: What is Style?

“So Vince, what is style?” asked one of my friends. He seemed genuinely curious, although at the time I wasn’t sure if he was simply being sarcastic. This was 4 years ago at a mall in San Francisco. My friends were beginning to notice a change in my outer appearance.

Obviously “style” is something that you want to improve, since you’re reading this book, but it can be hard to define exactly what it is.

Style has something to do with clothing, you know that much. When you come across a stylish guy on the street, it feels like something shiny grabbed your attention. However, it can be difficult to pinpoint exactly what it is about him that makes him “stylish.”

Sometimes a clear definition can be derived by clarifying what it is not. So, let’s start by taking a look at what style is not in exploring some common style myths:

Myth # 1) Style is all about expensive clothing!

A common mistake that newbies make is that they think expensive clothing equals style. There is an element of truth to this — certain items of clothing can

be very expensive, and certain styles and looks can run up an expensive price tag.

However, just because you pay a lot of money for a piece of clothing doesn't make it stylish. Just because a T-shirt costs \$100 doesn't mean that it is five times better than a \$20 T-shirt.

Style isn't a contest about who can spend the most money. When purchasing certain pieces of clothing (like socks and underwear, for example), it usually doesn't make much sense to spend too much money on them. Even expensive clothing items can often be substituted with more affordable pieces and look just as good, if not better (something I cover in later chapters).

Style is about creating a look for yourself and expressing your personality through clothing. Unless you're just trying to show off how much money you have, style isn't about having the most expensive clothing that money can buy.

Myth #2) Style is about brands, right?

Another common myth about style is that style is about brands. Again, this has an element of truth to it—certain brands are known for making specific types of clothing (Hot Topic is known for their goth/punk look, for example) and brands also have emotions and images associated with them that you can evoke by wearing brand name clothing.

However, style is about much more than just brands. You don't want to go to the mall and buy all your clothing from one store just because it's a cool brand. That doesn't make you stylish; that just makes you a

label whore, and walking with logos on your shirts turns you into an advertisement for clothing companies instead of an advertisement for yourself.

You shouldn't depend on brands to make you look stylish. You can use brands to enhance your own look and communicate a specific message, but ultimately style is about creating your own personal brand.



Jeans should fit and match your outfit, regardless of brand name

Myth #3) *Style is the same thing as fashion...*

Style and fashion are related words, but they're two different things. Fashion tends to be seasonal and changes with time. What's in fashion one season may not be trendy in the next.

Good style, however, is permanent because it doesn't rely on trends and fads of the moment. Style is about using clothing to express and present yourself in the most attractive manner, not about wearing whatever happens to be the most popular at the moment.

The concepts that I teach in this book, like good fit, coordinating colors, and triggering Style Attraction Switches (SAS), are all fundamental concepts that are timeless. Once you master these fundamentals, you will have the tools to express yourself in the most attractive way, regardless of what happens to be in fashion at the moment.

Myth #4) *Style is just about clothing, yeah?*

This is one of the most common myths of all, and it makes sense to a certain extent. I mean, style is about clothing, right? And it's true--style is something that is expressed through the medium of clothing.

As such, I dedicate many chapters in this book to explaining in great detail how to pick out the right clothing items to make you look your best.

However, style goes a lot further than just clothes. When you break it down, style is about communication. We are always communicating information about

ourselves, even when no words are spoken. You can never not communicate. Your very presence summons a certain quality of energy from your breath, spirit, and “nerve energy.” This energy can be uplifting and inspirational, or draining and de-motivational. It is your choice.

Style is a form of communication that is expressed through clothing, but it takes more than a few nice pieces of clothing to make you stylish. Things like your personality, your posture and body language, your grooming, and your body type all cumulate to produce a unique expression of *you*. That is ultimately what style is about.

Myth #5) *Style is something you either have or you don't*

This is a myth that I personally believed for a long time. Sometimes when you see someone who has a great sense of style, it can seem as if they have some special ability that you don't. Style is a subject that isn't taught in schools, and it can seem like some people just *get it*, while you don't even know where to begin.

As someone who started off clueless about style myself, I can totally relate to that feeling. However, as someone who was also able to teach himself how to dress well, I can tell you that style is something that anyone can learn if you put your mind to it. Style is just like any other skill, and it's something that can be learned and developed with practice (I'll share how I developed my own style in the next chapter).

So what is style, you might be asking? A simple formula to remember for the rest of your journey is:

Style = External Expression of Self

Style is the total sum of the way you move your body, walk, talk, eat, greet people, or do anything for that matter. Like game, it is the outer expression of our inner self! This encompasses our identities: who we think we are, how we think, our values, our culture, our interests, and much more.

You can tell real artists from a mile away because they have a style that is congruent with their personality, and this shines through from their clothing to the way they sit down at the dinner table. Ultimately, style is about being able to express yourself through your clothing and the way you present

yourself. It's about figuring out what message you want to communicate when someone sees you, and having the knowledge to communicate that message

clearly.

Learning about style is almost like learning a new language. Style has its own unique vocabulary, and you can combine the different elements of style to create your own personal form of expression. In this book, I will teach you the language of style and show you how you can best use it to present your most attractive self. Let me start by sharing a little bit of my own style journey.

Chapter 2: My Style Evolution

If you're still unsure about what style is, I can totally relate. For most of my life I was completely clueless about style and had no idea what I was communicating with my clothing.

Like most kids, my parents picked out all of my clothing for me, with disastrous results. Even when I began buying my own clothes, I had no idea what I was doing. I didn't know what brands were cool, I didn't know anything about putting together a coherent look, and I didn't know the first thing about the fit of my clothes.

Looking back to high school, I was always the "nice guy" that everyone got along with. My clothes were ill-fitting and boring. Like most Asian kids, I played it safe with my look, not wanting to stand out and be noticed. Here is a picture of me from high school:



I had a fun time playing basketball in high school, and for the most part I was a positive kid. But I made some of the technical style errors that made my dating life non-existent:

- The shirt was oversized, and I had on basketball shorts.
- The basketball player became my identity, but I had no idea how to use it to present myself attractively.
- My hairstyle was simply putting on some of my dad's mousse. I had no hairstyle.

Fast forward a bit, and here is a picture from my college days:



- Notice I had on a plain white sweater and light jeans that look a bit washed up.
- My friend there (who is still a great friend of mine) wasn't a great fashion icon either.
- You may notice that I was growing arm hair everywhere, but I never bothered to shave or trim the hair from my arms or legs. This is one of those things that **no one** will tell you and, if you are unaware of it, will continue to hinder your **“hygiene”score** with women.
- My body language was also very weak and closed off in this picture.
- I had on nerdy glasses, and I was very skinny (145 lbs) for my height (6'3).

Now, let's fast forward to my post-college life in California, when I began to get this area of my life handled. I started to try out new styles and push my old boundaries, slowly at first, and then with more confidence and momentum.

Professionally, I had my white collar look down. Working for a big tech company in Silicon Valley, I learned to dress well but also conform to corporate culture. Here is a picture of me from a corporate retreat:



- Notice my friend on the left: most corporate workers look like that. Imagine a sea of them at

the cafes every day.

- I had the white collar worker look down pretty well. I would dress up in nice dress shirts and pants or jeans. But I still felt like I was being conformist and wasn't standing out enough. This showed in my clothes and my attitude about life.

- If the highlight of my year was a corporate retreat, I obviously wasn't getting enough pleasure from my personal life. I knew something had to give soon. I was only 3 years out of school.

During my corporate tenure of 3.5 years, I went out a lot to practice my "game." This was me in a night environment with a girl I just met:



- Notice how her style was a little better than mine with her boots, leather handbag, and tight sweater that fitted her whole body.
- My jeans are not dark enough to match the color of my jacket, and my sweater was gray — a relatively boring color.
- My hair was looking a little better, but could still use some work.
- I had no additional accessories, and, although you cannot see it in this picture, my shoes were a bit old and dirty.



Fast forward a few years again, and you will see me here experimenting with a more rocker look:

- A leather jacket is a timeless classic.
- Notice the bolder, rocker style design of the shirt.
- Sunglasses are another item in a man's wardrobe that communicates coolness.
- Most importantly, I started to **believe** that I was cool. Without this, none of the other things matter. I was starting to see the matrix — a bit at first, and with more frequency and momentum over time.

I wanted to match a light rocker look with high class style. Here is a picture taken two years ago in Japan town:



- Notice how my haircut accentuates my height.
- Notice the fit of my jeans and dress shirt.
- If you look closely, you can see some of my accessories.
- I ditched my backpack for a Calvin Klein leather travelers bag, and girls always compliment it.
- I was still pretty skinny, but I managed to bulk up a bit by going to the gym. At this point, I at least had a good frame around my upper chest and shoulders, which made my clothes fit a lot better.



- I began experimenting with highlights in my hair.
- Again, note the fit of my clothing.
- The skinny tie and loose collar looked classy yet casual.
- The white belt added a nice contrast to the black vest and dark jeans.

Nonetheless, because of my line of work, sometimes everyone needs to project a professional front. (A man always looks good in a well-fitted suit.)



- The collar matched my neckline, and the cuffs extend just a little beyond the jacket sleeve.

- I was wearing a light rocker accessory, enough to be cool but not take away from the professional look.

- My hair had dark brown highlights, a little more extreme but enough to conform to corporate guidelines.

- My suit was buttoned up, and my body posture was held by the muscles in my back, ensuring a strong posture during the shoot.

Recently, a random night out shows you that a long trench coat accentuates my height:



- You don't see any of my shoes in these shots, but I have upgraded to 2-3 pairs of Kenneth Cole shoes that I used for casual and formal wear.

- Again, fit of the jeans and the coat were so important because I have a tall, lengthy frame.

A recent photoshoot shows you an image of the professional / slightly edgy guy I have cultivated:



- Without overdoing it, I had a light leather bracelet and a relaxed business casual look.
- Tattoos accentuate a tribal identity, and I finally had my hairstyle down to a few cool looks that I could replicate on a consistent basis.
- The purple stood out from the black and white of the outfit.
- I deliberately loosened my tie and rolled up my sleeves for a less formal look.



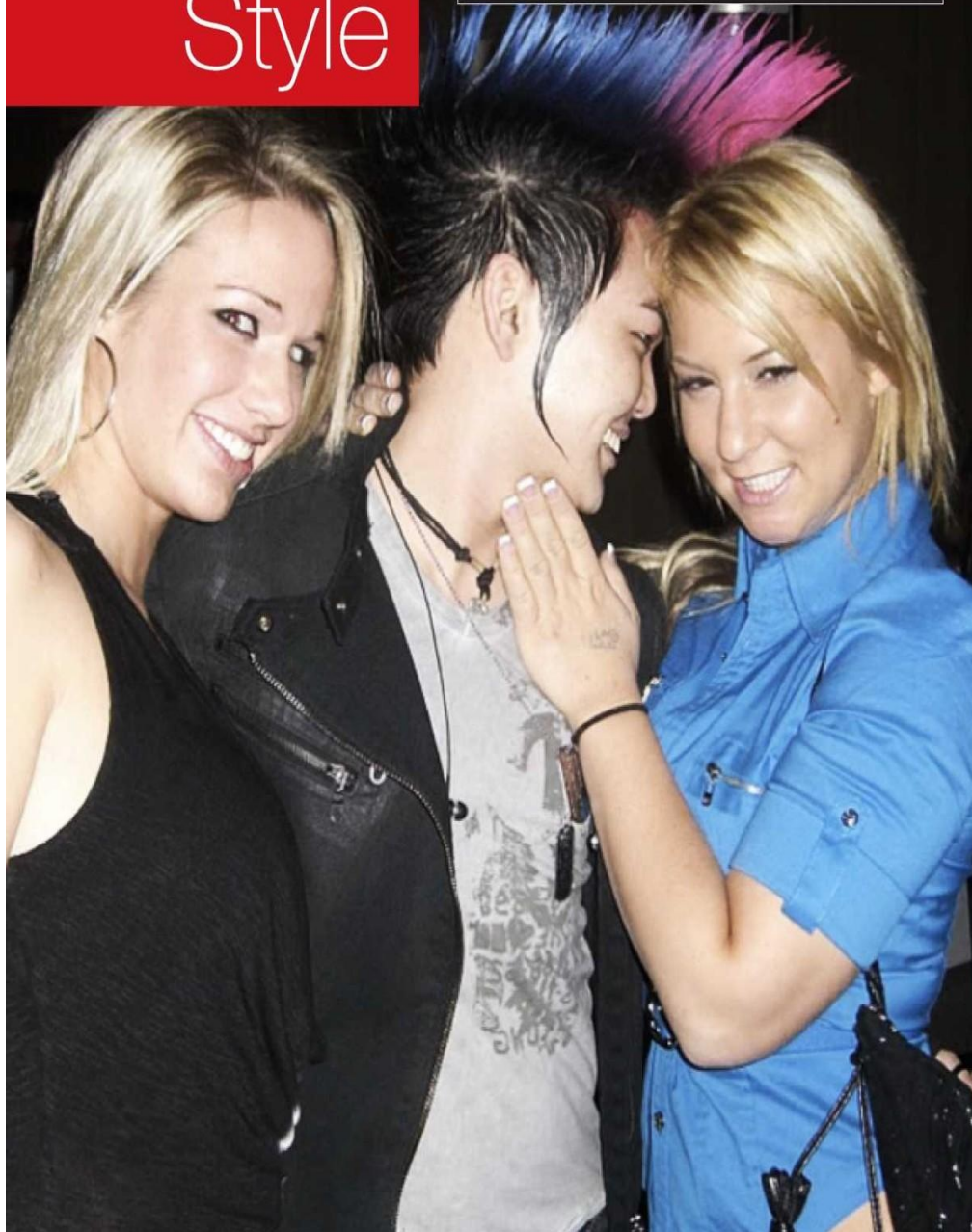
- I realized that as long as I had a skinny kid frame, I will always be compensating for the “strength” attribute of my look. I started to bulk up and weight train seriously.
- Notice the color matching and just enough accessories to make this picture masculine instead of more feminine.
- It was important to “partner match” on this shot with our jeans and our shirts.

In this chapter, you have seen my progression from a skinny high school kid to a professional/slightly rocker look. This transformation took me 5-6 years overall, and it is an ongoing evolution. I had to figure all this stuff out for my own. I also had to calibrate my style to fit my unique identity (tall, skinny, Asian, consultant, gentleman, but no longer the “nice” guy), and you will too. With the advice from this book, you will be able to improve your style in a matter of weeks and months. If I could transform myself from an awkward skinny Asian kid to where I am today, so can you!

Rules of Style

DJ Fuji

Dating and Lifestyle Coach / The Tao of DJ Fuji
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1 Just like everything else, fashion is first and foremost about fundamentals. Some people think fundamentals are boring, but they make up the base upon which the art form is built. Let's start with the basics which so many people neglect. Begin by making sure your wardrobe is recent - most items should be less than 5 years old. If something has holes in it, get it fixed or throw it out, no matter how 'comfy' or 'lady' it may be.

2 A good 80% of good fashion is FIT. As in, make sure your clothes fit. This is a huge issue with the vast majority of men. Most of their clothes are simply too big. Your clothes should not be baggy - this isn't 1995. Make sure shoulder seams are at your shoulders, pants are hemmed, short sleeves aren't billowing in the wind, and untucked shirts don't fall much past the zipper. No matter how expensive your clothes are, if they don't fit, they'll look worse than the dollar store sales. Throw out ill-fitting clothes or have a tailor cut them to size.

3 You don't have to be a slave to fashion, but watch out for the big fashion no-no's. These apply irrespective of your age, looks, build, or marital status. Watch for things like not matching your socks to your pants (no white socks!), not matching belt/shoes, wearing cross trainers with jeans (never!), wearing light blue jeans from the 1980s, or wearing t-shirts that you got for free (don't).

4 Fashion is a skill set and an art. Treat it as such. If you weren't born with an eye for it, then devote a little time to it. The dividends pay handsomely given that the return-on-investment lasts for the rest of your life. Get a subscription to GQ or your favorite style magazine. Take note of the ads.

5 Create a look book. Tear out the ads in that GQ and put them in plastic sheet protectors in a 3 ring binder. Take it with you when you go shopping so that you have some idea of what you're looking for.

6 Go shopping for clothes twice a month. You don't have to buy something every time. Buy sparingly or only when you have a good feeling about an article of clothing. Going shopping on a regular basis means you can always pick something up next time. The exposure also develops your own unique sense of style.

7 Good haircuts from excellent stylists are worth the extra money. Most women can't tell the difference between a \$200 CK suit and a \$1000 suit made in Italy. But they can definitely tell the difference between a \$60 haircut and a free cut from Mom.

DJ Fuji



SEDUCE...STYLE

Chapter 3: Core Elements of Style

Now that we've explored a little about what style is in a broad sense, let's get more specific and explore exactly what goes into developing a sense of style.

In this chapter, I will introduce you to the fundamental elements of style. These are the building blocks of style that we will revisit throughout the book, the "vocab words" if you will of the style language. This chapter will help familiarize you with these fundamentals.

1) Fit

One of the most important elements of style that I will mention throughout the book is fit. How your clothing fits you is crucial when it comes to looking good.

Many guys tend to wear clothing that is too baggy for them. Baggy clothing may have been popular in the 90s, but, unless you want to look like a gangster, you want to wear clothing that has a good fit.

What do I mean by good fit? I will go into more details in the second section of the book, where I break down the proper fit of every item of clothing, but basically you want clothing that fits you well and is tailored to your figure. A first visit to any tailor will involve measurements of your neck, shoulder width, length, waist circumference, leg width, and length among other areas.

Having clothing that fits well shows off your body and displays your confidence, whereas baggy clothing hides your body and makes you look like a little kid who had to borrow clothes from your older brother. Contrary to popular belief, well fitted clothes feel very comfortable. Comfort doesn't have to be sacrificed for looking good.

No matter how expensive or nice the clothing is that you're wearing, it's not going to look good if it doesn't fit you properly, so always think about fit first when trying on new clothing.

2) Colors

Colors are another key element of style. This is another topic that I will cover in-depth, but keep in mind that you can express a lot about yourself through color. A lot of guys play it too safe by wearing drab colors like blue, grey, and black, but I'll show you how to experiment and step outside of your comfort zone.

Another important thing to consider about colors is color matching. You don't want to wear colors that clash with each other, making your look disjointed.

3) Materials

Another element of style is the material that the clothing is made from. From the soft texture of silk to the rough feel of denim, there is a lot that you can express about your style just based on the materials of the clothing. Sometimes, branding aside, the one key difference between expensive clothing and less pricey items is the quality of the materials.¹¹

4) Brands

In Chapter 1 I talked about how style isn't just about brands, but brands can still play a role in style. Different brands are associated with different emotions, personalities, and identities. We can exploit these to create our own personal style and communicate our values through clothing.

5) Clothing Items (AKA “Pieces of Clothing”)

Of course, one of the key elements of style is the clothing items themselves. Different pieces of clothing communicate different things. For example, a leather jacket might convey being a bad boy or rebel, whereas a pea coat is more refined and elitist. Different clothing evokes different emotions and has different connotations.

6) Accessories

Accessories and jewelry aren't just for women anymore. If you want to be a stylish man, you will want to incorporate accessories that compliment your outfit or reveal something about your personality. A masculine necklace or expensive watch can communicate a lot about the man who's wearing them.

7) Outfit (AKA “Lookbook”)

A lookbook is an industry term in fashion and modeling for a complete wardrobe or “look.” It is usually done with designer clothing and a model. Lookbooks are used to display a character or “avatar.” Normally we call these complete outfits. It is the combination of all the artist's clothing pieces and accessories.

These, in a nutshell, are the basic elements of style: the fit and style of your clothing, the colors, the brands, the materials, the clothing pieces, the lookbook and the accessories. All of these are the tools that you will learn about in this

book that will come together when building your own unique style.

Chapter 4: The Benefits of Style

My guess is that if you're reading this book, you probably already realize how important style is. That being said, it is important to realize *all* of the benefits you will begin to receive if you follow through with your new found skills. Let's quickly go over some of the benefits of style to get you excited about what you're about to learn:

Better first impressions

- First impressions are lasting impressions, and people will initially judge you based on the way you look because that's the only thing they know about you. Having a better sense of style will help you to make better impressions. Perhaps more importantly, it will allow you to leave the impression that you want to leave.

Increasing confidence

- There's something about wearing a nice three-piece suit that fills you with confidence. Wearing nice clothes and being confident in the way you look will help you become more confident in general, and confidence is one of the most attractive traits to women. And because you're more confident, people will treat you better, which leads to a positive feedback loop that will help to boost your confidence in the long run.

Better self-image

- How we look has a strong impact on our self-image. When we look like crap, we tend to feel like crap. The opposite is also true. By learning how to look your best, you'll feel much better about yourself and this in turn will get you into the right mood for meeting women.

Easier approaches with women

- Women will make a snap judgment about you within the first few seconds of meeting you, so having a great sense of style will make approaches easier for you and give you a more favorable first impression. Don't hate her for this, men do the same thing. It is part of the mating game. Remember that you never get a second chance to make a first impression.

Approaches by other people

- By creating an attractive style and incorporating some of the style attraction switches I talk about later in the book, you will also have women (and men) coming up to speak to *you*, and you'll be able to use your interesting clothing items as conversation pieces that help you build new relationships with new people.

You can create attraction faster on dates and get less resistance

- Your calls get returned more quickly, and you can get physical much faster. She's chasing you instead of the other way around, or you're both pushing and pulling (ideal seduction situation).

- If a girl is shy, she will put up less resistance towards you if you are smooth in your wardrobe and the way you come across as a man.



Red is a very powerful and attractive color when worn correctly, on a man or woman

Create positive associations with you in a very short amount of time

- Cleanliness, attention to detail, courtesy, and high class: these are all things women and other people associate with a man who is dominantly stylish.

Getting laid and enjoying the pleasures of sex

- Certain girls are automatically attracted to men that look a certain way. In every sample of a population, there are the rare 1-5% of women who are willing to sleep with you based on your style and sexual avatar. If you master your style *and* you build a life where you are meeting regularly with new people, you will automatically attract these “give-me” girls through superior style. Women want

sex just as much as men. Like the hot cheerleader in high school every guy wanted, you can become that guy all the girls are attracted to.

Social and Professional Benefits

- When you look better, people treat you better. The way that someone treats a guy in an expensive looking suit is much different than how they treat someone wearing a T-shirt and baggy jeans. Studies have shown that height and style are correlated to salary and earnings over time. By learning the rules of style, you will be able to take advantage of these differences and reap the benefits in all areas of your life, from friends and family, to women and business.



Subcommunication: you should listen to me because I know what I am talking about

Hopefully these benefits have gotten you a little excited to learn more about style! Now let me provide you with a roadmap for how to learn. The process of learning is important because it directly relates to your ability to retain the experience of great style.

Chapter 5: How to Learn the Language of Style

Style, as I mentioned earlier, is a skill. Like all other skills, it takes practice to learn, and with time it is something that can be mastered. If you've never thought about this part of your life, however, you might be wondering how you can improve your style. Style is not as simple as going to the gym to work out and lift weights, so the process of learning style may seem less clear-cut and straightforward.

Style is a form of communication, so learning how to be stylish is almost like learning a new language or an art. The first thing you need to do is have the realization that style is communication + influence, and shift your perspective so that you can try to work out what other people are communicating to you.

One exercise that I found helpful when I was starting out was to go out people watching, and to see, *really* see and take in, what other people are wearing. If you only wear jeans, sneakers, and a shirt, there's a lot you can learn from watching other people, especially the guys that you want to emulate. Who are the guys that are always with the hottest girls, what are they wearing, how are they wearing it? What is it about their style that makes them attractive? Is it the colors, the fit, the details? As you make your way through this book, look at the people around you and see which principles they are applying to their style, and see if you can learn to identify what they are doing right.

Another thing you will find helpful is to get a subscription to a style magazine such as *GQ*. Look at the ads and photos to see what is being portrayed as attractive men's fashion. Again, study the models, and try to see what exactly it is that makes the outfit stylish. Unless you're independently wealthy, you probably won't be able to afford most of the clothing being advertised, but these magazines should give you an idea of what to look for, and the looks in many cases can be replicated with more affordable clothing.

Think of these exercises as building up your fashion vocabulary. What does a leather jacket mean? What message does a pair of cowboy boots communicate? What is the impression that you get when you see someone wearing a skinny tie as opposed to a normal one? Asking yourself all these questions will help you to more explicitly understand the language of style and make use of it yourself.

If you have trouble doing this, look at some of the examples I've done where I break down various looks in my lookbook and on my website at <http://www.seducingwithstyle.com/>

Once you have a better idea of what stylish clothing is, you can use the shopping guide provided in this book to start buying clothing of your own. Think of this as saying your first few words in a new language.

Don't be afraid to make mistakes, especially in the beginning. You're going to be spending a lot of time in fitting rooms, finding out what works and doesn't work for you. You may even purchase a few items, and then realize a couple weeks later that they make you look like a complete idiot. Don't sweat it. It's all a part

of the learning process. As long as you are putting in the effort and following the advice in this book, you will make progress towards your goals. Try to think of any mistakes as another building block because each one teaches you what not to do in the future.

Studies on learning have shown that there are 4 stages that people go through when learning a new skill:

The first is unconscious incompetence. This is when you suck, and you don't even know you suck. You can't see your own blind spots and you are oblivious to style and unaware of what you were communicating with your clothing.

The next stage is conscious incompetence. This is the level you are likely at now. You're aware that you have a lot to learn when it comes to style, but you're not quite sure how to get there. The purpose of this book is to take you from this level to the next two levels.

The third stage is called conscious competence. This is where you know all the rules for looking good, but you still haven't internalized them all yet, so it takes a lot of effort to get clothing that looks good. This is the stage you will be at in a couple of weeks if you follow all the exercises and advice provided in this book. Your look will start to improve dramatically, but shopping will still take some effort as you try to understand the language of style.

Finally, the last stage is unconscious competence. This is the level of mastery: where you've done something so many times that you no longer have to think about it. It's the level of fluency in the language of style. It's probably going to take you a few months, or even a few years, to reach this level, but it's a worthwhile journey, and you'll enjoy every step of the way--and look great at the

end.

Regarding Common Limiting Beliefs Guys Have About Style:

“I don't want to be so serious! I'm no male model. I just want to become a bit better. ”

A: And you don't have to be. This book was written in different sections so that you can take one step at a time. Keep it around, browse through it, and digest the information until you can internalize the principles of style. You can post your style progress on the forums and ask for feedback whenever you hit a sticking point.

“I am already a good looking guy, and I already have good style. But I am still not getting girls. ”

A: This may sound harsh, but first determine whether or not you are a good looking guy by society's standards. Do this by posting a picture on hotornot.com or beautifulpeople.com and asking girls on the street for their honest opinion (women are generally nice and will lie to you, but if you ask them honestly

for advice and state that you will never see them again you will get some truthful answers). If you find out that you are indeed good looking, but not great looking (as in my case), try to accept it and move on. Work on things that you can make a big difference in. Successful people accentuate their strengths well. They don't focus on minimizing their weaknesses all the time, unless it is a gaping wound.

If you are indeed a hunk or above average looking, note that for women looks are *not* everything. As a guy, you still need to be smooth and know how to talk to girls. Perhaps you already have your style and looks down, and you get darting glances and attention from girls. You now have to learn how to turn this attention into something tangible. The seduction community has many products that deal with these situations. You can also ask friends of yours who are good with girls for advice. Ideally, find someone who is already very good with women to take you under his wing.

“I think I am way too ugly for any of this to make a difference. ”

A: Ironically, studies have shown that, on an unconscious level, people treat ugly people worse than average looking folks. The derivative measured in terms of social value and income differences is significant. People discriminate *more* negatively to below average ugliness than positively to those with above average

looks, and this is even more statistically significant in women. In other words, just looking “averagely good” will negate a lot of the negative effects of unconscious [lookism](#) that people may have.

This is why so many women spend so much time on makeup and looks, even though they may not have supermodel looks. Just being “average” and bearable looking is enough to negate any negative stereotypes about you. This may sound harsh, as it did to me at first. But understand that this is the world we live in, and a lot of these events happen unconsciously. It is only after we become friends and relate more intimately with people that these stereotypes go away. Until then, think of the world as strangers you have not yet gotten to know.

This does not mean the world is a cold, cruel place. It just means that biologically we are built a certain way, and people you meet who do not previously know you have certain pre-wired behavior patterns that go into auto-pilot. We can make the most of these systems and play with it, or ignore it and blame the world for the way it is.

As men, we are lucky that most of our charm is not directly tied to our genetics. We therefore possess all the potential to become stylish and good looking, even though we may not have the best physical traits or genetics. A lot of a man’s attractiveness stems from his social value and ability to succeed in a currently capitalistic world (at least, in the United States and the majority of the world).

Your advice doesn’t work for me because I am too fat/short/ugly/different race/ [insert whatever excuse here], ”

A: Whatever your physical affliction is, there is at least one other person who shares your experience. And if not, at least you possess a unique trait. The seduction community borrows the idea of the handicap principle from evolutionary biology.

The evolutionary biologist Matt Ridley discussed this in *The Red Queen*. Very simplified: the principle explains that when an organism has an obvious defect (i.e. missing leg) and still manages to hunt and survive like the rest of the pack, his perceived survival value is increased exponentially. This is because he has mentally adapted to the physical handicap in spite of its limitations. His ability to overcome a handicap is very attractive. Similarly, humans respect those who overcome innate defects. Stevie Wonder, Ray Charles, Helen Keller. While the initial hurdles may be tougher, once overcome the person develops a strength that is earned by few others in life.

This piece of advice assumes that your excuse was a legitimate one. And if not, have some respect for those that do have real defects and make use of your full potential. I would think you would at least ask that much of yourself.

Now, are you ready now to take your first steps in the right direction?

Chapter 6: Style Evolution Chart

Every artist will start out somewhere along the style curve. For simplicity, we have mapped out the 4 most likely generic phases of a man's style and its corresponding power in eliciting attraction from a girl. As we know, different types of guys attract different girls. For now, think of sexual avatars as easily identified sexually attractive archetypes and outfits. The term peacocking means wearing a clothing item to specifically to draw attention.²

Here is chart of the difficulty levels at each style phase:

Type of Girl	Regular Girl in the bar (everyday girl at the bar, cute but nothing spectacular)	Hot Girl (regular 8+ attractive girl at the bar)	Turbo Girl (9+ with stunning dress, tattoo, or other noticeable peacocking pieces)
Type of Guy			
Guy 1: Chode, not well dressed	Hard to game	Very Hard to game	Nearly Impossible to game (unless he knows her via a social circle)
Guy 2: Normally well dressed	Medium to game if guy has basic social skills	Hard to game (too many regular looking guys hitting on her already)	Very Hard to game
Artist 1: Sexual avatar achieved	Easy to game	Medium to game (depending on skill level)	Medium to Hard to game (depending on skill level)
Artist 2: Pushing the limits	Hard to game: regular girl will think you're too cool for her ³	Medium to Easy to game (some of these girls may still find you too out there)	Medium to Easy (matching girl loves similar avatar). Example: Goth rocker and Emo chick

For a more in depth explanation of "peacock" or "peacocking" see [here](#)

This happened to me once with a regular Asian girl. We went out, but I had so much social value in my style and social interactions that at the end of the night she was unwilling to go back with me but wanted to

be friends and continue to meet new people in my circle. She thought that if she slept with me I will forget about her because I had too many girls around (which was not entirely untrue).

Guy 1: Chode, not well dressed

This is the guy who has absolutely no clue about style. Maybe no one ever taught him, or maybe he never bothered to learn. This guy doesn't even have the basics down. In a club or any social environment with women, he will have a hard time creating attraction. A chode can take the following forms:

A complete geek (note that at least the geek has a stylistic direction, even if it is low value):



A typical engineer or office worker:



This is a very broad generalization, so please keep in mind that we are only commenting on the guy's style and how it relates to women. Often times, a lot of these guys do end up with girls within an office or work environment, or from their social circle of friends. It is also possible to have a limited sense of style and excel in other areas that attract women. Larry Page and Mark Zuckerberg for example, both have iconic non-conventional styles, and they've done just fine.

There's nothing wrong with a different type of style. A lot of people meet and marry and have absolutely no credence to style or what they may consider "factors of surface level judgments." And in a way, they may be right. It is important to understand this and be accepting of other beliefs on what is most important in life.

It just so happens that for me and the majority of men I have had the privilege of getting to know well, all things being equal, we all want the hottest girl we can get. This is because it is hard-wired in our genetics. My goal throughout the whole book is to help you achieve this goal through superior style. Once you have offers from girls, then you can really decide on the really important qualities you want in a woman. Until then, most people are in denial or talk a big

game. In reality, our *real behavior* mirrors the *real choices* we have in life. In this sense, actions do speak louder than words.

Guy 2: Normally well dressed

This is the guy that represents 80-90% of all regular clubs and about 50-70% of the population in real life. They are regular guys who follow mainstream media. They went college and started going out with their buddies to drink beer at 21. They are familiar but not intimate with the club or other social scenes. They will occasionally attract a girl in their social circle, or talk to a girl once in a blue moon when really drunk. Most of these guys have very little game. They look slightly above average, but on a night out blend in with everyone else trying to “look their best.”



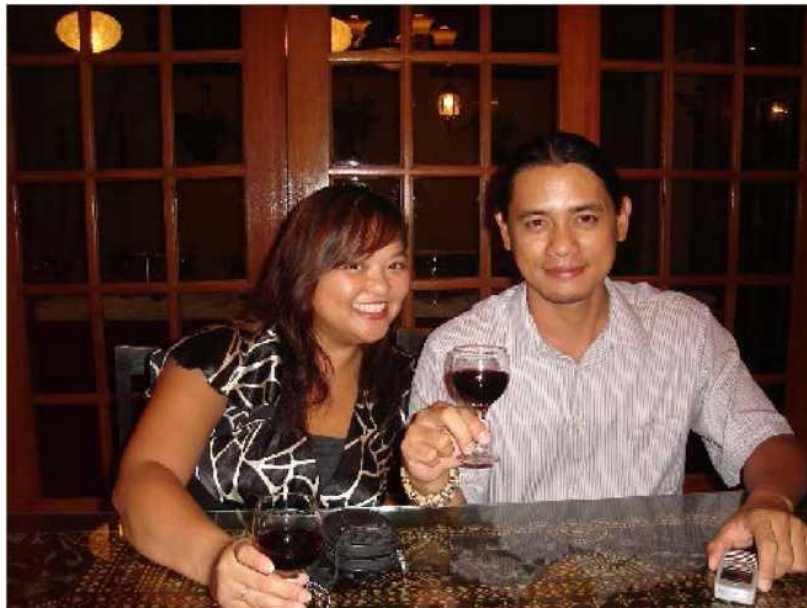
They have stripped down shirts, okay looking jeans, relatively nice shoes. They all have the same lame body positioning: one hand in the pocket and other hand holding a drink. This is the majority of the guys in the public, more general club scenes. Their numbers dwindle at higher end night clubs and private events.

During the day, a younger office worker may fall into this category. The most popular look of the normal guy is a normal T-shirt with normal looking jeans.



Notice the two engineers in the picture above. The guy with the popped collar in the back seems to draw a little more attention with his light blue shirt.

Post college, a lot of the same “office drone” syndrome mistakes in style show up: shirts that don’t fit or, most importantly, fit and look “okay,” but nothing stands out. Even men in suits tend to look the same in the office “white collar middle manager” environment. Here is an example:



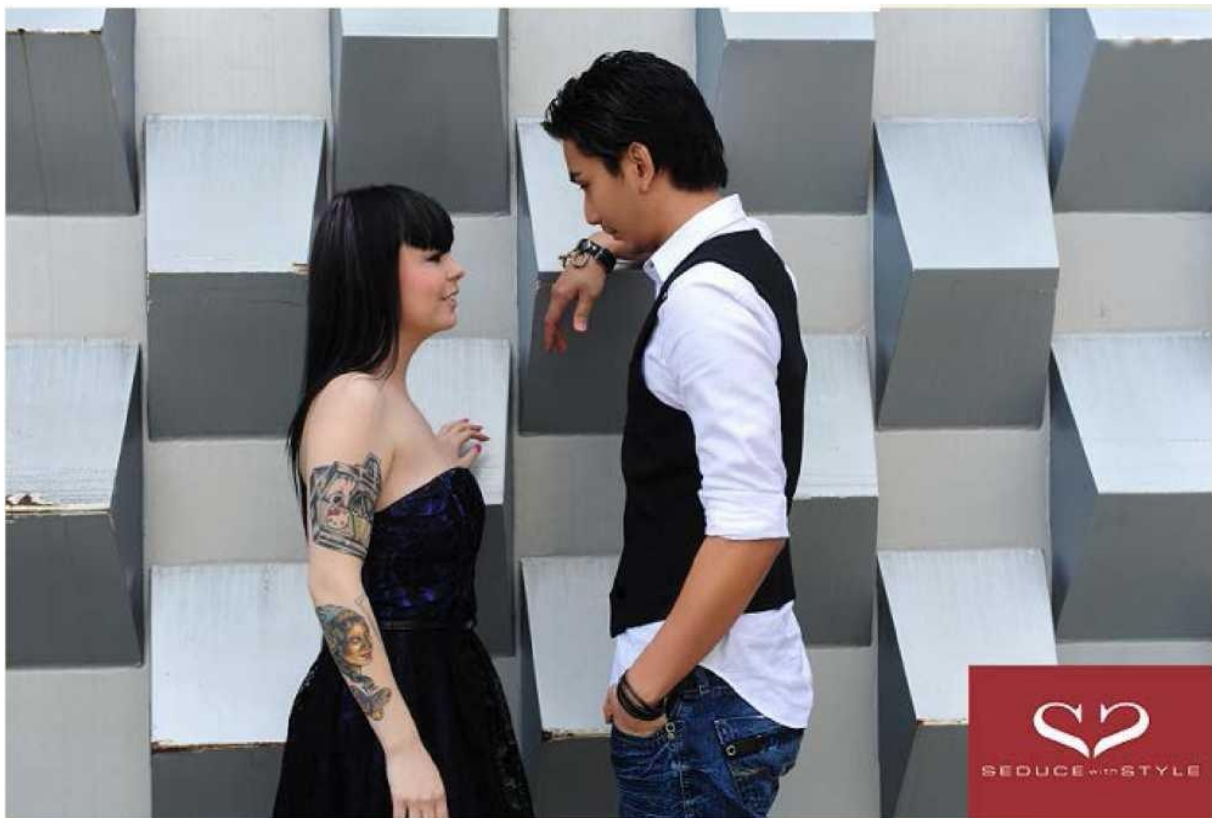
The normal guys occasionally hookup with average club girls within their

social circle. However, these matches are almost always made amongst friends, and most of these guys remain clueless about meeting a new girl and making a genuine connection with her. Their choices of hotties usually revolve around alumni, work, or small social circles.

Artist 1: Sexual avatar achieved

Most intermediate artists or guys who go out regularly have this down. These guys understand the idea of sexual stereotyping. They dress congruently, and they know how to stand out in just the right amounts.

If you watch the Canadian show *Keys to the VIP*, most of their good players have this down. These guys have enough experience to know what attracts women and how to connect with them in a sexual way. Maybe not all the girls “feel” them, or are down to meet them right away. But, their initial reaction from women is generally warm and starts off well, all things being equal.



Dating coaches and image consultants usually achieve this status because their game pushes the limit. Their outer appearance has to communicate sexuality, and they have to know what they are doing without completely blowing people’s minds by going too far (i.e. biting the head off a bat). You can find various dating coach pictures on their style advice pages throughout the book.



To formalize it a bit, add a well fitted suit and a unique tie



Regular club girls respond well to the artist level dresser

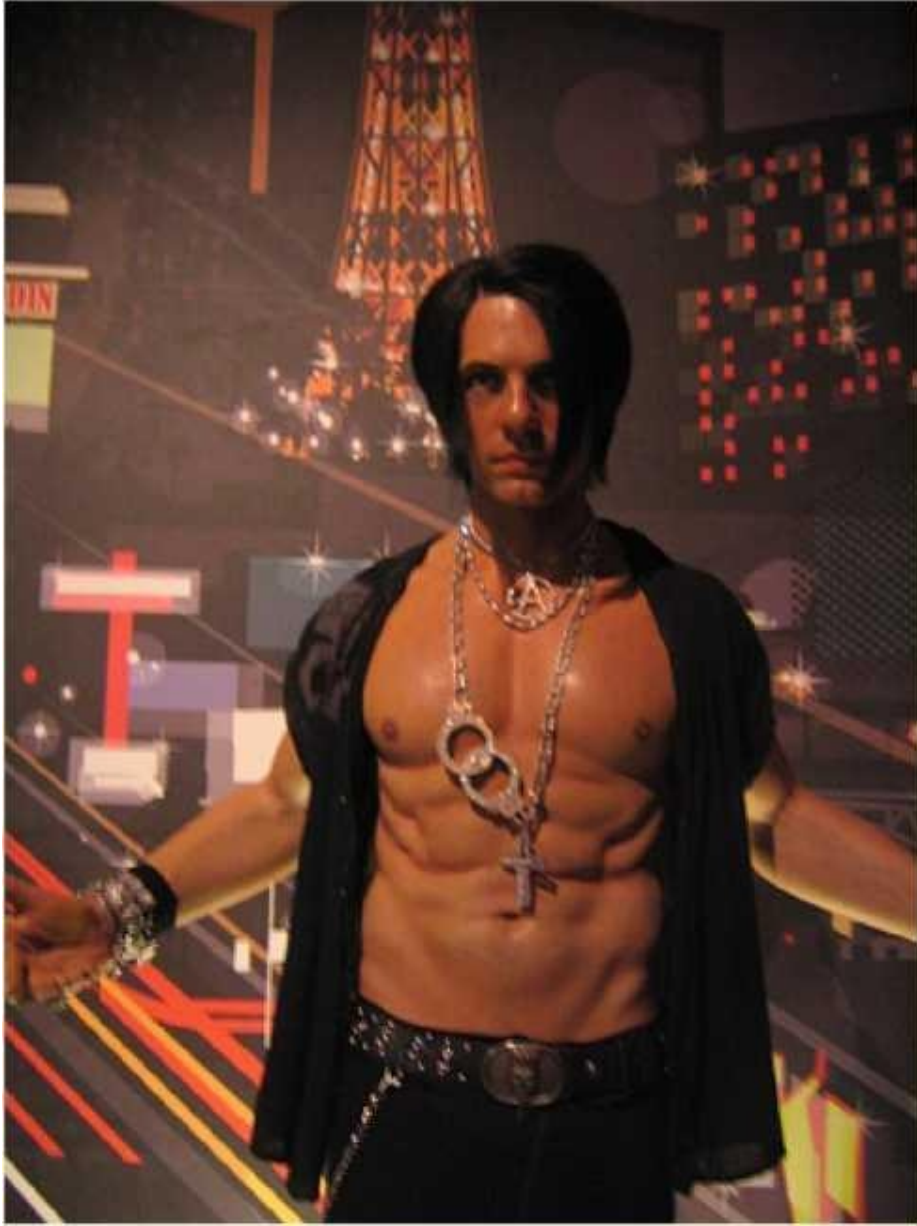
Artist 2: Pushing the limits

This is a very advanced form of styling and avatar creation. It takes sexual stereotyping and pushes it further into canon character creation. It requires a strong sense of identity and pretty good calibration to the local environment and crowd.

Usually, it takes a long time to create this image. It is well thought-out, and the artist has usually practiced being in this outfit before. Now, it is just regular attire for him. Notorious rockers fit into this category. Celebrities do this extremely well, oftentimes playing up a character role or image. Also, because many people already know their public personalities, they require less explanation for sometimes crazy avatars.



Being such an artist allows you draw a high level of attention, as well as social pressure. These elements can be converted into meeting and vibing with the hottest girls at the clubs. If you cannot handle the attention or live up to the expectation, however, the negative emotions will be amplified as well.



A wax figure of Criss Angel: his iconic magician/rocker look fits into this artist type well

Unless you are in the entertainment industry or otherwise want to push yourself, the Artist 1 type avatar is enough to get you most of the girls you want to meet.

The type of girls that Artist 2 attracts usually works in the entertainment or nightlife industry, and therefore he has an *ongoing need* to look a certain way. Over time, my students develop a congruent style that consistency goes beyond Artist 1, but stays between Artist 1 and 2. This gives them a permanent edge in their look and attire that other guys cannot easily match.

As you read and absorb these pages through osmosis, please note that these stages are not hard and fast rules, but more of a generalization of the invisible “style” classes that exist in club venues and other social arenas. You can see the caliber of girls that master dating coaches [pull](#) for [yourself](#).

Chapter 7: Introducing Mr. Stylish

Well, you have stuck with me this far, so now I want to introduce you to a good friend of mine: Mr. Stylish. Mr. Stylish comes in many forms. But if and when you see him, there is no doubt in your mind that he is who he claims to be. True authentic style cannot be faked.

I want you to make a mental note of what we would call **Style Attraction Switches**, abbreviated as **SAS**. They are:

The 8 Style Attraction Switches (What it represents)

- Dominance (height, physical beauty, social alignment)
- Eliteness (intelligence, social alignment)
- Access to resources (resources, intelligence)
- Clean Cut (physical beauty, physical health)
- Congruence (emotional strength, intelligence)
- Adaptability (social status, intelligence)
- Preselection (preselection)
- Lifestyle (all of the above)

Now, Mr. Stylish hits all of these switches, and I will go into each one in depth in the following chapters. Mr. Stylish also has the following inner mentality:

-He knows what he wants out of life.

Romantically, women want to be around a man who is a leader. When it comes to dating, they unapologetically reject guys who seem like they're struggling with their lives. Mr. Stylish may not be the nicest guy in the world, but he follows his own rules and rarely breaks them. You know you can usually trust his word because he doesn't have time to be flip-flopping through his decisions. He may even come across as kind of a jerk at first, but at least you know you are getting the truth with him.

You can befriend a beautiful woman as Mr. Unstylish, the complete polar opposite of Mr. Stylish. However, Mr. Unstylish will almost never sleep with her on a consistent basis or have a sense of peace that he can, at any time, use his

skills to get the woman that he really wants. In the long run, even women of high status prefer to be friends if Mr. Stylish if he is indeed available.

- He is immune to social pressure (or doesn't allow it to affect him at the core).

At some level, we are all subject to intense social pressure. However, leaders and people of power know how to block unnecessary BS and deal with real issues at hand. There are many social pressures to changing one's identity, including the pressures of peer groups — to fit in and to act a certain way. Women intuitively know this, and they gravitate toward men who can offer resistance to these social pressures by having the power of their own standards and rules.

- He is aware of the trends in fashion and his local geography.

He at least reviews the biggest fashion magazines a few times a year and is aware of the latest trends. He may gloss over the details of leather jackets, but he knows that leather jackets are the new “black” this fashion season. He has a bookmark of sites he uses to research fashion and buy his latest clothes, usually at a very reasonable price. He knows the girls working at the local fashion stores and has an “in” to the latest releases or price breaks.

- He has access or knows how to garner access to social resources.

Most information is available to the public these days via the Internet. However, key information is still exchanged via social groups as tribal knowledge. Mr. Stylish knows people in the local fashion scene and gets invitations to modeling events or fashion shows, where he can both meet beautiful models and refine his latest knowledge of style.

- He has a system of calibration and correction.

Even the best of us are sometimes wrong. The difference between masters and newbies is that masters have a system of correction. They do not change course due to hearsay or opinions or others, but rather by their own judgment and observation of the events that unfold.

Mr. Stylish is quick to admit his fashion faux pas, and does not make the same mistake twice. For example, I was at a country club once where the guys wore cowboy hats and the girls dressed up like Pocahontas. I talked to 10 girls that night, but no numbers. My style was incongruent with the vibe of the location. I would never go there again with a “high end club” style.

You can see Mr. Stylish on TV...



In fashion magazines...



And in everyday life.



A guy I met on the streets of SF

Chapter 8: Style Attraction Switches (SAS)

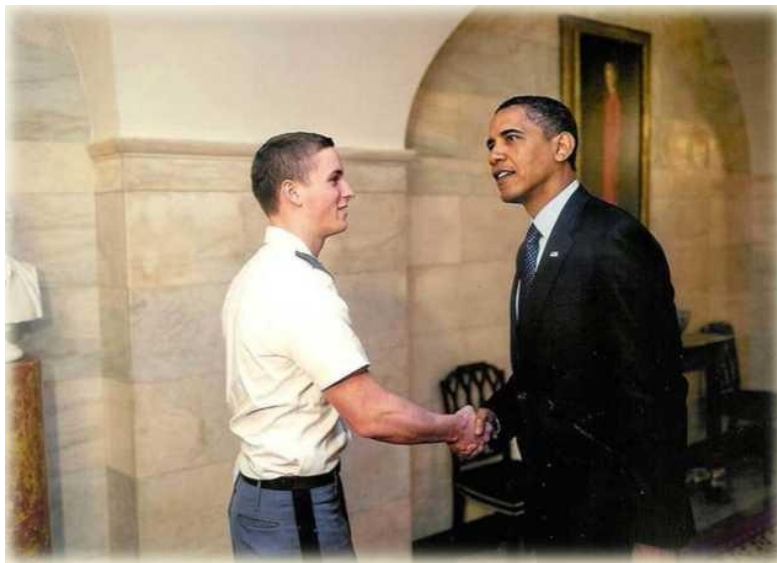
So far we have looked at what style is in a general sense and learned about the fundamental elements of style. But how do you go from that to creating a look that's irresistible to women? How does one go about seducing with style?

In this chapter I want to go beyond the basics, and introduce you to the concept of Style Attraction Switches (SAS).

The basic premise behind SAS is that style can actually be used to trigger sexual attraction in the opposite sex. We learned earlier that style is communication, and you can use it to convey to women that you are a sexually desirable and attractive guy.

Again, the first section of this book is all about theory, so in this chapter I will just introduce you to the concept of SAS, but in the second half of the book I will break down step by step how to incorporate Style Attraction Switches into your personal look.

Before I go into SAS in depth, you must understand that style isn't just used for sexual attraction. It is also used as a social symbol or a subcommunication of a certain message stream. For example, the FBI officer's uniform is for physical protection, a display of power, and a secretive identify. While its secondary purpose may create sexual attraction, the primary purpose is to display power and protection. Think of the president or CEO and you will see that their style's primary purpose is that of power and charisma.



For our purposes, we will only deal with switches that specifically hit the attraction and sexual stereotype triggers in women. The Style Attraction Switches (SAS) are:

1. Dominance

You know that feeling you get when you see a 9 or 10? That girl who possesses the rare top 5% beauty of the population? It feels like something just hit you emotionally in the gut. Every straight guy feels this.

This is because we are programmed to respond to physical attractiveness. We are programmed this way based on hundreds of thousands of years of sexual selection, and visually it is still the best cue for obtaining the best genes from a woman. Artists and players have learned to consciously disengage from the needy behavior that most guys succumb to. Most men start eyeing the girl and moving closer to her, trying to win her affection and attention.

Similarly, a woman feels this impact when a guy of high social value enters a room. Hugh Hefner, Jeremy Piven, Brad Pitt, and other celebrities have this effect. This is why women start kissing each other and dancing next to the velvet ropes at high-end clubs where male celebrities hangout. "Good looking" is more than just physical genetics. It's also a man's style and conveyance of social status.

Being dominant is essential to occupying positions of status and power. This, in turn, is related to the idea of social and resource access. Dominance in style can be portrayed by first simply having style. Due to men in general not focusing as much on this, a guy who is stylish will stand out. Per standing out, he will have more eyes and social pressure on him, and his ability to deal with the increased level of social pressure and attention will increase women's attraction for him.

Style tactics for dominance include a flashy hairstyle, a power suit, a wrist band, tattoos, piercings, ties, and even some scars. Well-fitting attire shows off the man's body. Most guys have it right by going to the gym, but they think it is because they will look better. Half true, because well built muscular guys show higher dominance.

Understand that dominance is not about being territorial or being "alpha" in a cold-hearted way. Guys who need to stamp on other people without cause are, at the core, insecure in some way. Think of being dominant as a "warm alpha"

vibe. He is dominant because, at his core, he is a leader, and he is living up to his potential. He still treats everyone with respect. However, he is not a pushover and is not afraid to step up if someone disrespects him. As such, he does not feel the need to steal girls from other guys or make fun of other guys to make himself look better. He simply is that way congruently, both inside and out.

On rare occasions with guys who look too “rough,” the dominance switch can backfire. If the man looks *too* dominant, he can look dangerous. This can be turnoff for a woman, and she can rationalize that

the man has a “creepy vibe” that violates her safety. High dominance is usually associated with a personality to back it up. Some guys only have the look, but not the congruence.

As Nancy Etcoff noted, “However, dominant looking men who did not have high achievement at the [military] academy ended up faring worst of all. They suffered penalties for being sheep in wolf’s clothing

— when they failed to show the leadership their faces advertised, they were punished, just as if they had lied about their abilities or potential or submitted a false resume.” {2}

Dominance is also related to sexual dominance in bed. In every step of seduction, a man’s ability to lead and exert that feeling of raw controlling energy turns women on. At the core, dominance reflects a man’s acceptance with his core masculine nature and the sexual force it embodies.

2. Eliteness

The second key Style Attraction Switch is eliteness or high social status. Social status is one of the most attractive qualities to a woman, so, if you can communicate that you belong to an elite social group or that you are high status, it can instantly increase your attractiveness to women.

Communication that a guy is elite in some way increases attraction because of the selectivity criteria. The woman thinks that the man has passed some form of qualification to become a part of the elite group. A tattoo, a tie or shirt with a frat symbol on it, and other displays communicate that you are in the “in” crowd. The subtext is: “I understand what’s going on behind the scenes (And you will too if you follow me).

Being elite means different things for different social groups. The punk rocker and his band mates are the most elite sexual stereotype in an emo girl’s world.

The alpha nerd, who is often the “coolest” and best looking nerd of the group, may be the elite amongst a group of nerds at an Ivy League school. The CEO is part of the senior management elite group of the business setting. And on it goes. With the elite comes the gift of status and dominance, as well as access to resources that others will not have within their particular market.

Take that same CEO, however, and put him in a bar, and he may lose his local eliteness. Take a hot bartender and put him in a boardroom, and he suddenly loses his edge. Surface level eliteness can be lost simply by switching locations. Therefore, this switch needs to be developed in congruence with one’s lifestyle and personal identity.

Short term eliteness can be emulated and faked through style, and often just involves a fast adaptation to the type of club and the crowd. This SAS takes time to develop and is very sensitive to local and cultural

circumstances. Once mastered and understood, it is simply a statement that subcommunicates, “I see beneath the surface in this social setting.”



Rock bands are attractive to women for many reasons, one of them being eliteness of a unique tribe and the fame that goes along to advertise that uniqueness

3. Access to resources

Men compete for access to money, land, social ties, and other resources because these things attract women. Today, most women have successful careers and some even make more than their male counterparts. However due to the speed of evolution, the triggers are still there for a man who has abundant resources.

Clothing and high end items can signify access to money. While it is important to dress nicely, one who understands style can budget effectively within his means and still meet his style goals. Access to resources doesn't mean much if those resources cannot be efficiently used.

This SAS is conveyed through picking the right fit for clothes and matching the overall balance of an outfit. It also shows the artist's social intelligence and intuition in colors, layers, and coordination among his pieces to tell a high value story.

4. Clean cut

Being well groomed makes a huge difference to a man's physical attractiveness. It shows he is responsible, intelligent, and has good health. Imagine a dirty beard with filth, or long unwashed hair. A groomed man is well shaven, has a sleek hairstyle he maintains, trims his body and pubic hair, and takes care of his body and skin. This is an area that not only reduces any bonus points to zero, but can also carry penalty points towards attraction if not mastered. "Clean cut" applies to regular hair, ear hair, nose hair, eyelashes, armpit hair, body hair, back hair, pubic hair, and leg hair.

Being clean-cut also means having good hygiene, maintaining a clean room, and having good breath, among many other things unrelated to women. It simply reflects a way of life that removes clutter and mess, while enhancing simplicity. Such is the thought of a clean-cut man and the physical manifestation of his thoughts.



George Clooney personifies "clean cut,": well dressed and attention to all the right details

5. Congruence

No woman is attracted to a guy who is fake. No matter how attractive your outward appearance is, it's not going to help if the guy wearing it doesn't live up to the image he's portraying.

When the way a guy looks is significantly different from the way he actually behaves, it is perceived as being incongruent. This makes a guy look "try-hard" at best and dishonest at worst. As we saw Chapter 1, style is about expressing your most attractive self, not about creating a fake persona in order to try to impress people. You have to create a look that is true to who you really are, or true to who you want to become.

For example, when you first realize that women want and have sex just as often as men, it can feel incongruent. When I first learned about the [secret society](#), I had trouble incorporating this belief into my awareness. Accept this as a challenge on your rite of passage to master style.

I've felt incongruent at times myself. When I got my first leather jacket from Zara, I felt like it was too rough or "hard core" for me. Then I tried it for a week and started getting compliments from girls and

guys. However it was still very uncomfortable for me at the time. My first pair of leather shoes also felt weird, despite that they were comfortable and had a nice, dominant click when I walked. At the time, it was all so foreign to me.

Your identity needs some time to grow into your new look. Give your new look a chance before you scrap it. This is a scientific process. However, don't always listen to those closest to you. Your parents, your friends, your social circle, your co-workers, and even your girlfriend may not feel comfortable with your new look. Even if their intentions are good, they may not know the true effects of what you are going for. Therefore you need help from someone who has already been there.

Since I'm not there with you in person, your measurement for success should be one thing only: the positive results you get with women. Are your interactions going smoother and getting you more dates? Are you getting complimented on your clothing?

Or, are woman getting turned off with a certain look, assuming that your game was similar in every other way? If so, discard one piece of the variable and test it again. Think of mistakes as an opportunity to map out reference points on a graph of what not to do.

Over time, you will develop a strong sense of what looks good. A strong

congruence shows your strength and character, social intelligence, and the fact that you are used to being a man with social status. This is extremely attractive to women.

I still occasionally try out new clothing and feel a little uncomfortable while wearing something drastically different. However, I can tell right away if it looks good on me. This style intuition is **permanent** and will assist you for the rest of your life.

6. Adaptability

The ability to evolve and adapt to a new environment is the key to survival and success in many areas of life. I will discuss three types of style adaptability and why these are attractive:

a) Geographic adaptability

Local differences can affect game to a great degree. For example, when out in Boston an artist will notice the large percentage of students in the city and the use of the MBTA (nicknamed the “T” by locals). The cold weather changes the style to heavier winter coats and the use of scarves and layering for fashion.

A stylish man from LA may need to adapt to new changes in his wardrobe when he moves to Boston.

San Francisco offers a higher oscillation of temperature change and a high ratio for gay men and lesbians. These actually create opportunities as well as challenges for local SF artists. If you dress too metrosexual, girls will think you are gay and you may receive too much attention from gay men (which I

have learned is not a bad thing if you can convert it into social value to open a hot girl). A very metrosexual man in a feminine scarf may do very well in San Francisco but fail miserably in Detroit, assuming that game is held constant.

Even among local areas, different venues have different unspoken dress attires. For example in San Francisco, if you go to DNA Lounge, most of the coolest guys there have semi goth/rocker styles, and this style will not do well in a high end bar like the Matrix in the marina, where most guys are dressed in preppy attire with suits, ties, and business casual clothing.

Different venues have gay nights or Goth nights, and you should learn to adapt to the theme of the bar that you are attending on specific days of the week.

Game can compensate for these variables if you are good, but try not to come to the basketball game with a soccer ball. The master stylist understands when

and how to adapt to local situations.

Map of Style

Edition 2011

San Francisco, CA

Local Style: Relaxed Luxury
Drink of Choice: Apple Martinis, Pinot Noir
High End Fashion: Dot Com Entrepreneur and 2nd tier fashion models
Low End Fashion: Mission Hoppes and unemployed artists
Men's Secret Pleasure: Finding a private party at a penthouse or in a secret alleyway in the Tenderloin
Being a gentleman here means: Being environmentally and socially aware (to the point of straggles)

Los Angeles, CA

Local Style: Celebrity Casual
Drink of Choice: Vodka Tonic
High End Fashion: Casual rockstar and upscale agent
Low End Fashion: Weed smoking hippies and grunge musicians
Men's Secret Pleasure: Recognizing a celebrity at a bar
Being a gentleman here means: avoiding name-drops

Dallas, TX

Local Style: Big and Flashy
Drink of Choice: Tequila
High End Fashion: Bright, bold patterns in jeans, suits
Low End Fashion: Country style attire, boots, cowboy hat
Men's Secret Pleasure: Hunting Deer
Being a gentleman here means: Avoiding political discussions

Miami, FL

Local Style: Cool and Relaxed
Drink of Choice: Watermelon Mojito, Regular Mojito
High End Fashion: White suits and flashy shirts showing off man chest
Low End Fashion: Salsa dancing attire, latin flavor and bright colors
Men's Secret Pleasure: Relaxing at the beach
Being a gentleman here means: Staying clean and off drugs

Chicago, IL

Local Style: Conservative Winter Classy
Drink of Choice: Gin Martinis
High End Fashion: Classical gangster suits and winter coats
Low End Fashion: Hip hop attire, but dressed up and still classy
Men's Secret Pleasure: Sex near the fireplace
Being a gentleman here means: Staying warm and friendly

New York, NY

Local Style: Cosmopolitan
Drink of Choice: Long Island Ice Tea
High End Fashion: Wall Street blue blazer and business suit
Low End Fashion: Jeans and business suit or urban classiness
Men's Secret Pleasure: Pulling a girl home at 4am from the club
Being a gentleman here means: not bragging about the money you made today trading stocks



SEDUCE THE STYLE

b) Cultural adaptation

Imagine a very well dressed business man going to a college frat party. He may do well in any other bar, but he will likely be singled out at the college party for being way too formal. Similarly, the emo rocker with eight piercings who owns Monday Metal Nights will not do well in a high end banker bar in the financial district.

Understand your audience and the type of girls a venue attracts, and adapt accordingly.

c) Personal adaptation

The last form of adaptation is personal. In order for a process or system to work in the long run, it must be congruent with that person's core character. Warren Buffet would feel very strange if he speculated currency exchanges by the hour like George Soros in the stock market. It goes against his long term investment strategy inherited from Benjamin Graham. If a particular style really doesn't gel with a person's personality, he will feel strong pings of incongruence or senses of "second-guessing." Give each new item time to adjust, but ditch the ones that do not suit your core traits. This will be a gut feeling as you develop your style instincts over time, and it becomes easier the more you find out who you really are.

7. Preselection

[Preselection](#) is the hack in the video game. It is the GameShark to the Playstation. Like the stats editor to Diablo,[{3}](#) it provides a way to hack the game. For those unfamiliar with the term, preselection is the concept that women find a man who already has choices with women much more attractive. So how do we do this with style?

The best way to trigger preselection attraction is by actually having girls with you. In lieu of this, you can use the following style techniques that suggest you have women in your life:

- Having lipstick on the collar
- Using female cologne
- Using female pheromones (more on this later)
- Having a slightly feminine accessory, like a feminine necklace or a girl's hair band on wrist

- Having a girl's hair straightener or comb in your bedroom, which shows her girls have been there before and it is a normal occurrence

Depending on your personality, some of these may appear a little cheesy, but, if you can successfully demonstrate that you are preselected, you will see your attraction sky rocket with women. Preselection is a powerful SAS. The best demonstration of preselection is by really having so many women in your life that

it becomes inevitable they occasionally forget things in your bedroom.

Besides having women in your life, you can also master the forces of masculinity and femininity to your advantage by having an androgynous look that creates a sense of mystery and power.

Like David Bowie, people aren't quite sure which sex you are really into. Girls play with their sexuality (girls kissing each other) all the time, and guys can get away with being a little feminine (especially in San Francisco). If you think about famous male models, a lot of them have very feminine characteristics that *contrast* with masculine characteristics. For example, take a look at Russell Brand, considered one of the sexiest men alive. He has long hair and an open chest (feminine) but has chest hair and accessories (masculine). He has a chiseled jaw line but speaks in a high pitched, comedic voice.



Russell Brand at the MTV Awards 2009

The androgynous look is very difficult to pull off. Women do it too: think of the hardcore girl rocker who is dressed in leather and dolled up in makeup and hair (early Avril Lavigne, Lisa Marie Presley). At a high level of image consulting, the contrast and combination of masculine and feminine features creates the push and pull tension of sexual attraction.

8. Lifestyle

Lifestyle refers to the way a person moves through life. His overall “take on life” and the way he travels through his life greatly enhance his style and attraction levels. Specific examples of this are explained in the *Way of Attraction* and *Beyond Style* sections later on.

For now, allow me to give you some examples. Body language and eye contact are particularly important in connecting with the person beyond just style. Every person has a signature to his walk and the way he moves. Practice this in front of the mirror or on camera, and you will begin to see a pattern emerge.

Certain facial expressions look better on camera, and others work well to

create an emotion in a woman. A charismatic smile is different than a seductive smile. President Obama gives an extremely charismatic smile:



Subtext: I believe in the best in people and I am genuine with you



Subtext: I know I am the shit. But I don't really care too much for it

In addition to the person's "look," everyone has certain default facial

expressions that he may not be aware of but are perceived by the outside world at all times. Being aware of your default expressions allows you to fine-tune the feeling you want to portray to others, while also being in touch with your true emotions.

Eye contact, voice, facial expressions, and walking styles are all outward manifestations of “lifestyle.” The actual concept refers to something deep within. My best description of it is a person’s personal philosophy on how life should be lived and how this comes out in his style, movements, and relationships with other people.

Hugh Hefner only wears a bathrobe, and yet he is one of the most admired men in the world. His philosophy of enjoying life and hard work resonates with many, and his behavior and lifestyle are further manifestations of these inner beliefs.

A good way to get a snapshot of someone’s lifestyle is to look at who that person hangs out with the most. Psychologists say that we are influenced most by the 5-6 people whom we spend the most time with.

In addition to individual styles, a combined style of a particular group can be very attractive. This is the combination of a tribe. Ideally, it is a tribe with an interesting culture that other people want to visit.

Imagine a dynamic group of individuals who all dressed poorly. Even if one of them is good looking, his value would be diminished by his association with the group. Similarly, a well dressed group of friends (preferably with well dressed girls) exudes a very strong tribe of high status and value that everyone in a bar would want to meet.

Take a look at the cast of a Japanese rock band and how each character stands out with his unique style, but is also congruent with the group’s rocker personality:



Or, maybe you are representing a cause for others

Aside from “celebrity” fame, the general attraction vibe of a tribe’s style is greater than the sum of its individual cast members. This is why cult followings develop with bands, rockstars, and movie franchises. As a tribe, you sell an idea—a lifestyle, a story. Each fan identifies with one of the characters. The story book is now being filled with its colorful cast of characters. As a strong, coherent social group, you are marketing a lifestyle that is attractive and that extends beyond just yourself to a greater idea. And as we know from *Batman*, while individuals die and wither, ideas and symbols live on forever.



The dancer persona suggests there's a story behind the movements and identity of the performer

Coincidentally, the hit show *Entourage*, often compared to as the men's version of *Sex and the City* based in LA, uses smart taglines for each season that resonate with its fans: "Maybe you can have it all," "Life changes, friends don't," "A lifestyle is a terrible thing to waste." The group has a tribe identity. They are portraying not only an attractive person, but an attractive life with meaningful relationships.

I believe that, as a man, if you go for the life that you truly want, the girl that you truly want will find a way of meeting you. Your lifestyle is therefore the physical manifestation of your inner thoughts. As you read on, I will give you the building blocks of developing the mentality of attractive style.

Rules
of
Style

Kezia Noble

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1 The cut of a man's clothes is everything! Men try and play it safe by having a suit that's too big for them, but unfortunately I see so many men wearing suits that are at least 2 sizes too big for them! A tight fitting outfit can actually help a guy seem slimmer!

2 Men need to wear at least ONE or TWO accessories, as this can help them get their sense of individuality across, and of course it's a great 'talking point' when it comes to chatting up women.

3 Watches! Either wear an expensive watch or a really cheap watch (like a novelty watch). In-between watches always make the guy look as if he is spending the last of his pocket money on a watch that might seem expensive from a distance.

4 A clean white V-neck t-shirt is a classic MUST HAVE that every guy should have in his wardrobe. It is versatile and it is a timeless classic that can be worn with a smart jacket or by itself in the summer.

5 AFTER-SHAVE ...USE IT! Men do not wear nearly enough after-shave! They usually think that 2 squirts are enough, but that usually wears off in an hour or so. Your after shave should linger on her after you have met her so she can remember you. Issey Miyake for men or Allure Chanel are classic FRESH smelling scents that ALL women love.

6 The whole military style that is currently in fashion is a MUST for any guy. Women love the whole military look. There are a lot of beautiful military style jackets out in the stores at the moment, and they instantly make the guy come across more alpha!

7 If you have dark hair and dark skin, then most colors will suit you, and therefore you can be more daring with your choice of colors. If you are pale with light hair, then cool colors will look better on you such as blues, greys, white, and greens.

Kezia Noble

Chapter 9: Mistakes To Avoid

Now that we've looked at some of the theory behind building an attractive style, let's look at the some common mistakes that guys make when it comes to style, and how they can be avoided. We'll use as an example a hypothetical guy who has no sense of style (let's call him Mr. Unstylish). To personify Mr. Unstylish, I am going to breakdown some of his habits and thought processes.

Mr. Unstylish has 8 reoccurring tendencies in his personality:

Style Mistake #1: He often is dirty looking or poorly groomed.

"I didn't shower this morning, so what?"

The interesting thing about comfort zones is that people who are dirty or poorly groomed rarely even notice it. They think it is normal to not take a shower in the morning, and they rarely are conscious of the trail of dust they leave behind from their dandruff in the office.

What you should do instead: Remember SAS #4: Clean Cut. If you want to get other people to respect you, you have to start by respecting yourself. Make sure to take the time every day to groom and clean yourself.

Style Mistake #2: He tries to fit in.

"But we're not supposed to wear shorts in class"

Normal folks have a way of "fitting in." Khakis, plaid shirts, normal T-shirts—all of these inhibit a guy from standing out from the crowd. Even in a bar, most guys fade into the background. In different environments, most people conform to the status quo. This happens in the office, and even within campuses and bars. Interestingly, most of us have been programmed to fit-in since we were young, and it is often unconscious.

Having worked at two startups, a management consulting firm and technology firm, I can honestly say that most office workers dress very much alike. Office workers conform because it is beneficial for the larger system and the sustaining of existing power structures. Conformity = Boring = No Attraction = No Sexual Energy.

What you should do instead: Use your sense of style to express yourself, and don't be afraid to show your individuality. Attractive men don't conform to the

masses; they are leaders who follow their own path. SAS #2: Eliteness applies here. You want to convey, through your style, that you are different from the average Joe, that you are special, not that you are just like everyone else.

Style Mistake #3: He is scared of criticism from other people

“What if my friends don’t think this earring looks good?”

Certain guys are very self conscious and always care about what other people think. They try not to stand out too much in fear of being noticed by other people. They are afraid of what people might say if they changed their hairstyle or wore a new shirt. Ironically, it becomes a drag to be around them because they are always supplicating and needy due to their fear of what others think.

Do you think Lady Gaga would be as famous if she cared about style criticisms from other people?



Lady Gaga at Lollapalooza

What you should do instead: Imagine that there is a lion in the jungle that walks around his territory on the prairie. This lion knows he is the king of the jungle. When he moves, other animals move out of his way and act in reaction to him.

At the same time, the smaller animals will try to wound the lion. They may

put a piece of sharp wood on the path he's traveling, hoping that he will get hurt a bit.

But why? You see, anything that slows the lion's progress gives the smaller animals a chance to survive and not be eaten. The more successful you are with style, women, and in other areas of life, the more

"haters" you will begin to accumulate. Learn to deal with them as your personality permits, and know that their envy stems from the source of your success.

As you look better and better, some people might not like the new you. But they didn't like you in the first place. At least now they don't like you for who you really are, instead of an image that society has prefabricated for you.

Style Mistake #4: He is in self denial about the importance of style

"What you wear doesn't make you who you are. "

No, it doesn't, but it does shape what other people perceive you to be when you go out. Self denial is perhaps one of the deadliest forms of blockers in improving your style and game. A lot of guys get into developing "game," only to give up after trying a few new things over a couple months. The fundamental problem lies in the inability to sustainably incorporate new behavior patterns.

Perhaps a guy believes that style has nothing to do with attracting women, and will go on dressing the same way. Unfortunately for him, without actually trying something new, he cannot know what it feels like to have women attracted to him at first sight.

This guy believes that fashion comes and goes and that it's really his personality that counts. While this is true to a degree, he doesn't understand that there is a balance of "knowing the trend" and having core characteristics. This type of behavior is usually exhibited by guys who are in denial and have an overall unwillingness to change.



Nerd: "Hi, I name is..Girl: "I don't care"

Style matters. The way we look matters. No matter how superficial style may seem at times, when you first meet someone, the only thing they have to judge you by is the way you look. Don't risk making a bad first impression by not taking care of the way you look. If and when a situation matters to you, dress to impress.

Style Mistake #5: He thinks he can be happy just trying to be "himself"

"I like being myself. I'm happy. "

I've heard quite a few men who have no style say, "I don't need to worry about having style. I'm cool with being myself. I'm just going to dress like myself." Meanwhile, they do not realize that how they are dressing now is simply an emulation of dad or someone else who never understood fashion.

The "I'm just going to be myself" statement is very dangerous because it is an excuse that scared people use when they don't want to push themselves to do better.

It becomes a rationalization of why someone doesn't change, because they perceive change to be too difficult. "Just being yourself" doesn't work for the guy who isn't naturally getting the girls, and it is one of the things that bugs me and other dating coaches as the most annoying thing mass media imparts upon us.

I'm going to go out on a limb here and say that, if you're reading this book, chances are that "being yourself" is not getting you the results with women that you could be having. So why do people recommend "being yourself"? Well.. .first of all, it's not very specific. It doesn't really lead to taking any specific action. It sounds like it's the right thing to say. It also removes *any* responsibility from you. Who could blame you for "being yourself"? After all, isn't it the right thing to do?!

Girls and other folks often give advice such as "just be yourself" because they don't know any better, so they just end up saying something that they think "sounds right." These people cannot help you succeed with women because they don't know anything about the topic. Most people would rather give a bad answer than admit they don't know. Be hurt by the truth rather than protected by a lie. Find friends who are honest with you, who give you specific, actionable steps instead of generic advice.

The most successful people in the world are continually reinventing and redefining who they are, because they are constantly growing and expanding beyond their current limitations. If you had said "this is who I am" and stopped redefining yourself when you were 7 years, you would still be behaving as if you were a kid. Don't be afraid to grow and change and evolve in your style and as a person.

Style Mistake #6: He has an incongruent look

Huge nerd with glasses: *Yeah I used to date this stripper at the Rhino...* ”



"Wow I can't believe this is happening! Stay calm... think about baseball"

Have you ever met a guy who appeared cool at first, but there was just

something off that you can't quite pinpoint? Maybe he has a few too many accessories. Maybe he has a badass lip piercing, but is wearing a scarf and glasses reminiscent of a metrosexual nerd. Maybe he's just trying way too hard. Our senses are very good at picking up the subconscious signals that someone is presenting himself as something that he's not.

SAS #5 (Congruence) applies not only to women, but to everyone that you interact with. If people sense that you are being incongruent, they will lose trust and respect for you because they feel that you are being dishonest or have something to hide.

What you should do instead: It's all right to try different things to see what works and go through a period of experimentation with different pieces of clothing and styles, but the ultimate goal is to be congruent with yourself. Don't pretend to be someone you're not.

Style Mistake #7: He changes his behavior under Peer Pressure

As you develop your style, you may experience support from some and adversity from others. Friends may joke about your new appearance and mock your new look. This is natural up to a point, and you need to recognize when this is happening.

Oprah once said that during a period in the 90s when she lost significant weight on a diet, a lot of her old friends either mocked her or started to push her away. Oprah recalls, "They were pushing me away because my weight loss was reminding them that they are still fat."

Remember that as you change, you will begin to associate with different types of people to find the ones that naturally align with you the most, instead of the ones that you are "stuck" with via luck or chance. Do

not let this deter you on your path to become stylish and good with women.

Style Mistake #8: He exudes a very high NICE GUY vibe

There are good guys, and then there are *Nice Guys*. Nice Guys have the mistaken belief that they can attract women just by being nice to them. Not that being nice is a bad thing (unless it's overdone), but it does nothing to build sexual tension or attraction.

The Nice Guy's style is the same way. It's safe, it's timid, and it doesn't stand out from the crowd. It doesn't want to offend, it follows all the rules, it's bland, and there's no edge to it. It basically breaks every rule about attractive fashion

that we've talked about so far.

Don't be that guy. Don't be the guy that tries to fit in, who tries to play it safe, who tries to please everybody, but who doesn't express who he really is. Be bold. Be dangerous. Find your unique voice, and express it to the world through your sense of style.



Subtext: I am mama's boy

There are many great qualities of the nice guy vibe in Mr. Unstylish. Most of the time, he is neat. He is polite to everyone (sometimes to his own detriment). He actually cares about people, and he will help you out when you are in need. Examples of the nice guy stereotype abound in Asian families, where Confucian virtues preached many of these rules (I can talk about this because I am Asian):

- Always treat elders with the utmost respect. One day you will be old too.
- Treat your parents with great respect; they are the ones that are responsible for your existence.
- Treat your neighbor as you would treat yourself.
- Always be polite and treat others with respect.

These are, in fact, very good qualities to live by. The problem starts when guys rationalize that being this way will help them get girls too. *Girls are not sexually attracted to nice guys* because nice guys follow these rules without questioning them, whereas the good guy follows these rules because he chooses to.

Brad P puts in more bluntly: Nice Guy = Bad Memories.[{4}](#)

Be nice to Mr. Unstylish, for he is often unaware of his troubles and may even think that he is doing the right thing and will eventually find love because it was meant to be. Furthermore, you should not define your friendships based on social value with girls alone. But by all means, never associate with him for the purpose of increasing your sexual attraction.

⁶ Brad P's Fashion Bible

2

Tactical Section

“**Fashion** seeks to do away with tradition, and with it all the special knowledge required to enter the most powerful circles. Fashion influences men's clothing far more slowly than it goes women's. But it does.”

Russell Smith
MEN'S STYLE

“There are **fewer boundaries** now between masculinity and femininity.”

Donna Karan

“Never **purchase beauty** products in a hardware store.”

Miss Piggy

II: Tactical Section: Designing Your Avatar

“An ounce of action is worth a ton of theory. ” -Ralph Waldo Emerson

In Section I we learned about the theory behind style, in Section II we put it into practice!

In this section we'll break down all the details of how to pick the right clothing, from how to ensure that the fit of your jeans is good to how to match the color of your socks to your shoes.

You may want to print this section out and keep it handy, because you will refer to it often when you go shopping for new clothes.

Chapter 10: The Basics

As I mentioned in Section I, having a great sense of style isn't just about the clothing you wear but about how you present yourself. Before we dive into the details of how to pick out clothing, I want to start by going over the basic things that every man should be doing to take care of himself, such as grooming, fitness, and overall hygiene.

A lot of things that I'll go over in this chapter are pretty basic, but you would be surprised at the number of guys who *don't* do these things. My female friends complain to me all the time about guys who smell bad or have hair growing in weird places.

Remember, when it comes to style, the details matter. Please be sure to go over this chapter, and make sure that you have everything covered before you even think about stepping into a clothing store.

The topics I will be covering in this chapter are: Smelling Fresh, Keeping Your Hair Tamed, and Staying Fit.

Smelling Fresh

Have you ever met a girl that smelled so good that you just wanted to walk over to her and smell her? Well, smell is just as important for guys too. You don't have to walk around smelling like roses all the time, but at the very least you don't want to scare women away with your manly musk.

Here are some things you should be doing to make sure you always smell your best:

Showering

This one is so basic that it almost goes without saying, but I've met too many guys who don't do this that it deserves mention. For proper hygiene, you should be showering at least once a day, every day, no exceptions.

If you work out or sweat a lot during the day, you'll need to get some extra shower time in. Try to shower within an hour or two of sweating or working out—studies have shown that women find the scent of men's sweat to be attractive when it's fresh, but after an hour or so sweat starts to smell acrid and plain nasty.

There is some debate about when the best time to shower is — some guys like

showering in the morning before they head out, others like showering in the evening at the end of the day (I fall into the latter category). However, if you're living somewhere hot or you tend to sweat a lot in your sleep, I would recommend showering in the morning so you can start your day smelling fresh.

Make sure that when you're showering you're using a wash cloth or loofah to really clean yourself,

instead of just rinsing your body with water. Get yourself a nice smelling men's body wash to give yourself an extra nice smell. Avoid showering for too long because you will drain your skin of all the healthy oil and nutrition. Your showers should be enjoyable but relatively quick (10-15 minutes).



Make your showers efficient and a routine

It can sometimes be difficult to tell how we smell ourselves, so try asking an honest friend sometime during the day to make sure that you smell good.

Deodorant

Another important key to smelling fresh throughout the day is deodorant. Not only do deodorants smell good, but many of them are anti-perspirants, which means that they actually make you sweat less when you wear them, which helps with odor.

Deciding on a brand of deodorant can be tricky, as deodorants can smell differently depending on your skin type, so I would recommend trying out a couple different brands at first to see which ones you like.

Ask for a female opinion once you have your deodorant on, to make sure that women agree with your choice.

Be aware of how deodorants mix with cologne and aftershave. The mix can be quite overly intoxicating so experiment to find the idea mix.



Gillette ClearGel works well, but experiment to see what smells best on your body

Brushing Your Teeth

This is another one that falls into the category of “Stuff Your Mom Should Have Taught You,” but it’s an important one. Bad breath is a real game killer and will ensure that no girl even thinks about kissing you.

The most important thing for having good breath is to brush your teeth. Brush in the morning after you wake up and in the evening before you go to sleep. Dentists also recommend brushing after every meal, so, if you can find the time to brush after you eat, do so. Your teeth and your breath will thank you for it.

In addition to brushing your teeth, make sure to rinse out your mouth with mouthwash after you brush. Mouthwash is designed to kill odor causing bacteria and also smells good, so using mouthwash in conjunction with brushing will keep your breath smelling fresh for a long time.

Flossing is such an important but overlooked step. It keeps the space between your teeth clean and your gums healthy. Flossing is the most important prevention for cavities. Oftentimes, guys have bad breath because of a piece of food is stuck between the teeth that normal brushing cannot remove. Make flossing one of your nightly rituals.



Hot girls floss. You should too

Another tip is to always carry around a pack of gum. Even if you brush your teeth, your mouth may start to smell after a few hours, so it's great to have some gum to chew on. Some gums also help clean your teeth, so they can be a substitute to brushing your teeth after a meal.

Some people prefer carrying mints with them, but I would recommend going with sugar-free gum instead. Many mints contain sugar, which feeds bacteria, so your mouth will actually end up smelling worse after the sweet flavor of the mint wears off. Eclipse gum works very well and comes in a small package that I can carry in my pockets.

To ensure that you always have gum, find a gum that you like, and buy it in bulk at stores like Costco. Then, put packs of gum where you can reach them easily — in your bedroom, in your living room, and in your car. That way you don't have to worry as much about carrying around gum all the time. Just keep a couple of pieces in your pocket or your jacket, and you're set.

Keeping Your Hair Tamed

Hair is a big topic—the human body has over 5 million hairs from head to toe. Hair literally covers every part of your body besides your lips, palms, and soles. Let's start by looking at the hair that grows at the top of your head, and work our way down.

Getting A Haircut

If you look at any men's style magazine, you'll see that all the models have great haircuts. Getting a nice haircut not only looks great, but it feels great too — personally I feel like a million bucks after getting a great cut. If you've only

received haircuts from your mom or your local barber, it's time to go out and experience what a great haircut feels like.

There are a lot of different looks you can go for with a haircut, but to start off try going to a hair stylist or salon, and ask them what kind of cut they would recommend. A good stylist will be up to speak about the latest trends and will know what kind of cut will look good for your head and hair type. Go with their recommendation, and see what they come up with. Girl stylists are not necessarily knowledgeable about a guy's hair, so be sure to ask for references. Most gay male stylists know how to cut men's hair.

A good haircut can run anywhere from \$40-80, but the way it makes you look and feel is more than worth it. If cost is an issue for you, save up to get an expensive haircut once, and then have a friend take pictures of your with the cut from different angles. Then, the next time you need to get your hair cut, take those photos to your local barber and have him replicate the cut. They might not be able to match it 100%, but it should be pretty close, and you can save a ton of money over time.

Facial Hair

This is another topic we'll get into more in later chapters, but for most guys, being cleanly shaven or having just a little bit of stubble is the way to go. There are exceptions, but according to surveys that have been conducted, the majority of women living in the Western world prefer guys without long beards.

There are some guys who can pull off a beard. And, having a bit of facial hair can make you look rugged and masculine. However for most guys I would recommend keeping your facial hair neat and trimmed. A neat goatee or a little stubble is acceptable, but the mountain man look fell out of fashion a few hundred years ago.

Nose Hair

As I'll mention over and over again, when it comes to style, the devil is in the details. Nose hairs are one of those details that a lot of guys miss, and that girls will notice and mark you down for.

Luckily, taking care of nose hairs is fairly straightforward and simple. Just get yourself a nose hair trimmer and stand in front of a mirror. Try scrunching your nose a little to see if any hairs are sticking out. If you can, trim them with the trimmer. Simple.

And for the love of God, if you have any hairs growing out of your ears, please be sure to trim those too. **Chest Hair**

Chest hair is a controversial topic — some women love it, others hate it. As with facial hair, I would generally try to keep my chest hair neat and clean. If your chest hair looks neat or helps you look more masculine, run with it. If it just looks messy and unkempt, trim it back a little.

If you're like me, and grow only a few lonely chest hairs, I would recommend just shaving them off completely. Make sure you use aftershave after you shave your chest and apply moisturizer afterwards to

reduce irritation and retain hydration of the skin.

Back Hair

A little bit of back hair is normal for most men. However, excessive back hair can be a deal breaker for women. Get it waxed, or get a razor and shave it off by looking at the mirror while facing your back. At least keep it trimmed and to a minimum.



Back hair is an easy deal breaker for some girls. Look in the mirror or get someone to help you if needed

Arm Hair

Have you ever seen an otherwise cute girl, only to be ruined by her long arm hair? The same is less true for men. But if you have excessively long arm hair (think Robin Williams), you should consider getting it trimmed and in check. Wahl's has some solid razors with length control that you can use to trim off hair all over your body.

Leg Hair

This is a debatable area. Generally I follow the same rules as for arm hair,

keeping it trimmed and short but not completely shaving it. A friend of mine who is a swimmer shaves it off completely. Whatever you decide to do, do not let it grow too long.

Pubic Hair

When it comes to pubic hair, the rules are the same as with hair in other regions — keep it neat and clean. Having a bit of pubic hair is fine for guys, but you don't want an overgrown forest down there. Get yourself an electric shaver or beard trimmer, and use it to keep your pubic hair at a manageable level.

There has been a growing trend towards shaving off pubic hair completely, especially for women. Even some men are going for the completely shaven, androgynous/metrosexual look. However, here's why I wouldn't recommend it for most guys.

First of all, pubic hair grows for a reason. It helps keep your most sensitive parts safe from friction. Shaving off your pubes can make for some discomfort, especially if you don't shave regularly enough. Not shaving for even a day or two could turn your pubic region into the equivalent of sand paper — not comfortable at all.

Secondly, scientific studies have shown that the odors and pheromones secreted in the pubic region are actually attractive to the opposite sex. Disturbing, but true. You don't want to make yourself less sexually attractive to women by completely shaving your pubic hair off.[\[5\]](#)

The bottom line is that pubic hair serves an important function, and it is not something you want to shave off unless you specifically like the naked feel. Just keep it neat and trimmed, and you'll be good to go. If you decide to go completely shaven, make sure to see an aesthetician about the proper wax to use and the moisturizer that keeps the quality of your skin in good condition.

Staying Fit

Style is ultimately not about clothing, it's about you. That means that if you want to look really stylish, you need to make sure you have a great body to match your great clothing. There are a number of tricks that I'll cover in later chapters that you can use to accentuate your strong traits, and hide your weaknesses, but ultimately you'll be happier having a strong and healthy body.

Physical fitness is a whole topic unto itself, so I've written an entire eBook about it. Please refer to supplementary eBook, "30 Days To A Great Body."

A Final Note About The Basics

Seductive style goes beyond just clothing; it includes things such as proper hygiene, grooming, and fitness. It doesn't matter how nice your clothes are if you smell bad, are out of shape, and have a crappy haircut. The goal of an artist should be to improve in all areas of their life, and not neglect the basic things that will get you shut down by women. Remember, the devil is in the details.

⁷ An exception to this is the male porn star. In this case, keeping your pubic area completely clean requires a consistent shaving regimen and good moisturizing to ensure that the area doesn't get too dry or itchy when the hair grows back. There is also the option of laser hair removal.

Here is a Quick Hygiene Checklist from Top to Bottom

- Do I feel clean today?
- Is my hair clean and does it smell nice? Or, at least, does it not smell bad?
- Is my face oily? Do I need to wash it? Is my face dry? Does it need to be moisturized?
- Are my eyebrows properly plucked?
- Do I have nose hair or any extra hair on my face? Is my facial hair properly trimmed?
- Do I have clean ears or is there ear wax?
- Do I have something in the creases of my eyes or are they clean?
- Are my teeth attractive and clean?
- Does my breath smell?
- Is my body hair at least properly kept trimmed? (Back, chest, arm, underarm, pubic, thigh, leg hair)
- Are my nails properly cut and filed?
- Is my penis clean? (In case something does happen, nothing is a worse turn off)
- Are my toe nails properly kept?
- Do I have body odor?
- Is my skin and body properly hydrated and moisturized during dry weather or winter?
- In the case of summer, am I properly protected by at least SPF 30 sunscreen in all skin-baring areas?

Rules of Style

GK

Ex-Charisma Arts Instructor, San Francisco



1 Know what style suits you. If you don't know it yet, experiment a little until you do. Go to the places you normally hang out or look around your office and see what the best-dressed guys are wearing. People can tell whether you look like yourself or you're faking it.

2 Fit > style any day of the week. Make sure your clothes flatter your body, and if they don't, get them tailored.

3 When women check you out, they're looking at your shoes first.

4 It's better to spend more for one high-quality outfit than two cheaper, low-quality ones. Not only will you look better this way, but you'll also save money and closet space.

5 You don't need flashy colors or patterns to get a lot of attention. Even small details, like bold buttons on your dress shirt or a faded plaid pattern on your pants, will make you stand out.

6 Just one sharp accessory, like a knit tie with your shirt and jeans, a checkered hat, or argyle socks, will add creativity to your outfit and give women an excuse to approach you.

7 Navy blue is a sexy alternative to black.

8 Wear jewelry if you're into it, but it's always better to wear too little than too much. One wristwatch is enough.

9 Your suit will probably stay with you longer than your girlfriend, so invest in it wisely.

10 The sharp-dressed man's survival kit: a white dress shirt, navy suit, high-quality jeans, gray wool pants, brown dress shoes and a V-neck sweater. You can work at least one of these into your outfit every day of the year.

GK

Chapter 11: Clothing Pieces Explained

This is the chapter you need to print out and carry with you to the clothing stores as you begin shopping for a new wardrobe.

When I conduct [style consultations](#), I go from top to bottom. Your face is usually the first thing you see when you look in the mirror, following your neck, chest, torso, and lower body as you put your shoes on to head out to work. I will therefore discuss clothing pieces in this order.

Headwear

Hats and headwear can add dimension, volume, and additional shaping to your head. Use them wisely to instill a sense of higher value and mystique instead of becoming the court jester.

- Beanies can be used to accentuate your hair and your face, while adding volume to your head.



Notice how Daniel also accessorizes his rocker style and how his hair complements the beanie

Fedoras are used to add a sense of style and class. Tilt it for a movie star / mysterious effect.



Tilted caps are often used by frat boys to instill a sense of coolness. Be careful of its effect on lowering your class status.



Bandanas can be used to convey dominance. Be careful of its effect on lowering your class status by wearing it with other high status items or having a congruent rocker and edgy look.



In the United States, cowboy hats are great for a southern iconic effect. It increases your perceived dominance and masculinity.



Glasses

Aviators are great for conveying masculinity and dominance. Be sure the glasses properly fit your face.



The light lens look became an icon via Asian mobsters and can be used to show a lighter coolness than heavier or darker lens glasses.



Dark lenses (Lil Jon) can be used to convey power as no one can see what your eyes are doing.

Scarf

Scarves are versatile pieces for color, laying, and adding attention to the upper body. It also keeps you warm!

- Color accent pieces draw focus on your neck and chest area, while realigning and brightening the rest of your outfit's colors.



- Western-styled scarves are used to add a sense of rocker edginess and masculinity.



• Scarf texture and length can determine level of masculinity or femininity. Here are two pictures with Tom Brady and Usher using length and texture for their respective looks:



• Be aware of different ways to tie a scarf and how to use longer or shorter scarves to match the rest of your outfit.



Undershirts

These fall into the category of casual home wear. There's no need to get fancy with these. Just pick up a few from your local Target. Some other considerations:

- Wife beaters can definitely give you a masculine look, but don't wear them as outerwear unless you want to come across as low class or are in very casual situations.



A wife beater can be very attractive when worn correctly

- Undershirts are good to wear beneath your nice dress shirts to help absorb

the oils and sweat from your body, which will help to increase the longevity of your nice shirts. Just make sure

that your undershirts are not visible under your dress shirt, or that they are the same color as your shirt if they are.

- V-necks are also growing in popularity. It's good to have a couple pairs to wear casually at home and a few nicer ones with designs for outdoor wear.



A clean, white V-neck shirt with jeans

Memorable T-Shirts

A well fitted T-shirt with a plain color or cool design is a great match for anything. They are very versatile during summer, but be careful of wearing T-shirts to upscale events.

Shirts often convey a message, and a cool shirt can subcommunicate many attraction switches. On the same note there is a risk is wearing shirts that convey the wrong message:

Left. Affliction shirts are currently in style, due to their accentuation of masculine features and cool style. However there are negative connotations associated to the douchebags stereotype where everything is loudly screaming for attention. Nonetheless, something between these shirts and a slightly edgier design can work.

Center. The shirt doesn't fit. Unless you're at a Comic-Con convention, do not wear this. A good seducer can still pull it off; however it has to be funny and

congruent with your personality.

Right. An otherwise cool shirt, it could be a hit or a miss depending on the crowd and their views towards the environment.

Dress Shirts

Don't wear the boring, oversized dress shirts that most office workers and regular guys wear. Find one white and one black dress shirt that fit you well first. As you progress in your understanding of style, try more rocker and edgier dress shirts to wear with dark jeans.



Shirts can even be worn casually during the day, unbuttoned and with sleeves rolled up. A plain white shirt contrasts well with darker skin tones and darker jeans.



Starting out, I was getting the overall look right but making some minor mistakes. A skinny black tie would have fit better and my undershirt should not be showing at the collar

Dress shirts can be tucked in during formal occasions and should match the pants.



Example of formal wear by Korean band 2pm Arm Wear / Accessories /

Backpacks

Accessories need to feel natural and become a part of the total outfit. Over accessorizing is worse than not wearing any accessories. As a general rule, don't worry too much about accessorizing until you get your shirt, pants, and overall outfit down. Like the word denotes, accessories are used to accentuate or add a dimension to an existing outfit. Some tips for accessorizing:

- Leather wristbands and bracelets add masculinity to a look. You will see more examples of this in the Accessories chapter.
- Necklaces can add focus on the neck and accentuate masculinity. Most guys have no idea how to use necklaces to great effect. They accentuate the neck area which is a sign of dominance — the lion is not afraid to show his neck as his most vulnerable area to his enemies, and a masculine or well designed necklace has the same alpha-status effect.
- Rings can be used to add class, but don't overdo it.
- Backpacks, briefcases, and travel bags can add to a man's appeal (example: leather Kenneth Cole bag).



Blazers

Blazers are similar to suit jackets, but less formal (semi-formal) and much cooler. The right blazer adds dominance and creativity at the same time. It can be seen as a cultural symbol of intelligence and wealth, even rebelliousness. It's the perfect jacket to wear out to the club.



A well adjusted blazer with matching scarf is always a winner

Here are some tips about blazers:

- Blazers go great with jeans. You still stand out and have a “badass” attitude about you..
- Light blazers and white blazers really stand out and can draw a lot of attention to you. Dark blazers tend to blend in with the rest of your outfit but can still look cool.
- Try to pick blazers with designs on the back. Something stylish. Try to avoid the jarring effect of Ed Hardy guys and obviously trying too hard “Affliction” muscle guys with abrasive shirt designs (although they do get laid sometimes).
- Like everything else, fit is key. Make sure your blazer is fitted to your body and doesn’t look big or bulky. You can usually find nice, fitted blazers at stores like H&M.
- Mix it up with a bit of subtlety and class, like dark blazers with an elegant design and nice dark jeans.
- Blazers are usually made from high quality materials, so avoid the washing machine and take them to the dry cleaners.
- Blazers are a really great item to incorporate when layering.

Leather Jackets

Leather jackets are an iconic men's fashion staple. Thanks to popular movies and the media, leather jackets have come to be associated with toughness, sexuality, and masculinity. They are associated with many popular sexual stereotypes, including bikers, military aviators, rock stars, punks, Goths, and metalheads.



Example of a brown leather jacket on a mannequin

Some tips for wearing leather jackets:

- The leather jacket is not always great for formal occasions, but when done right it makes you stand out.
- When you first try on a leather jacket, it will feel heavier and smell different than anything you have previously worn. Do not be turned off by this. Find a leather jacket that fits. You can try it on for a few days. You will begin to feel more alpha and cooler just having it on.
- Leather jackets are excellent with jeans. The classical leather jackets can even be paired with a shirt or collared shirt to create a contrasting look.
- Black leather jackets have grown in popularity, but guys rarely wear leather jackets of other colors. Try wearing a brown leather jacket or another color to make a fashion statement and stand out from the crowd.

- Light vs. Heavy: light leather jackets can be worn during spring and autumn time, and heavier motorcycle leather jackets during the winter time.



Leather jackets give a dominant and masculine feel to the overall look
Underwear

It doesn't really matter too much what you wear when it comes to underwear, since by the time a woman sees you in your underwear you're usually beyond the stage of making first impressions. Still, having a nice pair of underwear can give you the confidence that you look good on every level.

Some tips for picking out underwear:

- Avoid wearing tighty whities. These just scream grade school, and are easy to get dirty to boot.
- On a related note, make sure that your underwear is as clean as possible, and throw them out if they have any stains or rips. This is important.
- On the whole boxers and briefs debate, most women say they prefer boxers, but the choice is up to you. If you want to play it safe, you can get boxer briefs,

which combine the best of both worlds.

Belts

The belt is an often under-looked item of men's fashion. Your belt isn't just something that holds your pants up. It can be used to draw attention to your groin region (which is associated with sexuality) as well as express your personality and style.

- When dressing up, it's important that the color of your belt match the rest of your outfit, so I would recommend having both a brown and a black belt for most guys..

- Categorically, belts come in formal style and casual styles. The formal belts (brown, black) match dress pants, while the more casual belts come in a variety colors and buckle designs.

- Beyond that, things to look for in a belt are the thickness of the belt and any designs on the belt. A thick belt can add some gravity to your middle (not necessarily a good thing if you are a larger guy), while a thinner belt can help you look slimmer by not breaking the vertical lines of your body as much.

- Most belts for guys don't have too many crazy designs, but opting for a belt with a funky pattern can make sense if you are going for a more retro or colorful look.

- One area that you will want to experiment with is belt buckles. Find yourself a standard belt with a removable belt buckle and experiment with different belt buckle designs. There are stores that specialize only in belt buckles, and you can also find some great designs online. A unique belt buckle can definitely add some personality to your belt.

Here is an example of a designer belt (left) and more casual, decorative belts (right):

Jeans

Jeans are a staple in any man's wardrobe because they're so versatile. You can wear them casually with a T-shirt and jacket in your day-to-day life, or dress up a darker pair of jeans with a blazer or leather jacket for a night out at the clubs.

As a time saver, I just get my jeans at Guess!. They have the right fit and style for me. For newbies, finding the perfect pair of jeans may seem an easy task, but it's not. A lot goes into finding the right fit actually. Waist, hips, and the length of the leg are different from man to man. These tips will help you pick out the

right pair of jeans:

- 33x34 — in most stores this means 33 inch wide waist by 34 inch length of jeans. In the US, jeans are measured in inches, and in the metric system everywhere else.

- If you have wider hips, search for printed and striped jeans, especially towards the bottom. Darker jeans also make your legs look skinnier.

- If you have shorter legs, wear jeans a little longer taping the jean legs on your shoes.

- Jean design is VERY important. Guess! usually has quality designs with just one or two subtle differences (a tear here, an added stripped button on the pocket). Generic, normal looking jeans are just boring. You don't want to be a brand whore either. Learn to pick out well designed jeans and ask hot girls if they look good on you.

- If you are tall and thin, choose jeans that lie close to your body, with normal waist measurements. Don't choose jeans that are too loose. Ironically loose jeans make you look skinnier.

- Larger jeans look good when you have very marked legs and an athletic build. In this case, a larger pair puts forward the shape of your femoral quadriceps and legs. A very tight pair will make your muscles look too pronounced and metrosexual. However, don't go too loose either. Find a normal fitted pair that fits you well.

- Don't be afraid to get a tighter pair of jeans that show off your ass. Women will appreciate it. Much like girls who hate on other girls who dress "slutty," other guys will give strange looks to guys who dress more provocatively as a way of "testing" your social congruence.

- If you're a larger guy, follow the same advice as before: choose darker jeans and looser jeans (but not too loose). Find jeans that have a wider leg width. The extra width on the pant leg offsets the width of the waist a little bit more.



Rugged and ripped jeans are currently popular in communicating a rougher, more dangerous look

Dress Pants

Well chosen dress pants can make a man look high class and sophisticated. They also increase the level of seriousness and professionalism of the wearer. Always wear a classy belt with dress pants. When wearing a suit, make sure the texture and color of the dress pants match the suit jacket. If you're wearing a vest, make sure it complements the pants and jacket color.



Grey dress pants are compatible with many colors, including white dress shirts

Shorts

Shorts are mostly worn during spring and summertime, and the effectiveness of them depends on how your shorts fit for the occasion and the rest of your outfit. Cargo shorts match well with short sleeve shirts, and trunks allow you to move in and out of water on summer days and nights. Your shorts should fit your waist nicely and extend up to the top of your knees; anything shorter will look more feminine.

Socks

There are a couple of things to keep in mind when buying socks.

- First off, white athletic socks should be reserved only for the gym or when you are wearing sneakers. Unless you are emulating Michael Jackson at a talent show, never wear white socks with dress shoes.
- The current fashion for athletic socks is for low cuts. That means your athletic socks should never come above the ankles, and many people prefer the

“invisible” socks that are completely hidden by your shoes when worn. Never wear athletic socks above the ankles unless you are playing soccer or basketball.

- Black dress socks are a necessity in any man’s wardrobe. Brown and dark blue socks are also good to have. The rule is, if you are wearing dress shoes, match the color of your socks to the color of your pants.

- To keep things simple, try to only buy one type of sock design for each color. That way, you don’t have trouble matching socks once you inevitably lose a couple.

- Beyond these staples, try experimenting with socks that have wild patterns or bold colors such as orange or green. Colorful socks can add a dash of personality to an otherwise bland outfit.

- A very high fashion statement is to wear leather shoes without socks. This requires a high level of style intuition.

- Finally, never wear socks with sandals in front of a girl. Period.

Shoes

The average woman owns 50 pairs of shoes (only slight exaggeration). Carrie from **Sex and the City** had 100. Men usually only own a few pairs of nice shoes. And really, that’s all we need. Our flaw is in our choice of shoes. I personally leave the details of a shoe to the designer. The brand itself takes care of the quality. But for those so inclined, here are the exact details of each type of shoe:

Dress Shoes

- Shoes must be made of leather, even their sole must be leather.
- The sole of quality shoes must be stitched onto the shoe, not glued.
- Quality shoes must be made of natural leather, not of synthetic material.
- Stitches must be well done and less visible.
- A well designed leather shoe usually has a unique design on top or the side of the shoe area
- Considerations
 - Laces: laced leather shoes are nice, but recently no laced shoes have made an appearance. Shoes without laces are comfortable and easier to put on.

◦ Color: Brown gives you more casual, while black is more elegant and formal. You can't go wrong with a pair of black leather shoes.

◦ Material: leather is the way to go. Some people try crocodile skin or other skins, but I would stick to leather.

◦ The sole: a high quality shoe should have soles of at least 5 mm, preferably made of leather, not rubber

◦ Stylish leather boots are starting to make a fashion statement. They can make you look taller as well as add a different style to your look. Finding the right pair of boots can be hard, but they can really compliment a pair of jeans nicely and receive much attention.

Here are two examples of laced and unlaced dress shoes. [{6}](#)



Unlaced Leather Shoes



Laced Leather Shoes

Casual shoes

- Less formal, but can still rock an outfit. These go great with jeans and other urban wear outfits.

- Converse makes great looking shoes that go great with jeans. Skateboarders have taken them up for their grip and style.

- Try to avoid wearing casual shoes with elegant pants or suits. They may work with jeans too, but use calibration. A nice pair of jeans should be matched

with nice leather shoes.



Skaters usually match up casual shoes nicely with jeans

Sports shoes

These can be cool if you are like Turtle from **Entourage** or if your identity revolves around being a rapper or urban icon. But there are some things you need to keep in mind.

- Good sports shoes ensure proper running and jumping (basketball) and kicking (soccer). However, in the game of attraction, they are less important.
- It's nice to have sports shoes to wear when moving or when you simply want to be comfortable for a day and not care about being stylish. Part of being stylish is knowing when to “unplug” from fashion.

Shoe maintenance

Formal shoes have to be carefully attended in order to preserve their style and quality. By observing the following tips, you will ensure that you will have your shoes as long as possible.

- Use a soft material (rag or brush) to dust and shine your shoes regularly. Use leather cleaner or Kiwi to add some color and texture. Avoid instruments that are

too hard and might damage the shoes.

- Every time you put your shoes on, you must wear clean socks. This is not only a rule of fashion or of maintaining the shoes, but a rule of hygiene.
- When you store your shoes for a long period of time, make sure you put them into a ventilated place, so they won't start smelling strange.
- Remember to replace your laces if they get old. Find laces that are similar and match the shoe.

Types of Outfits

1) Nightwear/Pajamas

When you start getting girls to sleep over at your place, you want to have comfortable and nice nightwear. For some guys this means a nice soft T-shirt and shorts, while others prefer a night robe like Hugh Hefner or a full set of pajamas. A nice pair of boxers may also be appropriate on hot nights. Just have something that is clean and nice.

On a related note, always have extra towels, soft shirts, pajama pants, and toothbrushes for girls sleeping over.

2) Suits / Formal Wear

All things being equal, a suit will always draw more attention than any other clothing item. There's just something about a well fitted suit that screams masculinity, power, and confidence. Walking along the street wearing a suit, you certainly notice all the eyes on you. Most people wear a suit only at special occasions, except Hollywood agents, Wall Street bankers, and those who choose to wear it as a uniform.

Some tips for buying a suit:

- Beware of suits salesmen because they often work on commission and will try to up-sell you.
- With suits, like everything else, fit is the most important aspect. Take your suit to a tailor and get it fitted specifically to your body.
- Beyond the basic black suit (which should be in every man's wardrobe), try experimenting with different colors:
 - Navy suits are a good alternative to black.

Brown suits are going out of fashion, but can give you a relaxed and

somewhat retro look. White suits are hard to take care of, but signal wealth and provide a striking contrast with your skin tone if you have darker skin.

Suits of any other color (yellow, green, purple, etc.) should be considered a way of standing out and require higher style intuition.



Some additional tips for suit maintenance:

- Keep the suit only on a coat hanger. Some special hangers have an additional bag that protects the suit inside. There are special hangers for pants. Avoid keeping the pants folded. Avoid any crumpling of your suit.
- When traveling, use a cover and keep the suit hung for as long as possible. Sometimes you have to fold the pieces to fit in your luggage, but do so carefully. Always use covers for suits (you can find them for sale, and they are pretty cheap).
- Dry cleaning needs to be done to keep a suit clean. No washers and dryers! You will damage your suit and waste your money.

3) Winter Wear / Coats

For the winter months, additional pieces of clothing are needed for comfort and warmth. They should match the rest your outfit, but be conscious of the trade-off between function and fashion. Develop your style according to the occasion. Eventually you want to have casual clothing that looks nice even on the worst days, which you have learned to find for cheap at local shopping outlets.

- Ear muffs, heavy winter coats, and beanies can be both functional and a unique expression at the same time.
- Pea coats and winter coats (think George Clooney in **Ocean's Eleven**) can add frame and dominance to an already well dressed man.
- Scarves are another item that can be used to complement your outfit during colder times. The main things to look for with scarves are the material (how warm/soft is it), the length, and the color.
- The length of the scarf will determine how you can tie it.
- Experiment with different colored scarves. Winter-wear generally comes in duller colors, so a scarf can be a good way to add a touch of color to your outfit.

Here is an example of great winter attire done right with a scarf:



Diesel shop: casual shoes, dark jeans, a custom knit sweater, soft flowing scarf, and metallic watch, all color matched to complete the look

5) Beach Wear

Having a cool beach look can be important during the summertime. Needless to say, a lot of this goes into your body structure and how much you exercise and workout. Additionally, focus on getting trunks that extend up to your knees for a more masculine look. Darker colors express more dominance.

Sunglasses can add to power. And always remember to use sun screen — no use looking good if you get skin cancer.

6) Gym Wear

A nice pair of basketball shorts and a fitting T-shirt work well at the gym. For shoes, basketball or running shoes work. The important thing is that the colors match and what you are wearing is a natural extension of the sport you like and who you are. Wear older shirts to the gym that you do not mind sweating in.

7) Downtime Wear

I'll call this section “stuff to wear when you're sick” as a reminder that, in the grand scheme of things, your health is the most important thing—above women, above money, above everything else. If you're down with a cold, your first priority should be keeping warm and comfortable. The rest of your actions should be focused on a speedy recovery. Being an artist means knowing when style isn't a consideration factor in the grand scheme of things.

When you're sick, wear a comfortable pair of pajamas. Wear a sweater and a T-shirt underneath. Scarf it up. Keep warm. Wear socks—your feet are a critical nerve point to keep warm when your immune system is down. When you have a cold, it's better to be sweating a bit than feeling a little cold. The high temperature in your body prevents virus and bacteria replication, so sweating is a good thing. Keep a sweater or two that you wanted to throw away in the closet, and rock these on when you feel a fever coming.

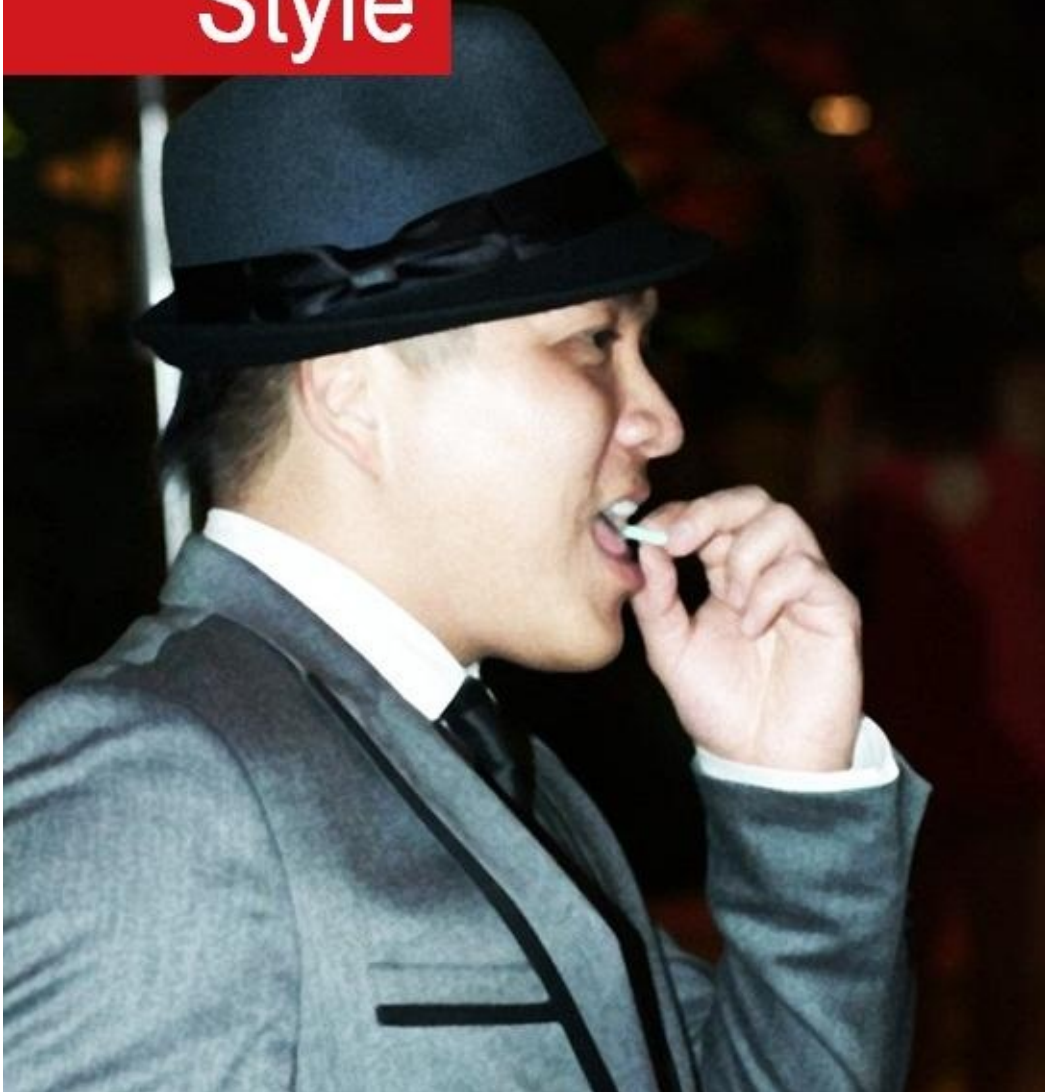
Rules of Style

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1 It's not what you wear, it's how you wear it.

Very often men confuse style with purchase price. The trick to looking good isn't spending a lot of money on an outfit, it's taking the time to make sure the clothing FITS well.

2 Get it tailored.

If you are going to bother leaving your house, trying clothing on, and spending your hard-earned money on it, you might as well get the best fit that you can. Whether it be a shirt that's a bit billowy in the torso or a pair of slacks a bit too long, factor in a little extra cash to get it custom-fit. Often, it will cost you less than initially planned and will always make you feel like a king.

3 Don't buy items, buy outfits.

Just because you "like" a shirt, it does not mean that it will work in your wardrobe and, much like buying an expensive shirt that doesn't fit, there's no sense in getting a nice item if it's going to clash with the rest of your clothing (unless that's what you're going for!). At the beginning of your fashion journey, find a picture of an outfit that you like online or in a magazine and search for each item to build that look. Once you have your go-to outfit, you can swap out individual items for different looks.

4 Subtlety is key.

In 2005, fashion was all about rhinestoned Ed Hardy patterns and big, abrasive outfits that would get noticed. Five years later, the Audigier hangover has worn off and fashion has evolved (more on this later) to embrace subtlety and the small elements of fashion. In a high-end

club in Los Angeles, you're more likely to find a guy wearing a suit that you are an Affliction eyesore. Women are incredibly adept at spotting subtleties (the cut of the collar, the ribbing on the shirt, the polish of your boots) and those subtleties directly translate into effort and confidence.

5 Evolve your fashion.

That which does not evolve, dies... is one of my favorite phrases and it directly applies to fashion. Looking good is ALMOST (and is, in a lot of cases) a full time job. In order to be on top of trends, you've got to keep evolving your look.

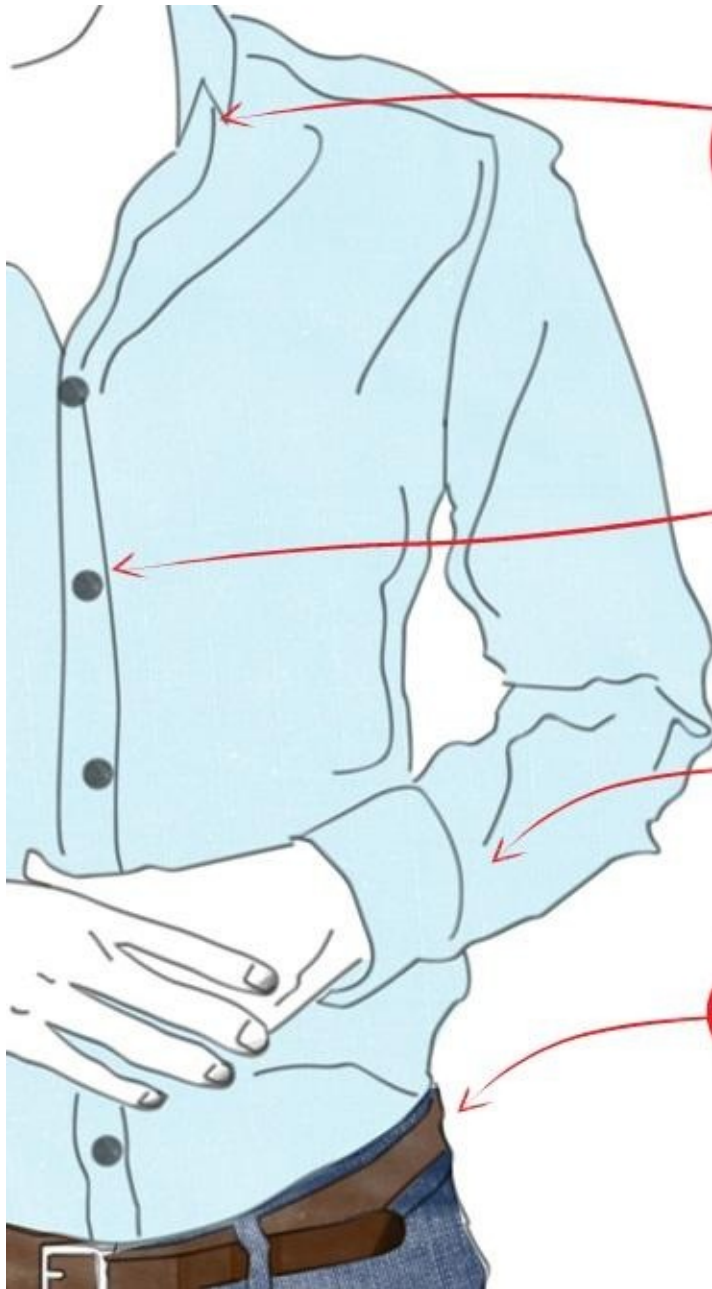
6 You're missing the point of Peacocking.

Remember that "Peacocking" was originally the act of wearing ONE item that would give a woman a reason (and thereby, the opportunity) to approach you. Of course, the founding members of that theory took it to its extreme (as the fathers of a theory often do - see: Socrates), but that does not mean we need to.

7 It works if you work it.

Above all, whatever style you choose, remember to rock the shit out of it. If you're wearing sunglasses indoors like Jay-Z but are still stumbling over shit-tests or if you've got tall, Russell Brand heels that you can barely stand up in, you're missing the point and are likely to get no action. This translates directly into your personal sense of style, so find a style that, rather than lamely attempting to hide your insecurities, highlights your impressive qualities and your results will skyrocket!

JT Tran



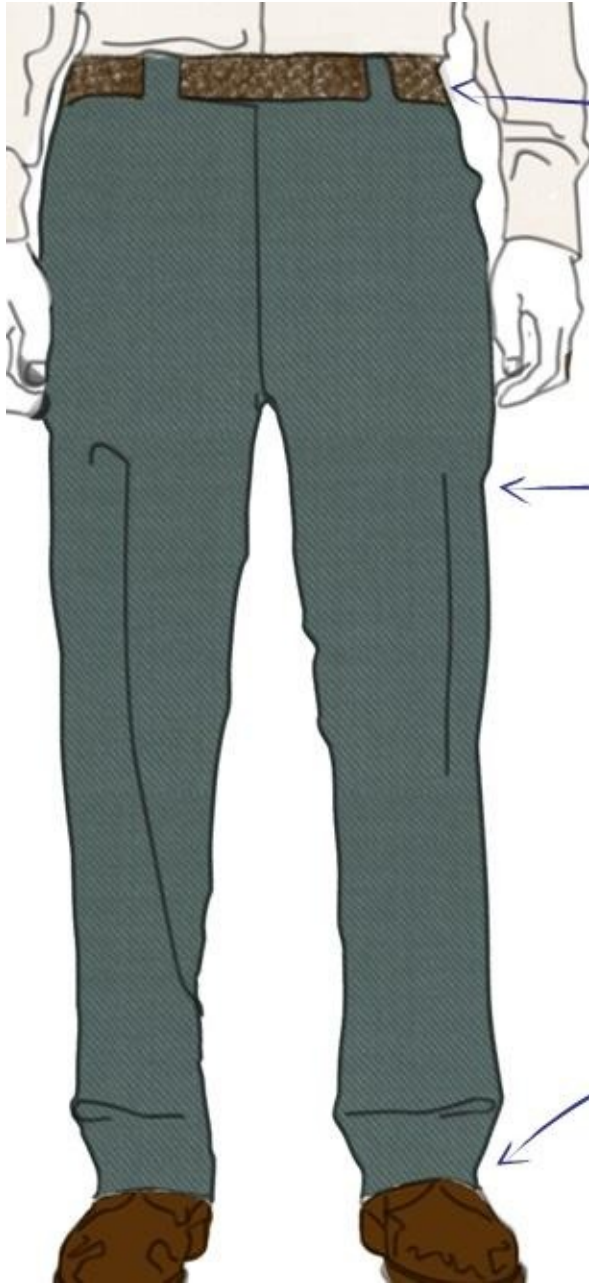
Collar fits snugly whether open or closed.
The collar size should correspond to your neck length and size.

Buttons lie flat and fabric does not pull between them.

Make sure the length of the shirt fits your arm. The cuff should extend up to the lower wrist area.

Shirts should never balloon when tucked into your pants.



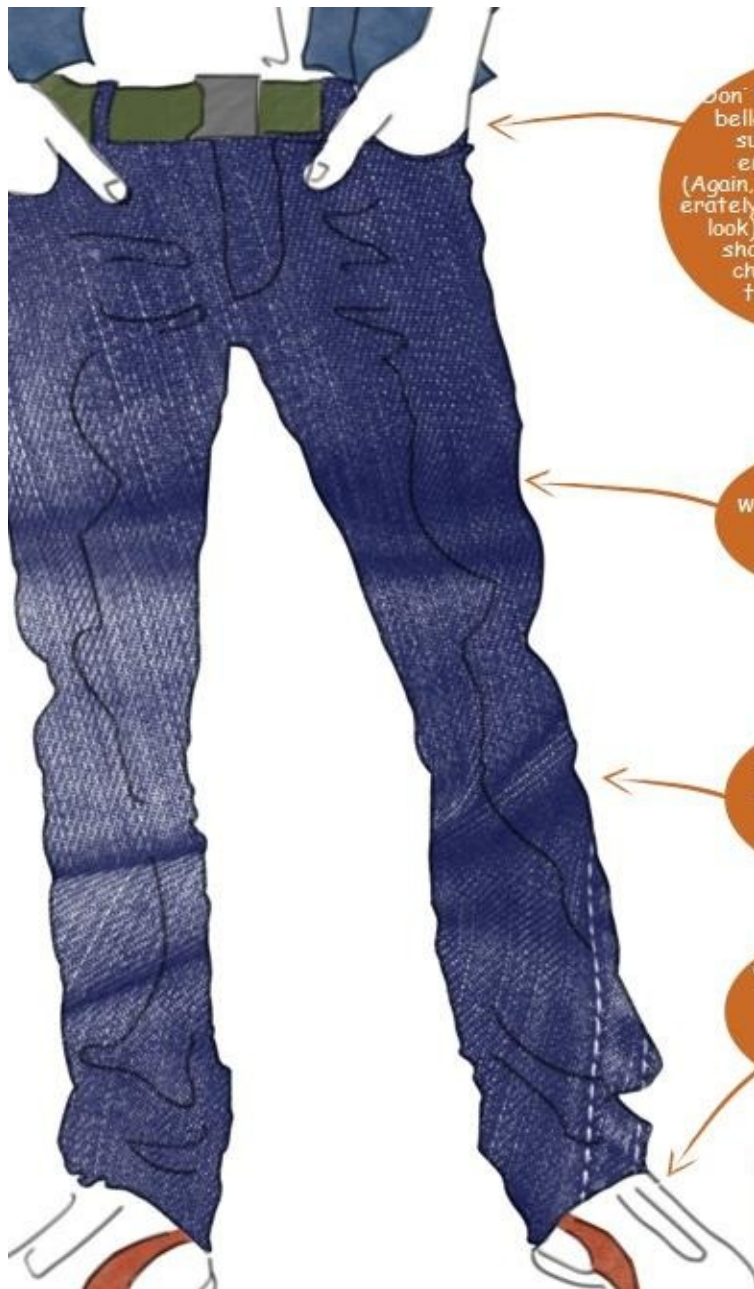


Your pants should sit on your natural waist. (Unless you deliberately go for a hip-hop style)

Pants should not be too tight. However, finding form-fitting pants is key, so in general, you would rather go a bit tighter than a bit too loose.

The break should cover the tops of your shoes and part of the laces.





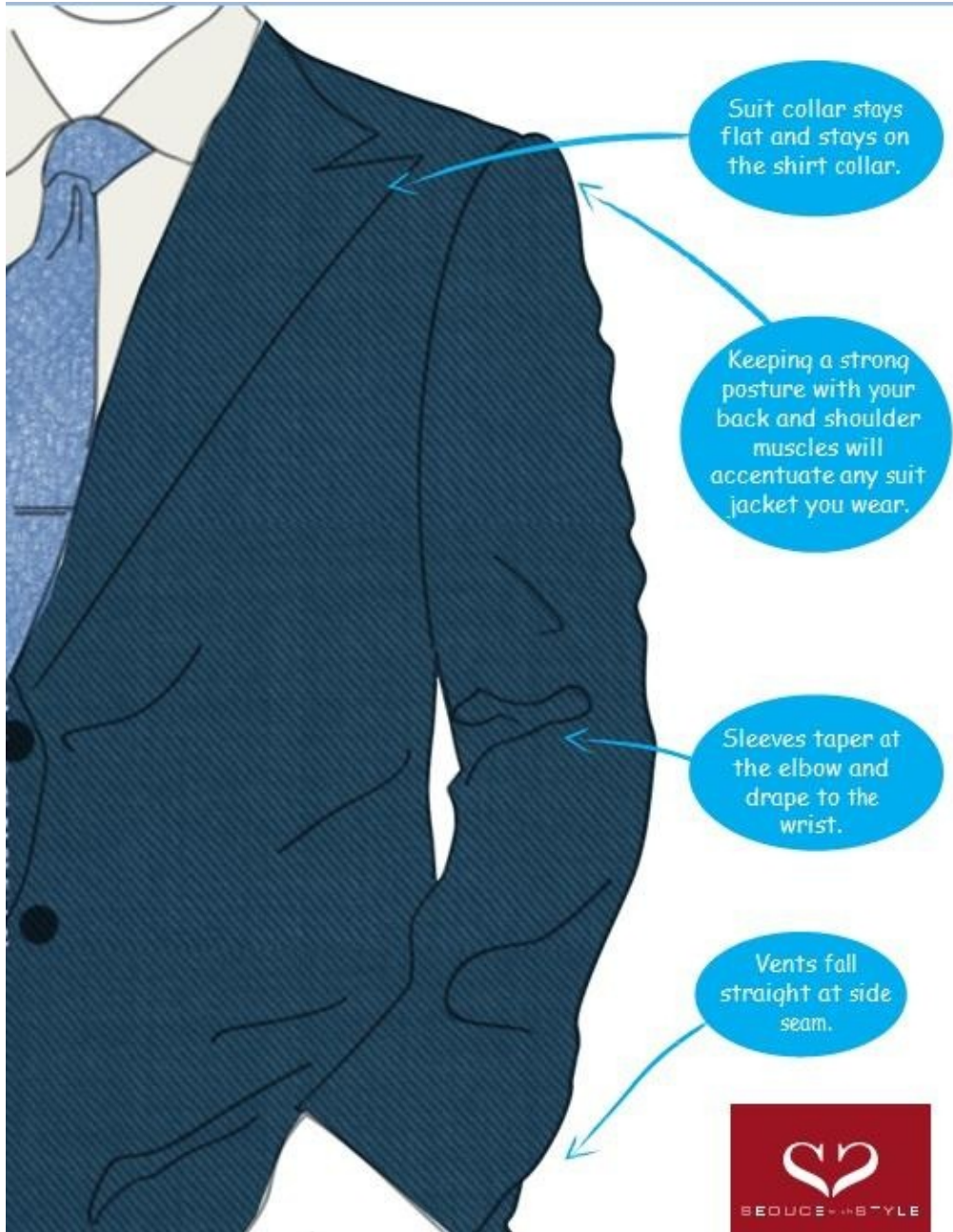
Don't let your jeans fall below your hips. Make sure they're snug enough to stay up. (Again, unless you are deliberately going for the hip-hop look). Everything you do should be a conscious choice instead of a fashion accident.

Generally, light-weight, form-fitting dark jeans look good on any guy.

Roomier space on the lower part of the jeans will look and feel better.

Be aware of the cut of the leg and how it fits your shoes and feet.





Suit collar stays flat and stays on the shirt collar.

Keeping a strong posture with your back and shoulder muscles will accentuate any suit jacket you wear.

Sleeves taper at the elbow and drape to the wrist.

Vents fall straight at side seam.



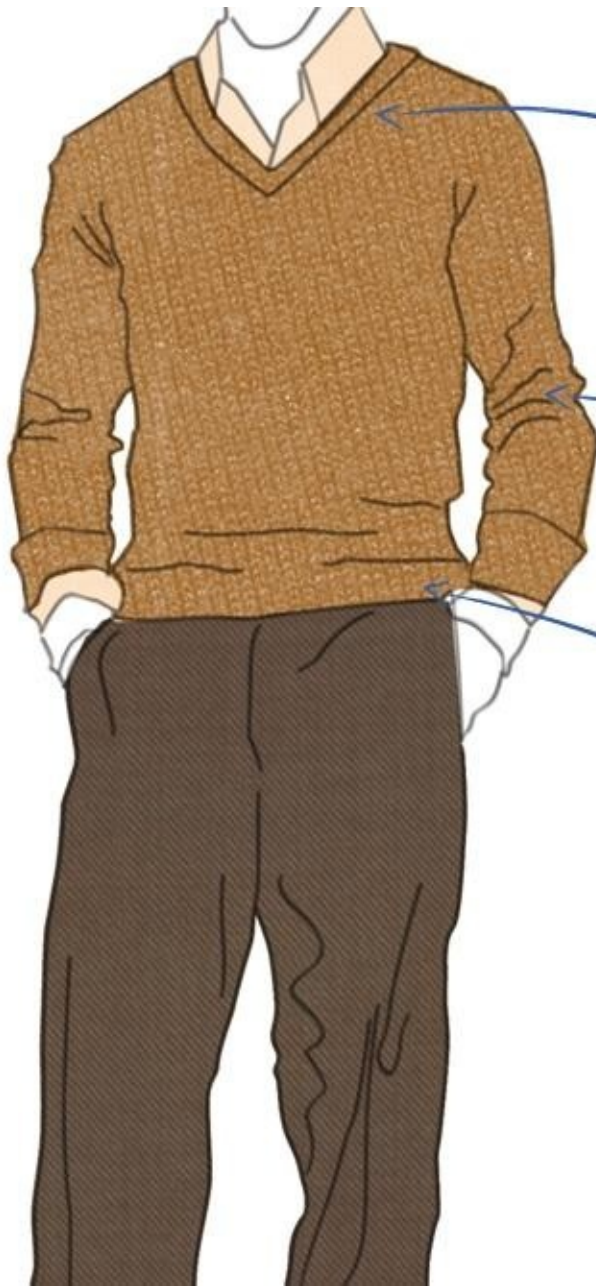


Seems fall along your shoulder.

The suit should have a trim line that follows the lines of your body.

Your sleeve length should allow some shirt cut to show.





Be sure the neck is neither too wide nor too narrow and that shirts will fit underneath.

Sleeves that are too tight will bunch up and bind your arms uncomfortably.

if a sweater is too tight the extra fabric will create an unsightly bulk at the waist.



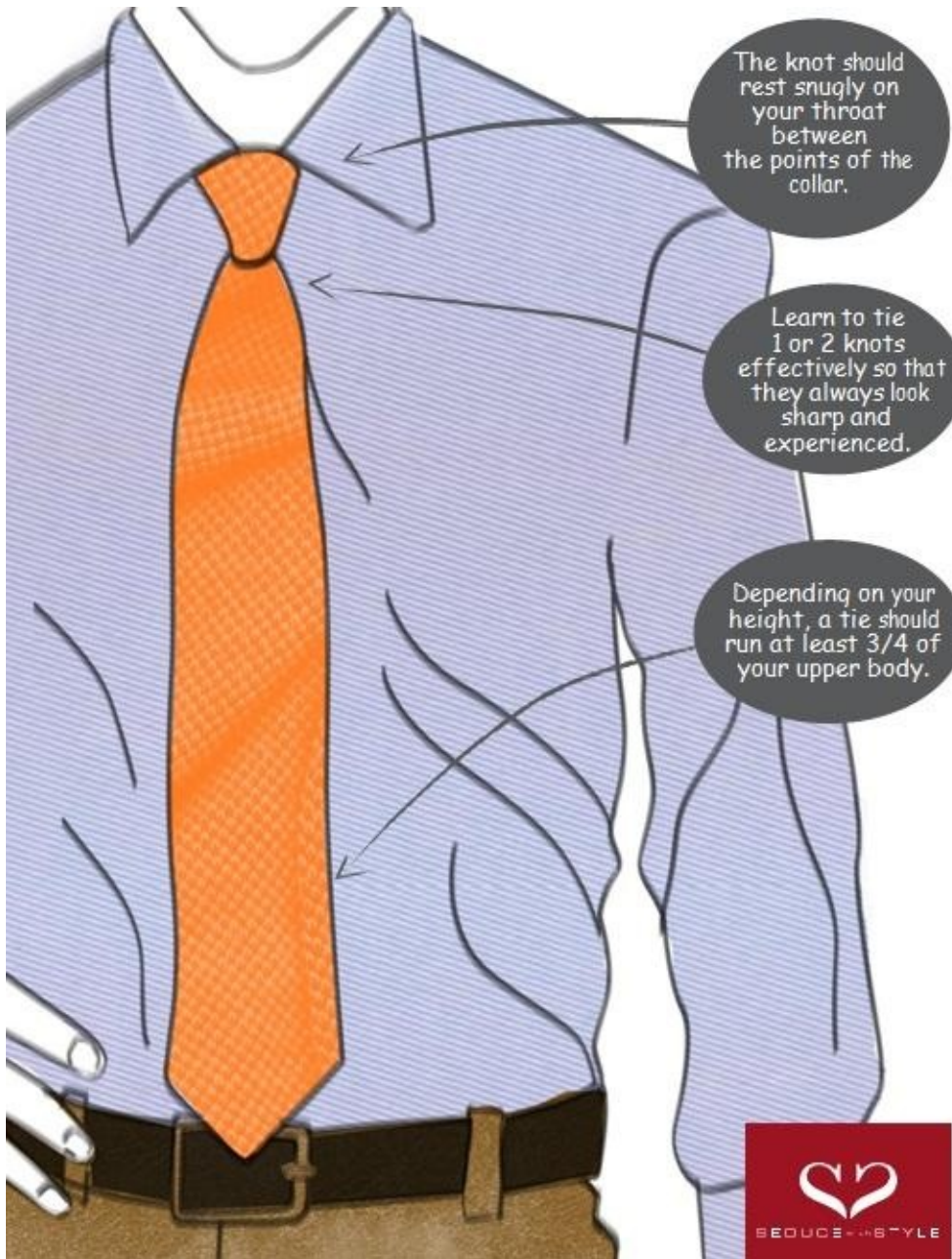


The shoulder of the coat should be loose enough to go over the suit jacket.

The coat should feel sturdy but never too big on top on a suit jacket or shirt. Like everything else it should feel snug and form-fitting.

Sleeves should end right at the wrist.



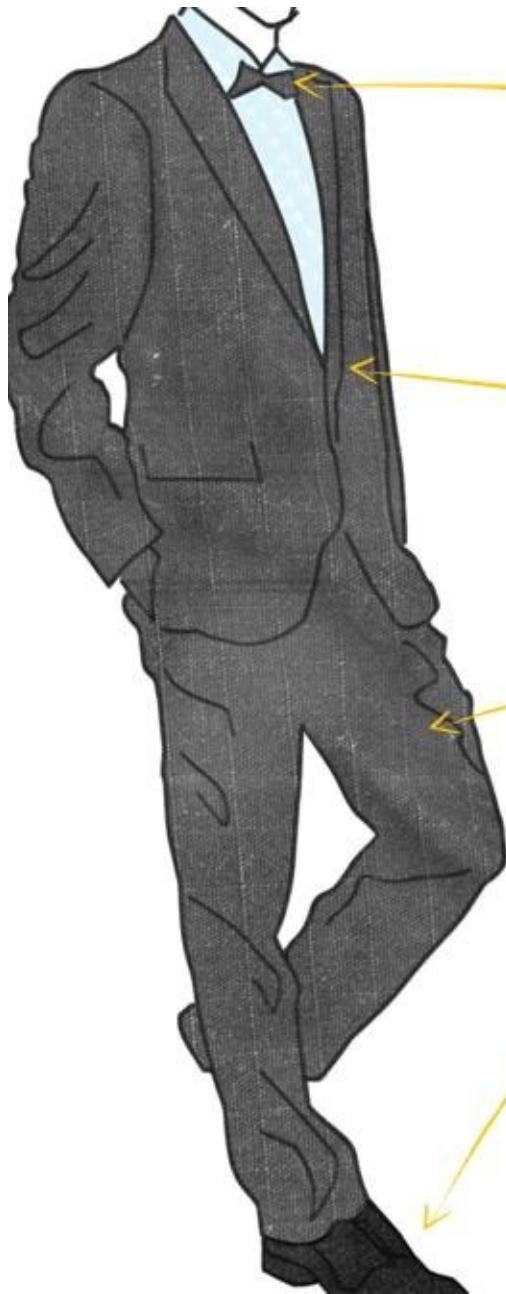


The knot should rest snugly on your throat between the points of the collar.

Learn to tie 1 or 2 knots effectively so that they always look sharp and experienced.

Depending on your height, a tie should run at least 3/4 of your upper body.





A well tied bowtie should feel sturdy
Its color should contrast with the rest of the outfit unless it is black.

Tuxedos generally look slick because they are well measured and tight.

A uniform and or matching colors for the pants and shoes are key for pulling off a high class, sophisticated look.



Chapter 12: Colors

My ex-girlfriend once looked at my closet and said, “Wow everything in here is so black and white!”

Up until then, I had never noticed it before. But she was right; my closet was indeed pretty dull, with most of my clothing being either dark or neutral colors. Contrast that with my girlfriend’s closet: a rainbow of purples, pinks, and reds.

A lot of guys have issues with colors and for some reason like to stick with neutral colors. While it’s hard to go wrong with neutral tones, too much of them can come across as bland and boring. Colors are associated with emotions and passion, so it’s important to expand beyond “safe” colors like black and blue, and experiment with more daring hues like red or even pink.

Remember Mr. Unstylish from Section I. You don’t want to be the guy that’s known for only wearing black, blue, and khaki brown. Those colors are safe and **boring**. You can’t build attraction with style by being boring, so experiment!

Emotions and Colors

A lot of people underestimate the power of colors, but psychologists and advertisers have known about the emotional properties of colors for a long time. Just looking at certain colors conjures up emotions, which make them a powerful tool in your style arsenal. Here is a list of common colors, and the emotions that are associated with them:

- **Blue** — Peaceful, stable, professional, loyal. Not all of these traits are bad for attraction, but having “stable” as the only thing going for you is a bad strategy. Use blue as the backdrop to layer on other colors, or experiment with different shades of blue such as baby blue or turquoise. Blue probably has the most diverse range of shades that can work in your styling.
- **Green** — Safe, reliable, environmental, calm. Again, these are not bad emotions to have associated with you, but they don’t exactly trigger any Style Attraction Switches either.
- **Yellow** — Energetic, happy, optimistic, hunger. (Have you ever noticed how one of the primary colors of McDonald’s is yellow? This is why.) This color has more energy and can be a good addition to your style arsenal if used sparingly.
- **Orange** — Cheerful, creative, stimulating, attention grabbing. This is a great

color that is overlooked by a lot of guys. Orange is a very powerful color, so don't overdo it. However incorporating a bit of orange into your outfit can help you stand out and grab people's attention.

- **Red** — Warmth, anger, danger, boldness, courage, desire. Red is a very strong color with a lot of powerful emotions associated with it. Recent psychological research has even shown that women find men who are wearing red to be more sexually attractive than those who aren't, so use that knowledge to incorporate more red into your wardrobe.

- **Purple** — Power, royalty, nobility, mystery, magic. Purple is a color that has historically been associated with power and nobility. Across cultures, there is something a little mysterious about purple. Adding purple to your outfit can be a very powerful touch. However, don't overdo it, as purple (especially brighter purples) is also seen as a feminine color.

- **Pink** - A stereotypical feminine color. But a pink dress shirt can look great on the guy who can own the clothing piece. Contrast it with other masculine items for a polarizing look.

- **Grey** — Conservative, serious, dull, peaceful. Grey by itself is one of the most boring colors there is. Don't overlook it though. Because it's so bland, it can be mixed with pretty much any other color in an outfit. Just don't overdo it, or you yourself will end up looking plain and dull.

- **Brown** — Confident, casual, earthy, reliable. Brown is a very solid color that doesn't get used often enough. Black tends to be overused, so consider mixing up your wardrobe by getting brown shoes, a brown belt, or a brown leather jacket to bring this stable and masculine hue into play. Brown is often a more casual version of black.

- **Black** — Elegance, power, sophistication, strength. With emotions like these, it's no wonder that wearing a nice suit is so powerful. Unless you are wearing an all black suit, don't overuse black though, or you'll end up looking Goth or gloomy. Mix black up with other colors to break up the darkness and monotony.

That's just an overview of some of the colors that are out there. Colors are not an exact science, and different people associate different emotions with different colors, but there are usually some commonalities. Colors in the real world are rarely as simple as the primary colors presented here, so just pause and reflect for a moment when you see a colorful piece of clothing in real life, and ask

yourself what emotions it conjures up.

Colors and Skin Type

The color of our skin can change the way a color looks on you. While a bright green might look good on someone with darker skin, someone with very pale skin might look sickly wearing the same color. Here are a few rules of thumb regarding color and skin tone:

Fair Skin (Whiter skin complexion with lighter hair and eyes) looks good in:

- Turquoise [Complements blue eyes and blonde hair]
- Baby blue [To be honest, baby blue looks good on everybody]
- Light brown and green [Calming, smoothing colors]
- Off-white [Specifically creams and light blues to add contrast to an already white skin]
- Cyan/fluorescent blue [Adds confidence and flair very well]



A good use of green on a skater

Medium Skin (Tanned skin) looks good in everything.

White people can achieve this type of skin via tanning, like the cast of Jersey Shore. However most Southeast Asians and some Southern Europeans have this tanned color naturally. Many Brazilians will fall into this category.

Tanned skin is the most versatile, and can look good in just about any color (except maybe tan).

- Purple [I remember going to Brazil for a vacation and seeing the color purple everywhere. There were different shades of purple, from purple shirts to purple sarongs to purple dresses. It was so beautiful!]
- Crisp white [looks beautiful in contrast to the slightly tanned skin. A clean white shirt shows off the shirt itself as well as the skin color]



Despite the bad fit, the purple accentuates this outfit well

Darker Skin looks best in:

- Pink [Anybody can look good in pink, but darker skin looks great in it]
- White [Adds contrast to those darker skin tones]
- Blue(s) [Any blue would look good, particularly vibrant blue and baby blue]
- Gray [Almost like layering a lighter color on top of a dark skin tone]
- Red [All shades again, bright reds to rich burgundy and magenta]
- Light Purple [Purple is one of those colors that you have to experiment with, but the effects can be breathtaking]



Dark skin contrasts well with lighter colors

The colors that look good on you depends on more than just your skin tone. Not every color works for every man. Also, a slight change in the shade of a color can have a subtle but dramatic effect. The key is to experiment and remember that the final decision is up to your own calibration. Your measure of success should be positive attention and comments from women about your style.



You can combine and contrast colors with sleek design for added attention. Sometimes too many colors cause a sensory

overload. So make sure you can back it up

The general rule of thumb is that, if you have light skin, wear darker colors,

and, if you have dark skin, lighter colors will look good on you. You can also use techniques such as layering to help you utilize colors that otherwise might not look good against your bare skin.

Matching Colors

One of the marks of someone who is a master of style is that he knows how to match colors in a way that is appealing. There is actually a bit of science behind this, so we'll explore this topic in detail.

The Color Wheel

If you recall back to your high school art class, you may remember a tool called the color wheel. The color wheel is a diagram that artists and graphic designers use to find colors that are complimentary to each other. It is also a tool that **you** can use to match the colors in your outfit for the best effect.

This is what the color wheel looks like:



First, there are the Primary Colors. There are three primary colors: red, blue, and yellow. These are the basic colors from which all the other colors in the

wheel are made.

The second are the Secondary Colors. These are the colors that are made by combining the primary colors together. If you remember playing with paints in kindergarten, you'll recall that the following combinations make up the secondary colors:

Red + Yellow = Orange

Blue + Yellow = Green

Red + Blue = Violet (Purple)

Pretty simple stuff so far, right?

Things start to get a little trickier when we get to Tertiary Colors. These are formed by combining a Primary Color with an adjacent Secondary Color. If you've been keeping track, this gives us:

Orange + Red = Red-Orange

Orange + Yellow = Yellow-Orange

Green + Blue = Blue Green

Green + Yellow = Yellow-Green

Violet + Blue = Blue-Violet

Violet + Red = Red-Violet

As you can see from the diagram, all of these colors can also be shifted in terms of lightness or darkness. This gives us the rich variation of colors found in everyday life. But there are two more pieces of color related terminology.

The first is Analogous Colors. These are colors that are next to each other on the color wheel, for example blue and green, or orange and red. These colors match well because they are similar to each other.

Working with analogous colors is a good start for matching colors. Remember, the more similar the colors are to each other in hue, the better they will go with each other. So a really bright blue might not look good against a darker green.

The second is Complimentary Colors. These are colors that are directly across from each other on the color wheel. Because these colors are opposite from each

other, they really stand out against each other. Use complimentary colors to create strong contrasts, but don't overdo it, or your outfit can appear too busy or overpowering.

The final tip for matching colors is the most simple but useful: colors that are **the same** match up quite nicely with each other! Matching the color of different elements of your outfit can help create a sense of wholeness and symmetry, which really brings your look together. For example, wearing black shoes with a black belt, or maybe complimenting an orange scarf with daring orange socks. Play around with matching the colors of different items of your outfits to create more cohesive and thoughtful look.



Here is a guy matching white pants and brown dress shoes. Usually hard to pull off, this color contrast adds to his look

Women notice when the colors of your clothes match nicely. Here is another color wheel which you may find helpful when putting together your outfits:



A Final Note About Colors

Colors can be a very powerful tool for your style arsenal. Because different colors have different emotional associations to them, you can use colors to communicate the message that you want, including several of the Style Attraction Switches. Keep in mind that different colors go well with different skin tones, and keep in mind the color wheel when mixing and matching colors.

Finally, color can be a powerful tool, but don't overuse it. As a general rule, try to have no more than 3 distinct colors in a single outfit. This isn't a hard and fast rule, but any more than that can be confusing and overwhelming to the eye.

Chapter 13: Layering

Layering is an important and useful tool in any man's arsenal. You can stay warm or cool, add depth and texture, and include some sensibility and sturdiness simply by layering.

Simply put: layering is the use of multiple garments to create a multifaceted look. Layering allows you to play with color, optical illusions, and add depth to your look. It also gives you style versatility with temperature and condition changes. Let us take a few examples:

1. Sam lives in San Francisco where the weather is always changing. He gets up in the morning at 8am to go to work, and he thinks it is cold outside. He has a clean white shirt on and adds a layer with a scarf and a neat sweater. As the day goes on, the temperature reaches a sweltering and sunny seventy degrees! Sam takes off his sweater and puts it in his office to grab lunch at the local bakery. The ladies compliment him on his scarf and white shirt. 7 o'clock, time for a drink with the girl you met at the bar this weekend. Sam stops home to put on a leather jacket in addition to the shirt and sweater because of the cold temperature drop. He gets to the bar in style and takes off his leather jacket in style, setting it on the chair and sits down across the table from the blonde cutie. An hour later, she walks home with him as he put his leather jacket on her to keep her warm. She returns the favor later in bed.

2. As a student at Harvard Business School, Daniel has access to the underground tunnels that connect the campus locations. Despite this, the Boston weather freezes him to the bone. On business plan presentation day, Daniel decides to dress up in a business suit with a vest and pea coat. The coat wraps around his body nicely, adding to an already impressive stature. Daniel takes off the coat for his presentation. He later meets up with his business partners at the local bar and loosens up his tie a bit. He feels great at he sits by his friends to celebrate another winning presentation.

3. Summertime in Rio is hot and humid, with tourists abuzz. Tim decides to wear a black wife-beater and casual T-shirt with swimming trunks to hit the beach with his friend Emily. At the beach (with adequate sun block lotion), he lays down his towel and shirts and goes for a swim. As he dries himself after a nice swim, his friend Emily chats up some girls nearby and they all decide to grab some food at the local cafe. Tim puts his sandals and shirt back on. It is

getting a bit windy, so he wears his shirt over his wife-beater and it blends because they are both black. He reaches in his travel bag for his sunglasses, and he's good to go.

So now you like the idea of layering, want to try it out? Okay, here are some tips to help you:

- First, select the items you are going to layer. Each of these items should look very good on their own and should look good on you by itself. Make sure that the quality of each is relative to the others. You don't want to match your \$100 custom tailored shirt with a sweater vest you picked up at Wal-Mart, unless it looks and feels like \$100.

- Put the more skin comfortable items closer to your body. My cotton wife beater goes first, and my dress shirt second. It doesn't really matter, but make sure you like the feel of the first piece of clothing that touches your skin.

- Try to avoid monochromatic schemes. Black and white is classic, but adding in a dark blue or orange in the right places is very powerful.

- Sweaters, scarves, and jackets are most often used for layering. Use these items to create different looks with similar combinations of shirts and jeans. You will be surprised at the subtle but noticeable differences between the colors of a scarf and its effect on the entire look.

- Texture & Type matters. You don't want two shirts of the same texture or type. Having two T-shirts, one on top of the other, looks weird. Combine different shirt types and textures. For example, a cotton shirt with a cashmere sweater.

- Patterns: make sure that your colors and patterns complement each other rather than fight for attention. There's nothing worse than a look being too "loud" because it makes you stand out in a negative way.

- ***When layering, wear thinner layers first (shirts, undershirts) with heavier and thicker items on top. This is both practical and visually appealing.***



A pea coat (originally made for the military) adds stature and dominance on a man



A well picked scarf adds a layer of texture and complexity to the upper body



Excellent layering on a mannequin: Collared shirt over T-shirt, well folded at the arm, matching scarf and belt

Asian male models are masters at layering. Take for example this photo from a Korean men's catalog.[\[7\]](#) Note how he combines a white dress shirt, grey sweater, and heavier jacket with a skinny tie.

**BOY
STYLE**
READY TO A NEW WORLD TRIP?
A GREAT IDEA, ABOUT HIS
APPEARANCE AND A BUNCH OF
NEEDS CLOTHES



Here is another great example of layering. See how the model combines the black turtleneck with the heavier dress shirt, and tops it off with a jacket? Also note his use of color and accessories.



Chapter 14: Accessories

Women accessorize with their bags, earrings, purses, jewelry, nails, and a million different things. Girls usually accessorize to accentuate their girly-ness and femininity. After all, that is what men are attracted to and how women compete with each other.

Most men don't really accessorize. This is a huge mistake because accessories can add a huge boost to any man's perceived sexuality to women. Generally speaking, male accessories signify tribal dominance and elite-ness within a group (thereby also related to his power and social influence). Below are the key accessories categories and why they attract:

Wrist bands

+*Individuality /Hunter Identity*

+*Tribe Dominance*

The reason why the leather wrist bands might have been so popular is that they were tough, durable, and easy to make. The supply for the material was also abundant, and there is a "hunter feel" to leather because it comes from a hunter's prey.

Leather also appears to be the most durable and bendable material, although metal wristbands also exist. The reason why leather acts as such a good material is because, while it is tough and durable, it also easily bends and shapes. This is important when thinking of everyday wear and comfort. Historically men found that leather wrist bands also were great to draw and write on. This allowed each person to illustrate their own tribe sign that was used for helping distinguish and his tribe against others. It signifies ownership, belonging, and dominance.

Metal is cold and classy. It adds a sense of elegance. Some metallic wristbands also make a nice "clink" when you move your hands, further signaling dominance with a man's walk and gestures.

Today you will see many forms of metal and leather wrist bands in a variety of styles. From rockstars, professional fighters, and artists, to just the regular guy, a wristband can provide a neat and tribal look that helps display masculinity, confidence, and individuality.



Example of a rocker-style metallic wristband



You can find leather wristbands at the accessories section in stores like Guess!, H+M and Abercrombie and Fitch

Watches

+ *Wealth*

+*Sophistication*

I am not a big fan of watches, but James Bond and Rolex's marketing

department would argue otherwise. A watch can signify a lot about a man's taste as well as his wealth. When worn correctly with a fitted and sharp suit, it can work wonders.

Watches are traditional symbols of masculinity and male power, and can be used to convey dominance, sexuality, wealth, and other Style Attraction Switches, depending on what type of watch you get.

What kind of watch to purchase is a personal question, and there are more watches than can be adequately covered in this book. But some of the things to look for are the case (is the watch plastic, metal, or crystal?), the band type (is the band narrow or thick? What is the band made of? Leather? Metal?), and whether the watch is analog or digital (digital watches are perceived as cheaper or more sporty).

When looking at watches, just as with any other clothing piece, ask yourself what kind of emotions and signals the watch conveys, and how it will fit into your overall look. Like all things, experiment.

Rings

+ *Status and Dominance*

+ *Artistic Style*

Rockstars often wear rings because they add weight to a rocker's hand movements as well as express artistic individuality. One ring is fine, but usually more rings add a chain of expressions to a man's hand. Kings wore rings (hence the Dave Chappelle expression, "kiss the ring, bitches") as a marker of class and social status.

Sometimes, newbies err by adding too many rings that don't match, and it looks funny. Well designed rings add a story to every finger, and mood rings are also great conversation topics with women as they change colors. Rings are organized by the diameter of the ring circle and over time you will learn to remember length of the circumference of each finger. Experiment with different types of rings to see which ones fit best on your fingers and express who you are.

Earrings

+ *Sexuality as status symbol*

+ *Tribal Leadership*

Well picked earrings can do wonders to a man's face. First, it expresses individuality and sexuality. Left ear piercings are for men, while right piercings only has a stigma of the man being gay (although not

necessarily true). Second, they can rebalance and add symmetry to a face or otherwise unsymmetrical facial feature.

At first, fake clip-on earrings can be used to explore if this look is for you. Rings also accentuate the neck, and add symmetry to the face. They are a great tool to increase the attractiveness of a face. Women often wear big hoop earrings to distract from a less beautiful facial feature, and this works for men as well with smaller hoops.

Having earrings also signifies good disease immunity. The man was able to fight off possible infection and breakage in the skin, and has his health intact. This is a small but hardwired biological response to any type of piercing. Piercings were also associated with those that were elite within a tribe, another SAS.



Here is Love Systems coach Savoy making great use of earrings and necklace pieces

Tie

+*Eliteness via class status*

+*Sophistication via layering and color contrast*

The necktie dates from to the Croatian mercenaries and the French King's fashion movement. Today the necktie is worn add luxury and color to business attire. Celebrities and entertainers have furthered its meaning to add a elite, higher class sense of sophistication and sexuality.

Think of Justin Timberlake's ties and dance moves. The skinny tie accentuates the man's chest and adds a favorable decoration with its colors and designs right at the center of the body. The tie also has a high class business affiliation, making the man seem more elite and sophisticated.

Learning to tie a tie is a man's rite of passage and a display of his manhood in today's society, so be sure to study this from your father, a brother figure, or online. A black skinny tie and a well designed tie are key pieces in any man's closet.

Hats

+*Sophistication and Artistic Style*

Hats come in many forms, and a well placed top hat or cowboy hat can work wonders in creating attraction. Think of Bret Michaels with his cowboy hat and the iconic hat of Indiana Jones. Hats also serve to add mysteriousness by covering part of the face and adding shadow to the eyes. Peacocked hats with flashy feathers or colors and styles draw significant attention to the wearer.

Be sure to experiment with different types of hats and find one that suits your desired identity. Neyo and Michael Jackson are great icons to study on wearing different types of hats during their performances to inspire mystery and awe. Be careful not to seem overly metrosexual with the use of hats.



A well placed fedora can completely change a guy's look

Necklaces

+Sexuality via accentuation of V-chest area

+Power via showing the neck

Tribal Chieftains and kings wore necklaces to display their status and power. Rockstars wear well designed cross and gothic symbols, while rappers wear iced out bling on their necks. A well placed, well designed necklace adds sexuality, dominance, and power to a man's overall look.

When planning your attire choose between a necklace and a tie. Be sure the necklace is not too loose, doesn't hang too low, or isn't so tight that it looks like a chokehold on your throat. The necklace can show

off the man's chest as well as his wealth if the right design is placed correctly. Necklace chains differ in length, and some are more easily adjusted than others. You can learn to buy only the chains and also switch out certain types of chains appropriately over time.



Necklaces were worn by tribal warriors to signify their ranking and tribe origins

Vests

+Eliteness via layering

+Power via sexual stereotype

Ari Gold (*Entourage*) personified the businessman with the vested, Hollywood agent look. Vests are worn by lawyers and businessmen in serious situations and boardrooms. They add a sense of sturdiness and call to mind a warrior's armor. They add style to an already impressive power suit. Be sure to compliment a vest to color and pattern coordinate with the suit as well as be fitted and layered just right between the shirt, tie, and suit jacket.

Sunglasses

+Eliteness via power play of hiding eyes

+Dominance via mystery

Sunglasses can really add to your look because they are often associated with movie stars and celebrities who use them to hide their faces. Sunglasses also hide your eyes and make it difficult for others to tell what exactly you're looking at, which can add an element of mystery.

Why sunglasses draw attention (good and bad)

- Sunglasses protect you from the sun. But they also hide our most important communication device: our eyes. By blocking out the eyes, glasses can make a man look more mysterious, more elegant; they have a bad boy look. (Hollywood icons: Terminator, Tom Cruise)

- The eyes are a power source in social interactions. If you take away that element, you keep people guessing. This has a profound effect on creating more power. Also, when you take off your glasses to talk to someone, they appreciate your eyes a lot more.

- However, they can also hinder communication if the other person does not know you are talking to them, or they cannot make eye contact with you directly.

There are many different types of sunglasses that you can wear. Aviators are broad sunglasses that cover a large circular area of the face. These were initially popular among pilots, but have grown to be associated with celebrities and bikers, all sexual stereotypes. Thinner glasses can communicate a sense of coolness and refinement.

Also, different sunglasses may look better depending on your facial shape. If you have a round face, your sunglasses should contrast that with only slightly rounded corners and a darker tint. For an oval face, larger glasses can help accentuate your cheekbones and eyes. If you have a triangular face, try to get

sunglasses that mimic your bone structure.

One final consideration regarding sunglasses is UV protection. UV protection is very important because the quality of the lenses is essential to the health of your eyes. Experts recommend sunglasses that block 90-100% of UVA and UVB radiations.

For the advanced and more adventurous, try out the crazy glasses from Kanye West's video. They are called Shutter Shades. You can't see anything in them, but they are great for peacocking if your personality matches it.



Shutter shades look great and help you “peacock”, but are not very functional.
They happen to be “in” right now

Example of Aviator shaped glasses from Ray-Ban:





Girl's Accessories

+Preselection via sexual polarity +Artistic Style via creativity and innovation

There's something very attractive about a man who has girls around. An artist who has one of his girl's combs on his desk, or a hair clip in his car shows off pre-selection. There's evidence of girls being in his life: hot, well maintained, and stylish girls.

Imagine a masculine guy with a girl's hair band on his wrist. He's attractive in a manly way but also has a feminine item to add irony and contrast to his look. It also signals subconsciously that he has a girlfriend or girl friends in his life. Women pick up on this if done right in a subtle, non-bragging way.

Other pre-selection accessories include: lipstick on the collar, women's perfume, a slightly feminine scarf, girl bracelets, girl necklaces, and girl rings. Women's underwear, bras, and panties do not count towards your attraction points. Your suggestions should be gentle and subtle, not overtly sexual and non-discreet.



Shopping at a girl's store can be daunting at first: learn to pick out the accessories that have masculine energy as part of their design. Ask for the girls' opinions if you need to. Focus on honing your eye for style.



A feminine bracelet can offset an otherwise overly masculine outfit. When contrasted with masculine attire, it adds versatility to an already good look.



Examples of necklaces at Forever 21 that can match a man's outfit, and get tons of questions and compliments from girls

A white scarf from Forever 21 can be used to build this look by [Russell Brand](#). Learn to deconstruct the overall girl look here and single out the one item that may look good on a guy too. (In this case, probably only the scarf would work.)



A Final Note about Accessories

Accessories are a powerful and underused tool in the stylish artist's toolbox. Don't go too crazy with accessories (you should stick to 1-3 strong pieces to compliment your look). When used sparingly, accessories are a great way of triggering Style Attraction Switches.

Interesting accessories also have the added value of serving as conversation pieces. It makes it easier for women who are interested in you to start a conversation with you if you are wearing a really nice and unique accessory. Having interesting stories to tell about your accessories will also provide you with material to talk about and connect over once you start talking to a girl.

Have fun experimenting with accessories, and find and incorporate accessories into your look that are meaningful to you. Treat this as an ongoing, lifelong process of fun and improvement in displaying your inner expressions to the outer world.

Rules
of
Style

Erika Awakening

www.SpiritualSeduction.com



1 Choose clothes that fit you. Often men are reflecting their doubts about themselves by choosing clothes that are baggy or formless and symbolically hiding themselves. Clothes that fit will skim your body, not hang off you. When in doubt, consult a good tailor until you learn the right fit.

2 Know your colors. The right colors for you depend on your skin tone. Consult a color specialist or someone who has excellent fashion sense until you understand which colors do and do not work for you.

3 Simplicity is one of your best strategies. Many guys overdo it with too many colors, too many patterns, too many accessories. One of the sexiest things a man can wear is a simple black T-shirt that actually fits his body (assuming he's in good shape). Simplicity bespeaks confidence and says "I am enough."

4 Invest in nice shoes. Nothing says "I don't get it" like wearing athletic shoes and white socks anywhere other than the gym. Choose nice leather shoes or boots if you are wearing pants. If you are wearing shorts, go with flip-flops or nice sandals.

5 Be fearless about expressing your sexuality. Clothes that fit around a man's chest and groin show that he is a sexual creature, which is a turn on for women. Getting in touch with your sexuality by feeling it in your own body, and then choosing clothes that reflect that sexiness, is the way to go.

6 Choose a meaningful and masculine necklace. These are great conversation starters, and women seem to be drawn to them. For men, I recommend either a leather or matte silver chain (no gold please!) with a simple but meaningful ornament hanging on it. Ear piercings are also sexy on men, so long as the jewelry worn is masculine.

7 Be a little edgy. Stay away from any outfit that screams "American tourist". This includes khakis, unstylish jeans, shorts with athletic shoes, striped polo shirts, and anything else that says I am "boring, white bread, conventional, and de-sexualized". Do not follow the crowd, because most men these days are wearing decidedly unsexy clothes, and you do not want to be one of them. Instead, consider fashion pieces that communicate edginess and a bit of a dark side. These might include a masculine necklace, biker boots, a tailored leather jacket, a belt with silver studs, a T-shirt with an edgy design. Your clothes must communicate your sexuality and your awareness, showing that you do not follow the herd. You create your own sense of style.

8 And that leads us to the most important tip of all: develop your own style. Through your awareness of style and learning what feels good and powerful and sexy to you, you will become a more effective communicator and you will get more in touch with your sexuality and your body. Both of these will help you enormously with women.

Erika A.

Chapter 15: Beauty Routine

The idea of high maintenance

“You’re high maintenance” used to be an insult to those of us who are too vain to notice other things in life. However, isn’t it good to have a maintenance routine if you believe you are indeed of value to maintain?

Most of us go through life in default mode, accepting what others tell us and what we have not tested ourselves. Successful people do not leave this to chance. Most of the very good looking women and men have beauty routines they go through for maintenance and going out. You may think this is excessive or borderline metrosexual, but it is true that most male models and good looking guys have an edge because they prepare and plan their appearance instead of leaving it to chance. I will now go over some regular maintenance tactics and how they work to make you look your best.

Daily Maintenance

- Shampoo: Pick one that suits your goal for your hair. If your hair is thin and you want fuller hair, Pantene and other products with extra keratin work. For straighter hair, Matrix [Sleek Look](#) has a straightening line of shampoos that work very well. Decide on what your goals are. Basic grocery store shampoos are generally acceptable, while high end shampoos can be expensive. It usually pays to get a medium brand shampoo that suits your needs from your hair salon.

- Conditioner: Most guys ignore conditioners, but this step is crucial to keeping your hair from getting split ends, while looking shiny and in good health. Conditioners come in many forms. Some are comfortable and smell good, while others achieve a specific function. For colored and dyed hair, a conditioner called [Color Me Sexy](#) moisturizing treatment has extended the color in my hair dramatically. I now save a lot of money going to the hair stylist once every three months instead of once every month for color.

- Hair straightener: There are three main types of hair straightening technique categories. Japanese hair straightening involves breaking down the chemical composition of hair and making it straight permanently (except for newly grown hair). Julianne Moore does this. Brazilian and chemical hair straightening costs \$50-\$ 100 and can last weeks. The salon applies a layer of chemicals that break

down your hair. This cannot be used at the same time you are coloring your hair, as both procedures damage the hair. Hair straightening irons can be used to do instant straightening, but this is temporary. Other straightening creams don't work or are very temporary. If you have average curly hair, one treatment of chemical straighteners will give you a sleek new look that lasts for weeks.

- **Teeth cleaning and whitening:** Crest whitening strips will only get you so far. Long term cleaning every year at the dentist is a must if you have health insurance. This is one of those things that will bite you in the behind if you don't take care of it. And, it can add many points to your smile if you have whiter teeth. Be sure to always have flossing tools. Some people use tongue scrapers, and they work in removing dead cells from your tongue and reducing mouth odor if it is a source of bad smell.

- **Body Cream (skin):** Good skin matters up close, especially during sex and if you touch girls or are touched by girls (both of which you plan to do a lot of as an attractive man). Try out different moisturizers on your skin. Some guys have white, flaky skin on their toes or other parts of their body. Add moisturizer. Origins has a Bloomaway grapefruit body souffle that keeps your skin radiated and soft, making people want to touch it. This won't change girl's perceptions of you during the day, but the difference in your skin texture will be significant in any skin to skin contact with women.

- **Vitamins for skin:** Fish oil that contains omega 3 acid is good for the heart, health, and your skin. Cod Liver Oil has vitamin A&D, both used to build keratin and the skin. Unique vitamin supplements that contain vitamin C, E, and primrose oil are all great for maintaining a healthy skin.

- **Multi-vitamins:** These are general vitamins, and I usually get the kid's chewable ones and take extras. They help maintain and sometimes improve vision, skin, health, blood flow, and heart functions. Plus, they're good for your overall health. Be sure not to overdose on the gummy bear vitamins.

- **Nutritional supplements for building muscle:** There are many supplements on the market these days, and many people ready to sell them to you. After significant research, I have found that protein shakes are great substitutes when you don't have enough time to eat meals during the day. Creatine has been studied to be effective at increasing strength before and after training sessions. Steroids will build muscle faster but have significant negative side effects. For most of us trying to maintain our looks or build muscle mass, basic protein shakes should be all that you need to reach your fitness goals.

- Nails: A basic nail clipper keeps your nails in check. If you paint your nails black or another color, have nail polish that stays on and comes off easily and nail polish remover.
- Acne medicine: Skin problems affect us all, from unwanted moles to blemishes to breakouts. Everyone's skin is different, and therefore the same treatments won't work for different skin types. Acne.org has a great review system for products that prevent acne, treat ongoing acne, and remove acne scars. Good skin is a health indicator and is attractive universally.
- Lavender lotion: This item is good for reducing burns or other itchy areas, has a soothing and calming effect, and can be used as massage lubrication when a girl is over at your house.
- Sunscreen: Sun damage (as well as smoking) exponentially increases aging and skin damage. Be sure to always have sun screen on when sunbathing or going outside for an extended period of time.
- Body hair control: Wahl's [trimmer set](#) has all the tools you need to trim mustaches just enough to give you a rugged look and also works on nose and ear hair. A medium sized hair trimmer keeps other body hair in check. Tweezers and small trimmers can be used for facial hair, eyebrows, and other body hair on-the-go.
- Travel: Have a toiletries bag with these essential items that keep you maintained and looking good, and learn to pack efficiently.

It is more important to get the few, critical things right than doing everything meticulously in the whole gambit of your own beauty regimen. Be sure to experiment to find what works for you, and then develop a behavior pattern that makes that part of your beauty routine.

Facial Care

Men have slightly thicker skin than women. But, unlike most women, we have never been taught what is needed to take care of acne and other skin problems. As a personal sufferer of acne, I see too many men who do not have that severe of an acne problem but still suffer from bad skin because of a lack of knowledge and personal care.

The first step of any regimen is to remove existing bad habits and prevent damage. Therefore the easiest things you can do to improve your skin right now is to minimize the risk factors that damage your facial skin:

- Sunlight damages skin. Hollywood has us believing that tanning in the sun is a cool thing to do, and it can be provided that you do it moderately and when wearing the correct sunscreen. UV radiation causes premature aging (i.e. Donatella Versace, Bridget Neilson). To protect

yourself from UV radiation, use a sunscreen of at least 30+ SPF whenever you are out in the sun.

- Excess exposure to pollution, dirt, or dirty environments can damage your skin. Avoid dirty areas and clean your face daily. When playing a sport and sweating, the sweat glands can get clogged up and dirty. Be sure to wash your face (ideally with an exfoliator) after such intense activities.

- Smoking irreversibly damages the skin (and lungs) and accelerates the aging process.

- Acne also leaves scars and redness on the skin. If you have even moderate acne, seek professional help from a dermatologist and never give up on finding a solution for your specific skin problem. Unlike the previous three areas, acne is usually not associated with a negative behavior pattern. Some people are sensitive to food like chocolate and other junk food, which causes acne. If you find that these tend to trigger breakouts, change your dieting immediately.

Now, onto the good habits⁽⁸⁾

Before I tell you the general steps of good skincare, you need to figure out what type of skin you have:

- Normal skin: This is the type of skin that is not too oily and not too dry, has small pores, and usually does not have any red stains or pimples. If you have normal skin, you are in luck. Your skin will feel elastic and not too dry or moist.

- Oily skin: I have oily skin. This skin type is characterized by an increased sebum excretion.

The role of this substance is to protect the skin by acting as a barrier between it and the environment. However excess sebum increases the chance of bacterial infection and acne (aka breakouts). The skin pores are often dilated, and the skin at the end of a workday may appear shiny (due to the oil being secreted all day). Oily skin is most prone to acne, and if you have oily skin at least now you know. Know that most commercial facial treatments probably will not work for you, and you need to work closely with a very good dermatologist and aesthetician to prevent and remove acne.

- Dry skin: This skin type usually lacks moisture and fat. The skin secretes low levels of sebum, which reduces acne but makes it sensitive to other factors. The skin can become irritated (red) easily with excess touching or abrasion, and wrinkles are more obvious. Moderately dry skin can be solved with regular moisturizer application, though more severe cases may require the medical attention of a dermatologist.

- Sensitive skin: Sensitive skin usually refers to dry skin, although additional factors can cause it to be extremely sensitive to wind, cold, pollution, and shaving. People with whiter skin tend to be more sensitive. Being more careful with your skin and skincare is essential to keeping it healthy.

A note on Accutane: As a personal acne sufferer, I have gone through several rounds of Accutane. Accutane changes your skin type from oily to dry by killing off the sebum glands, thereby eliminating the source of the oil which feeds the bacteria. The problem is that the oil is also good for keeping your skin firm and hydrated. Your skin will feel extremely dry while you are on Accutane. Accutane is effective in treating severe acne, but its acne removing effects are not always permanent. There are other adverse effects of Accutane, so be sure to consult a dermatologist and read about the drug before making the decision to take it. Be sure to read the actual clinical studies and not the marketing material of the drug company and its generic counterparts. The advice here is of my personal account it should not be taken as professional medical advice.

For all skin types, your daily skincare should follow three steps to varying degrees:

- Cleansing
- Toning
- Hydrating
- + UV protection (daytime)
- + Medication (nighttime)

For cleansing, a gel or an exfoliating cream will eliminate dead cell skins, excess oil, and dirt that accumulates inside the pores. Exfoliation is the process through which you cleanse. You remove dirt, dead cells, excess oil, and other pollutants in your skin. It helps clear the pores and reduces the risk of acne. If you have oily or dry skin, choose a stronger acid-based exfoliator. If your skin feels like it's "shrinking" or is irritated, it means that your facial cream removed

too much of the natural protector oil. Thus, your skin will produce more oil to compensate for the lost quantity. You'll need to choose a more gentle cleanser. I use ***Checks and Balances*** from Origins because it cleanses without drying up my skin too much.



Toner gel strengthens the skin and helps maintain the pH levels and fight bacteria. It is used after exfoliation and/or shaving. It has a bit of alcohol in it to help kill bacteria. I have a customized toner from my aesthetician. It comes in liquid form and can sting a bit when applied, but it should not sting too much. Otherwise, the pH level is too acidic and you need to re-evaluate your choice of brand.

Hydration can be done with an over-the-counter lotion, but personally I prefer top skincare products from companies like Origins. I use Eminescene Organic Skin Care's Stone Crop Hydrating Gel. For an aftershave and to reduce irritation, an affordable and very good product is Origin's Firefighter.[{9}](#)

The last step is either UV protection or additional medication. During the day, you want to apply at least a 30+ SPF sun block. This protects your skin from 99% of UV radiation damage and prevents your skin from getting burned or getting permanently darker.

Medication: additional medication can be applied topically if you have a prescription from you dermatologist. I use Atralin and Duac, two acne

preventing topical medications. A customized Zinc & Sulphur mask from my aesthetician reduces and kills live acne bumps by morning. Originally from Russia, my aesthetician believes in a European style skincare regimen that works more naturally and better than American skincare methods. I would recommend that severe acne sufferers seek professional help and

don't stop until you find someone who really knows his or her craft. Similarly, for older men (and women) now is the time to apply anti-aging creams and other types of youth maintaining medication.

Taking Care of Your Hair

Too many men see shaving as a painful and time-consuming process, but it can be fun and artistic. As my hairstylist told me "hair is an art."

Shaving

1. First, take a warm shower or use a wet towel on your face to moisture your face and open up your pores. Don't use very hot water, as it will dehydrate your skin. Don't use cold water, as it closes up the pores.

2. Apply the shaving cream in circular motions, making sure it stretches uniformly over the whole surface you want to shave. Don't use too much cream or foam, as it can block your razor. Let the cream or foam soak in for 30-60 seconds before you begin shaving.

3. Start shaving. Some advocate shaving reverse of the hair growth, but this causes more irritation for sensitive skin. If this happens to you, shave in the direction of hair growth. Use your other hand to stretch the skin for a closer shave. When you are done, wash away excess cream or gel using lukewarm water. Make sure you didn't miss any areas. Sometimes a missed spot shows up on a date, which can reas as a lack of attention and detail to the woman.

4. Some men like to trim instead of shave to achieve that "scruffy" look. You can do this with razors that have length control clippers on them (Wahl's). In this case, use less soap or foam (or nothing at all) and move the trimmer against the skin. It will shave most of the hair off but leave the stumps for a slightly dirty and masculine look.



5. Men are always confused about sideburns. Depending on the shape of your face, they can help add definition to the sides. Decide what suits you. For an example of long sideburns checkout DJ Fuji’s style advice page in this book.

Taking care of your eyebrows

1. Eyebrows are one of those things that are a blind spot for most men when they think about “facial grooming.” However, unkempt eyebrows are a huge deal breaker for women, especially if a man has a uni-brow or very hairy eyebrows.

2. The overall look of your face depends a lot on your eyebrows. You can have them waxed professionally. This costs more in the long run, but most waxing saloons know that they are doing. Most of their clients are female, so be sure to specify a more masculine look first.

3. Ideally you can train yourself to trim them. You will have to learn to use tweezers and trimmers. A trick my hairstylist taught me for thick eyebrows is to use a comb and brush lightly to the side with your eyebrows. Then, use a mini pair of scissors to lightly cut some of it off. This reduces the “thickness” of your eyebrow and gives it a more natural look.

4. Wash your face with warm water before starting the plucking process. Hair will come out much more easily when your pores are bigger.

5. Make sure you have very good lighting and a good mirror, preferably one that makes things look bigger because eyebrow hair is small.

6. Pluck the hair in the direction in which it grows. This reduces resistance and pain.

7. You will develop a skill to make your eyebrows look great without looking too feminine or gay over time.

Going Out

Girls can take hours getting ready when they are spending the night out with their friends. Men have their rituals too. I will cover a few essentials here:

- **Hair straightener** (ceramic, iron, and ionic): Different types of hair straighteners work on different hairs to varying degrees. A hair straightener can instantly transform your hair from curly to flat and straight. You can also use gel or a hybridized wax for a double slimming effect on your hair's thickness.

- **Eyeliner:** Guys naturally have long eyelashes already, and guyliner has been making a comeback especially amongst rockstars and emo groups. That said, the darkened lines do accentuate your eyes if that suits your particular avatar.

- **Contacts:** Glasses are very rarely attractive at the club . Even when they look good, they display a pseudo-sophisticated and smart look. Contact lenses come in many forms, and it is important to experiment to find the ones that work best for you. Color contacts add diversity to men who have the same hair and eye color. Studies have shown that women (and men) find different eye and hair colors more attractive than those that match in color (i.e. Asian, black, and Latino men).

- **Facial blemishes / makeup:** Light powder foundation can be used to cover any scars or other facial blemishes without other people noticing. You will have to find the right color for your skin tone. Don't go overboard on this, but definitely don't underestimate the power of makeup.

- **Earrings:** Changing earring styles to match your look can have a great effect on your overall look for the night.

- **Hair styling product:** Again, experimentation pays off here. Hanz De Fuko has an excellent wax and hybridized wax that leaves your hair shiny and smooth. Elvis used to style his hair with rose oil and Vaseline.

- **T shirt time:** The guys on **Jersey Shore** have one thing right—your clothes look best when they are freshly pressed and clean. Have a ritual and put on your

favorite music. As that time of the night comes, put on your going-out clothes and enjoy the party!

- **Gum:** Always have this handy for breath control. Mints are great too, but they dissolve faster.

- **Cologne:** A good time to put on cologne is right before you walk out the door. Three or four sprays on the neck and wrist areas will suffice. A lot of guys either ignore this completely or overdose on cologne. Too much cologne is equally displeasing to women, so don't overdo it. Smelling good alone will not get you laid.

- **Fun items:** Lollipops, cards, a mood ring, an event card you picked up at the hotel, or anything interactive is fun to play with and acts as a way to engage with other people, including hot women. Be natural with the use of props and don't go overboard. A really great look is a guy who looks cool at the club walking through, high-fiving the bouncer, and sucking on his lollipop. The nonchalance alone signals to females walking by or in line that he's used to this type of treatment as a high status man.



Even though we're now adults, our childish nature never leaves us. Instead of taking value and seeking validation, next time try offering people something at a party. I'm sure you'll make at least one new friend.

Chapter 16: Night vs. Daytime Attire

Clothing styles change depending on the venue and also the time of day. Daytime style can be very different than night time style. But how does one dress during the day for attraction? Let's first answer the question first of where women are during the day.

From Monday to Friday, most people are working in the office in their "office uniforms." On weekends, women can be found in shopping malls, the street, libraries, coffee shops, bookstores, colleges, gyms, the park, the beach, and grocery stores. Each location is a little different as we go about our day. Women often take a very long time to prepare when going shopping at the mall, sometimes to get male attention but more often to simply to compete with other women or feel good about themselves. During the day your attire can be a lot more toned down, relaxed and easy-going.



Leather jackets are great additions for the biker / bad boy look during the day time

Daytime outfits change a lot based on climate. A Miami Beach look may not work for Boston during fall. Students in Boston learn to wear heavy coats, scarves, gloves, and sweaters very well given the colder climate. Summertime places in L.A. and San Diego sport more relaxed, "fun in the sun" look.

Robert Pattison has a very casual "I don't care but I still look good" vibe about this style that would work well for the day time:



Daytime meetings with girls also differ in the following ways:

- **Formality:** Daytime attire is generally less formal. However, don't be afraid to sport a tie/skinny tie or be more formal during the day, depending on the occasion. Colors are a lot more visual and evident during the day time.
- **Authenticity:** Conversations struck up during the day are much more authentic than at nightclubs. As such, your style can be a little more relaxed and your attraction can be based a more on your personality.
- **Pacing:** The overall pace and momentum during the day is slower. Walking more casually and calmly works to your advantage during the day (as opposed to a loud dance club) because there aren't a million things vying for a girl's attention. So relax, speak slowly, and act casual.

Daytime clothing style differs in the following ways:

- **Sunglasses:** You can wear different accessories during the day. One of them is the use of sunglasses. As a general rule, always have sunscreen on (it decreases sun damage and the aging effect). A sick pair of shades increases your coolness and mystery effect.
- The temperature is more likely warmer. You can wear T-shirts and show off

more skin. Your shirt buttons don't all have to come together.

- Hats and Beanies: Depending on your head size, daytime styled hats can make or break a look. A well placed baseball cap or fedora can have a dramatic effect on your look. Test out different hats during the day to see what works. Here is a friend of mine who is very good with women rocking his attire during the day:



Daytime Locations to hangout and meet girls:

- **Beaches:** The beach can be a great spot to meet women if you have the right stuff. soccer balls, volley balls, good company, and dogs are all fun things to have with you, whether you're by yourself or with a girl you just met there.
- **Parks:** Walking your dog in a regular park or dog park is an excellent way to meet girls during the day.
- **Campuses:** Especially during the first weeks of school, campus girls are everywhere and friendly. As long as you have something that is associated with the school you are visiting, you can strike up a friendly conversation.
- **Grocery stores:** Depending on your location, a lot of moms and single girls frequent grocery stores during the day.
- **Malls:** Malls are a perfect location where women always hang out.
- **Coffee shops:** A lot of unemployed people or night folks (people who work night shifts) spend their days working at coffee shops. Find the one that is local and get some work done in the process!



Mastering day time approaches can be a rewarding experience because women are usually not as “on-guard” as they are in nightclubs. Very few guys can do it correctly, and your competition is minimal.

Chapter 17: Sexual Stereotypes and Attractive Avatars

Style, as we've talked about, is a form of communication, and we can use it to communicate different things about ourselves, as we saw with the Style Attraction Switches chapter. However, there is a way to shortcut this form of communication through the use of sexual stereotypes.

Every culture stereotypes the people who are the most sexually desirable. Taking a look at women, some of these stereotypes include the Stripper, the Cheerleader, and the Girl Next Door. Each of these stereotypes is easily recognizable, and if you're attracted to a particular stereotype you can become instantly attracted to a woman who falls into one of those categories.

The same can be said for men. There exist in our culture many attractive stereotypes of guys that you can model your style after. Some of these stereotypes include the Rocker, the Surfer, the Cowboy, the Businessman, *etc.* There are dozens of these stereotypes, and, if you can effectively demonstrate that you fall into one of these categories, you can instantly make yourself more attractive to women that are attracted to these stereotypes.

Using stereotypes is powerful because they are instantly recognizable, and women can easily slot you into the attractive category. Rather than being just some nice dressed guy she met on the street, in her mind you instantly become "Rocker guy" or "Surfer guy." It really is a shortcut to attraction.

Of course, not all girls are attracted to all stereotypes. The idea is to find the stereotypes that the women you are interested in are attracted to, and model those stereotypes. For example, if you're into Goth girls, and they're attracted to Rockers, it would make sense to model the Rocker sense of style.

Of course, you don't want to pretend to be something you're not just to fall into a stereotype. You don't have to be fulltime cowboy in order to rock a Cowboy style. Maybe you lived on a farm once, or you have family that lives in a rural area. As long as your style somehow relates to something about you as a person, it will ensure that your style remains congruent with your identity (SAS #5).

The best way to incorporate sexual stereotypes into your style is to be observant. Look at magazines, websites, and TV to see what the guys who

exemplify your given stereotype are wearing. Then determine how you can incorporate those items into your own wardrobe.

There are many different examples of attractive avatars out there, and each one appeals to different types of girls. In the interest of brevity, I won't go into them all in this book, but you can find a full catalog at our website, www.seducingwithstyle.com, where I break down each avatar and show you how you can recreate the look for yourself. Check it out!

Here are some examples of sexual avatars below. Notice that the silhouette is instantly recognizable because of that avatar's props and the things he appears to be doing, which are all congruent to his public identity as a "suit."



1. The Rapstar



2. The business suit



3. The Japanese rocker

Chapter 18: Piercings and Tattoos

Piercings

Piercings have a tribal history, and I have explored their effect on male dominance and leadership within a tribe in the Style Attraction Switches.

Ear piercings are common: a small hole is made at the earlobe (or other smooth areas of the ear). The hole is barely visible. After 6 weeks, you can remove the initial stud and try on different types of earrings, from hoops to studs to stretchers. You can also pierce many different parts of the ear for a different look, as well as parts of the face like the area above the eyebrow, the nose, the lip, and the tongue.

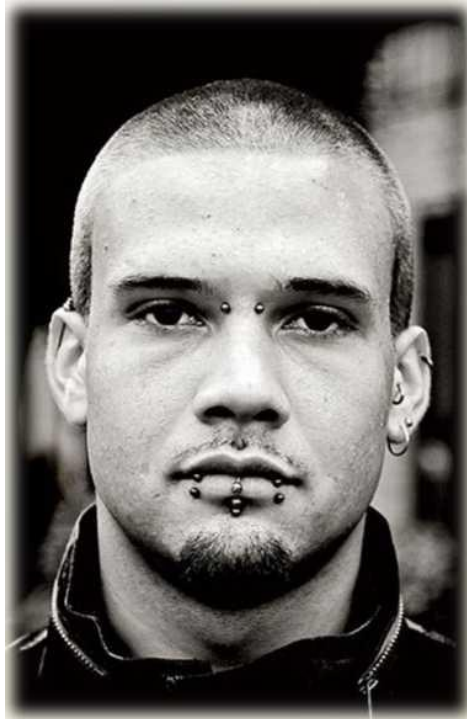
A little does a lot in terms of facial symmetry, and 2 hoop earrings have been shown to balance out an otherwise asymmetrical face (all faces are asymmetrical to a degree). A lip piercing can add a very dominant and sexual look. Be sure not to go overboard in piercings. After a certain number of piercings, the attraction levels drop immensely, and men can be categorized as “freaks” or “weird piercing guy.”

The designs of your earrings and piercings are equally important to the piercing itself. For attraction, you want to hit an equal balance of elegant design and male strength. Therefore the designs can be masculine with a tribal symbol, or also feminine and elegant with a round design (in the case of round metallic earrings). Plastic or bright colored rings don't generally work unless your whole outfit is fitted that way. Metallic and black rings have a masculine and elegant effect on men in particular.

Piercings have evolved in women and men to many areas of the body. Of note are facial piercings in the nose, mouth, and lip area. Nipple piercings, belly-button, and naval piercings can be sexual but may be pushing the boundaries too far for men. Although most skin grows back after the piercing is removed, make sure that the piercing itself is something that is congruent with your look and personality.

Be sure to follow the proper disinfection procedures to ensure a safe and happy experience with your new piercing. Antiseptic should be provided by the outlet (i.e. Claire's Accessories). Witch hazel and alcohol also work as

disinfectants. You need to use these everyday for at least 3 weeks after an initial piercing.



An example of the variety in a man's facial piercings

Tattoos

Tattoos have a long tribal history and signify many masculine traits. Tattoos display artistry and personality. Picking the right design on the right part of the body is important. Tribal warriors wore them on their shoulder blades, arms, chests, and even necks.

Just ask yourself: How often do you see them on business managers or government officials? However, a new study from anthropologists in Poland suggests that, for men, tattoos and piercings are actually signals of biological quality. The researchers compared the body symmetry—specifically, measurements of the right and left hands — of people with tattoos and piercings to a similar group of people without tattoos and piercings. Symmetry has been established in previous research as a good indicator of biological quality (i.e., “good genes”). Men with tattoos and piercings were perceived as significantly more symmetrical than men without tattoos and piercings. The authors theorize that, given the pain and risk of infection from getting tattoos and piercings, only stronger men will get them.

Unless your personal style allows for it, don't put a tattoo on the lower body or the leg, as it just looks out of place. Don't pick tattoos that mean nothing to you, or are unoriginal. Asian guys with Asian tattoos don't add diversity, whereas a Greek symbol or a tribal symbol does. Green is the hardest color to remove

with laser, and colors other than black become tougher to remove as well. If you are getting a tattoo, be sure you are all right with it for life because removal can be costly and time consuming.

A great tattoo can make you feel different. Its message is clear to you whenever you look at it. Women can open you in conversation asking about it, and it signifies a dominant leader when it is visible. Well designed and well thought-out tattoos add to a person's character because they stir up emotions when people look at them (like any good piece of artwork).



Be sure to choose a well designed tattoo that relates to you as removal can be difficult

For both tattoos and piercings, the recovery is important, and it demonstrates that your body was able to be slightly damaged and heal itself. Alcohol and ear solution are used on piercings up to four weeks afterward, and tattoos should avoid pool water for the first two weeks and be moisturized and cleaned correctly. Don't take any chances with these. Although very rare, keloids and other ugly scars can develop in addition to general infections, although they are relatively rare occurrences.

Here is an example of my friend Arash, who has symbolic tattoos that work for him in his martial arts practice and in the club:



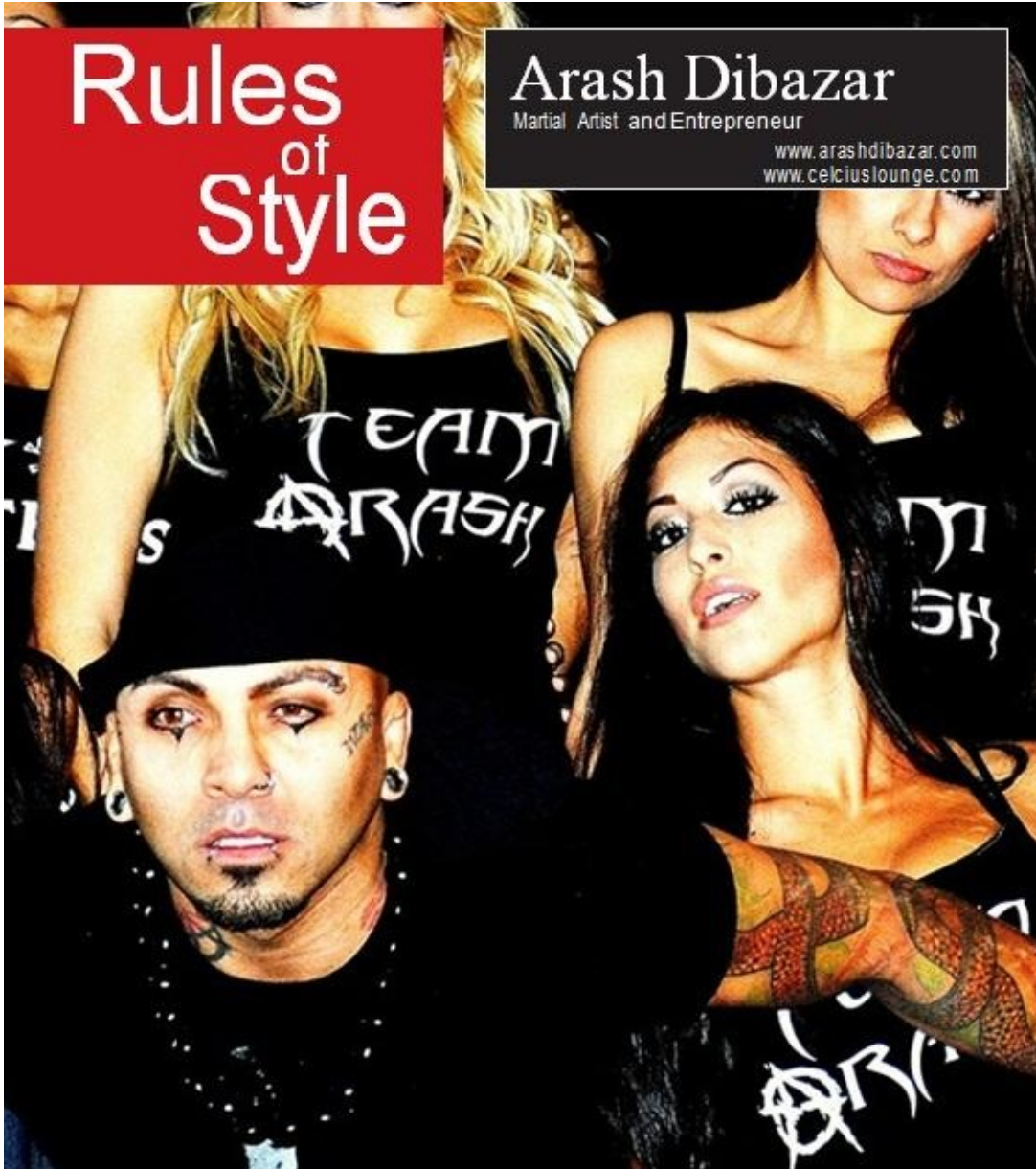
Rules of Style

Arash Dibazar

Martial Artist and Entrepreneur

www.arashdibazar.com

www.celciuslounge.com



1 She needs to be able to tell right away that you are **SOMEBODY**. Doing something. You can't blend in like the rest of the crowd. Even if you are a tough muscle guy, at least she can thin-slice you into a category of men that has sex appeal. The surfer, the musician, the rocker, the fighter.

2 If you get a tattoo, get a design that means something to you. There has to be a spiritual or deep side to it. A rite of passage. A symbol. Do not get a tattoo simply to fit in, like many of the Ed Hardy and Jersey shore guys.

3 A guy who looks like he can destroy anybody, but still has a genuine smile on his face and doesn't have a bad bone in his body, has versatility. Versatility is good, but it should come from your character and personality instead of your looks. There's something wonderful about the fighter who can walk into a tribe and sit down with its elders to discuss the spirituality of the community.

4 Make sure your style represents that which you love to do in life. A student of mine wants to be a film director. I told him to watch all the director interviews online. That's the character the world has identified as a successful director. I am a fighter. Martial artist. Rocker. Lover.

5 Ask Girls. If in doubt, ask a really hot girl about what you should buy. The fact is that we are dressing up for them (and vice versa). My avatar is designed to attract a certain type of females. Strippers, dancers, bar girls; girls that need physical protection are very attracted to me. Other normal girls (i.e. Asian girls) may be quite turned off by me. Design your look to fit the attraction stereotype of the girls you are going for.

6 The most common mistake amongst my students is that they have no style. They have no style because they never made a decision about who they really are. Get a piercing man! You can always take it off. Always be clean, physically and in your mind. Nice shoes and fit are non-negotiable. Get fitted and get a pair of great shoes.

7 Culture is beautiful. Have certain pieces that show off your culture. White American girls: what is their culture? Football, Baseball and hotdogs? We have culture. We have history. Be proud of who you are. We have a deep balance and deep roots. That stability is very attractive to blond girls because they usually don't have a strong foundation (emotionally and in historical origins). They will find themselves gravitating towards you if you can exhibit these traits.

Arash Dibazar

Chapter 19: How to Clean Out Your Closet

Out with the old, and in with the new. Sometimes building something completely innovative requires the destruction or removal of old foundations. The same principle applies to your closet.

Most people wear 20% of their favorite clothes 80% of the time, matching them with different items to make a unique look. This is just our unconscious human behavior at work. Modifying this rule to include events and parties you are going to, the artist will strive to have 20-50% of his attires planned out. Much like Batman organizes his bat cave for different missions and Iron Man has different suits (Hulk Buster, Stealth, and Bionic), you must organize your closet for the efficient dressing up of your avatar. Before you start, make a mental commitment and note that you will finish this, and you will not hesitate to throw things out that you never use. People think hoarding is saving money, when, in reality, the lack of clarity often costs you much more in time and money.

Here are the proper steps to clean out your closet:

1. Arrange a few plastic bags in different sections of the room. Label them if you need to. You should have a bag for things you want to throw away and a bag for things you want to keep but almost never use (rare items).
2. Mark all the “trash” items for donation at the Salvation Army. Someone else could use them and you can have a tax deduction.
3. Try to go through your clothes in sections: jeans, shirts, gym clothes, accessories, cologne, jackets, suits, shoes. Arrange them in terms of their functionality.
4. Throw out the ones that you will never wear. Get advice on the ones you do wear from a fashion conscious guy or girl.
5. After you have arranged your clothes, try on different items to put together an outfit. Remember or write down the combinations!
6. Put your frequently used clothes closer to you in the closet on hangers. Use wooden hangers for heavier and more expensive jackets.
7. Your shoes should be stored in a dry, cool place. Clean them regularly with leather cleaner and kiwi cleaner that matches the color of your leather shoes.

8. Keep all your accessories neatly in a drawer (so you don't have to untangle them each time).

9. Make a habit of keeping certain items in their allocated locations, and over time you will start to develop a very sleek efficient process for putting together an outfit for the day!

Chapter 20: Where to Shop and Budgeting

Shopping is a hassle for most men because we have anchored it with negative emotions and experiences. Think of it as a walk in the park where you can meet cute girls as well as pick out something that makes you more attractive. Getting women's opinion on clothes is a good way to weigh your choices at the store as well. Try to ask women who look similar to the type of girl you ideally want to attract as they will likely reflect those subculture values (i.e. asking an emo girl on a suit choice is not the best option).

She will, however provide great advice on earrings and tattoo designs).

I am big fan of Warren Buffet (for his investing mantra) as well as Tommy Lee (for his rocker style). My shopping strategy is to get the most attractive, comfortable, and high-quality pieces for my budget. There are a few types of clothing stores in terms of price levels and the business strategy behind them:

- Wal-Mart and Target: Low price, decent quality but no status
- H+M: Relatively low price, decent quality and nice design and status
- Banana Republic, Gap: Relatively low price, decent quality, no distinct style, medium status
- Guess / Kenneth Cole: High price, good quality and high status
- Zara: Higher price, very good quality, very high status
- Burberry: Ridiculous price, high quality, elite status

Believe it or not, I follow the company's financials for my designer brands. I get a sense of their design philosophy as well as their business strategy, which translates into the rationale for their clothing items and their associated price points. Below are the stores I shop at. More importantly, I will give you the principles of decision-making behind price, quality, style, and status so that you can learn to make these shopping decisions on your own.

Managing Your Own Budget

You will need a \$300-\$500 budget for an outfit. Think of this as investing in yourself. If you are a young professional, you should have the necessary money for a few outfits. If you are a student, you may want to try your luck at the second hand stores first, or ask someone who is knowledgeable about style on

you first visit to minimize mistakes. Recognize that managing your finances is also a reflection of your character in planning, strategy, and self discipline. Do not purchase clothes on credit cards that you cannot pay for or overspend. Again, my goal is to get you maximum social value at minimum cost. To do this, you need to know what really matters in social perception and also what does not.



Target: Their latest strategy has been to get celebrity endorsements and prominent up-and-coming designer lines in their stores. Their shirt designs for men and women are amazing. The men's shirt sections have great designs for \$15-20 or less. I buy a lot of T-shirts here.

Socks and underwear are those items that do not matter to anyone but you. I buy them here at Target as well for \$10 for a 3-pack. They are decent quality and not a huge expense. Remember that my whole strategy is based on attracting girls. Getting designer socks and boxers are useless because no one cares about socks, and by the time she sees them she's probably already attracted to you anyway.



Ross's / TJ Maxx/ Marshalls: There are stores like these that have high end designer clothes at a discount. However I have learned over the years that it takes time to find the right match. If you have the time and energy and actually enjoy matching and pairing, I have seen some people make this work. An eye for

potential is required as you mix and match clothes that are discounted to create an iconic look. You can buy up to ten pieces for less than \$100 at these mass volume discount stores. If you are a student and are on a budget, use these stores to find key pieces you can use to match the rest of your outfit.



H+M: H+M differentiated itself from other high fashion outlets by lowering its price and selling more units. The designs at H+M are classy and sleek, and the prices are often very reasonable. As such they usually make slightly lower quality shirts, but they sell a lot of them. A couple of well chosen shirts in different colors, paired with their cool bracelets, rings, and accessories can create an attractive look for less than \$100.



Urban Outfitters: A great store to meet cute college girls, Urban Outfitters also has some great casual shirts and jeans, and interesting accessories. Its style is a bit more casual (some would say “hipster”), so be sure to match it with something more formal looking. Their prices are usually quite reasonable and not overly expensive.



Kenneth Cole: If you read the history of this great designer, you will find that his origins were in shoes in New York. Today Kenneth Cole still makes the best

leather shoes you can find anywhere. I buy all of my leather shoes here. The shoes are durable, stylish, and create a dominant clicking sound as you walk across the room. Kenneth Cole leather shoes range from \$70 to \$190. Their shoes are stylish, well designed, and last for a long time. Be sure to purchase leather cleaners to maintain your shoes for maximum mileage.

High End Stores



Zara: A Spanish company that spends little to nothing on advertising, but has pioneered the fastest design-to-store cycle in the industry (less than two weeks and still counting), Zara's designs are some of the best I have seen. The store on Post Street in San Francisco attracts many hot women and gay men, both of whom are arbiters of good style. The leather jackets, suits, and ties I buy at Zara may cost me a few hundred dollars, but they are top quality and look amazing for years to come. Zara ties are \$30-80; shirts are \$80+; leather jackets range from \$100 to \$500 depending on the store location and the time of year.

GUESS

Guess!: Cool retail stores that spends enormous amounts of money on very good looking models and designs. As such, they are a little more expensive. However, Guess! Jeans always get me compliments, and their accessories and shirt designs are top notch. You may spend \$150 to \$300 easily here for an outfit, but it will last for a long time and award you with many compliments. Again, make sure the fit is right for your body frame.



Black Peace Now: A Japanese rocker / Goth Lolita store. Their accessories are made by three top Japanese designers and are sold here in the US. The men's necklaces and bracelets will always turn heads when you wear them, as expensive as they are. Black Peace Now has accessories for \$75 and \$150 and unique seasonal designs.



Hugo Boss: I have purchased a business suit outfit here that landed me a job after several interviews. The suit helped, but so did my interviewing skills. Nonetheless, I can't shake that feeling of being robbed every time I reach the cash register at this store. If you have the money, their designs and quality are great. However, it doesn't make sense to stretch your dollar if you are not in that social class.



Burberry: Classified as a luxury brand, these stores cater to the superrich or wannabes. A shirt costs up to \$700, and a jacket can cost anywhere between \$1500 and \$5000. Burberry has a great perfume brand called Burberry [Touch](#) for Men¹² that you can buy for less than \$100 on Amazon.com, and I receive many compliments from women when I use it. Do not fall into the trap of social pressure or adhering to social conventions. Just because a store is elite does not mean you have to waste money to try to be something you are not. I avoid everything in the store except the women when I am window shopping here.

Do Nots on Brands

Just as we choose stores with distinctive business strategies, avoid stores that cater to the masses. The masses are un-stylish and not unique in their looks. Stores like Banana Republic, Old Navy, and Gap are played out. I once heard a girl say that all her Asian male friends shopped at Banana Republic, and now

they all look the same. I think Banana Republic has some nice pieces here and there, but do not put an outfit together solely from this store.

Someday, the stores I outlined here may lose their way, or become so popular that the “masses” award them with their attention. Then it is time to move on. Be unique. Be smart with your money, but get the most you can with it in exchange for style, status, and attraction. And then move on. Always be pushing ahead of the crowd, and you will get the top 10% of the women who want to be there with you.

¹²At the time of this writing, you can buy this on Amazon for \$86.

Chapter 21: Style Coaching Cheat Sheet

In this chapter, I am going to give you a checklist that was created from many hours of client coaching sessions. This is your Spark Notes for the style rules of the style game. Obey them for a shortcut to your shopping process, or disregard them at your own cost.

It's useful to know the rules, particularly if you're new to this whole game and don't trust your own taste. Just like game, style is about rules — social rules. My guidelines in this chapter are based on Style Attraction Switches that represent the underlying forces of female to male attraction. That's the theme.

Always keep in mind that there are other themes: dressing like you're from wealth, dressing for the best impression at work, dressing for an occasion, and dressing to look the part of a tribe. Although these are all related, this book focuses on seeing style through the lens of other attractive women.

Two things to think about as you read this chapter:

1. Over time, style can't replace core identity and personality; it can greatly enhance it.

2. There are no rules, only guidelines.

General Rules (remember or print this out when shopping):

- Quality means nothing if it doesn't make you look good.
- Fit is everything. Always choose fit over design.
- A style can go out of style, a state of mind cannot.
- Generally, men's fashion evolves at a much slower pace than women's.
- Like game, there's a time to turn Mr. Stylish on, and turn him off. Listening to him is your choice.
- Generally speaking, style has no correlation to price (after a certain point that accounts for the quality of the material and design). High prices are usually related to borrowing or associating with a brand's image and/or identity.
- A high value man should have at least one business suit.
- Your shoes should always be clean and match your belt.

- You should add at least one bright color to your outfit (red, yellow, purple, orange).
- When in doubt, ask the most stylish and hottest girl in the area, or the gay guy.
- Your feedback loop should mainly come from your target demographic of hot girls.
- Do not be dissuaded if your friends are not used to the new you. Positive feedback must originate from the type of women you'd like to meet.
- Be meticulous about recording what works and what doesn't; otherwise, mistakes will be repeated over and over again.
- Place trust in your coach (if you are using one) to push you outside of your normal comfort zones, and do so in a way that makes you grow. Your coach should never needlessly put you in physical/emotional danger.

From Top to Bottom - Coaching Tips

- Hair style — Pick one. Be disciplined about testing hair products. Don't spend a fortune. Buy and repeat what works. On the bathroom counter, clutter confuses and simplicity rules.
- Facial features — A strong jaw line can be achieved with 3-4 days of facial hair growth. This achieves the “scruffy” look.
- Facial hair — Think of Tony Stark. Proper use of facial hair adds structure and strength to your face. You can use an electronic Wahl trimmer to keep it short and masculine.
- Neck area — Maintain a strong neckline. If you look down a lot, it communicates that you are shy and timid. Keep your jaw line and chin up, as this shows dominance and willingness to fight. Guys with tattoos on their necks look tougher (all things being equal). With the exception of scarves, the neck area can be accentuated with necklaces. It should always seem like you have a long and open neck.
- Necklaces / Tie — Accentuates your neck area dominance. This is used as peacocking tool (i.e. Heart pendent). Female necklaces have been field tested and often get remarks from girls.
- Tie — Learn at least the half Windsor knot. Asking a woman to fix it, as if you're on your way and can't see is a great way to open an interaction.

- Shirt — Your shirt collar should protrude one centimeter above the suit jacket. Know the difference between spread and pointed collars. Tightness is caused by the shirt, not the tie.

- Shirt — Tucked or Not? This depends. Reliability and responsibility, or rebelliousness and sex appeal? For formal events, a social faux pas is to tuck your shirt in with a suit.

- T-Shirts — Must fit. Have some cool design. Color. Don't wear a bland shirt. However, a plain white shirt is fine as long as it fits! Wife beaters accentuate arm and neck areas, which can be dominant.

- Jackets — Leather jackets, light coats, winter coats, suit jacket. Make sure your arms can extend out. A fitted leather jacket always looks good and can be paired with shirt or collar shirt (white or black). See movie stills of Bradley Cooper in **Limitless**.

- Belts — Generally, your belt should match your shoes. Which belt? Thickness reflects masculinity; thin reflects sophistication. Calibrate with rest of the outfit.

- Jeans — Dark jeans go with more formal tops; light jeans are for during the day, less formal. Having 2-3 pairs of awesome jeans is better than lots of mediocre jeans. We tend to revert into the pattern of the 80-20 rule, if there isn't a special event going on.

- Trousers — Black is more masculine than brown. Your trouser break refers to the distance of the trouser overlapping the shoe. Usually, allow 1 break just below the top of the shoes. Avoid baggy trousers at all cost. Again, fit over design.

- Shoes — This is the one clothing item that seems to be closely correlated to price (most likely due to the apprenticeship that has developed from shoe makers in the industry). Every man should have at least one pair black, leather shoes. Sports shoes sometimes look cool and can occasionally be worn with jeans.

- Sandals — There seems to be no way around sandals looking unsophisticated; then again, sometimes you don't care.

- Accessories — Your wrist is a key focal point visually (hunters use it to carry tools, protection). A necklace shows tribal leadership, earrings too. Think "Warrior" mode. When it comes to accessories, there is a difference between "warrior" and "royalty." Leather bracelets and metallic, silver necklaces and

chains accentuate masculinity and edginess.

- Tattoos — This is an indicator of health and the ability to regenerate from skin damage. If you do get one, make sure that you do it for yourself first, and for female attraction second. Have a story for each one. Tattoos and unusual piercings carry the stereotype of nonconformity.

- Sight, Sound, Touch, Smell — These four senses are the patterns in which women will first become acquainted with you. Control all the elements. Your style dictates her first sight, your words create sound waves that reach her ear, your handshake determines your level of touch, and your smell becomes either pleasant or unpleasant for her in proximity. Learn to master these beyond style triggers in each scenario once you have put together a formidable outfit.

Rules of Style

GK

Ex-Charisma Arts Instructor, San Francisco



1 Know what style suits you. If you don't know it yet, experiment a little until you do. Go to the places you normally hang out or look around your office and see what the best-dressed guys are wearing. People can tell whether you look like yourself or you're faking it.

2 Fit > style any day of the week. Make sure your clothes flatter your body, and if they don't, get them tailored.

3 When women check you out, they're looking at your shoes first.

4 It's better to spend more for one high-quality outfit than two cheaper, low-quality ones. Not only will you look better this way, but you'll also save money and closet space.

5 You don't need flashy colors or patterns to get a lot of attention. Even small details, like bold buttons on your dress shirt or a faded plaid pattern on your pants, will make you stand out.

6 Just one sharp accessory, like a knit tie with your shirt and jeans, a checkered hat, or argyle socks, will add creativity to your outfit and give women an excuse to approach you.

7 Navy blue is a sexy alternative to black.

8 Wear jewelry if you're into it, but it's always better to wear too little than too much. One wristwatch is enough.

9 Your suit will probably stay with you longer than your girlfriend, so invest in it wisely.

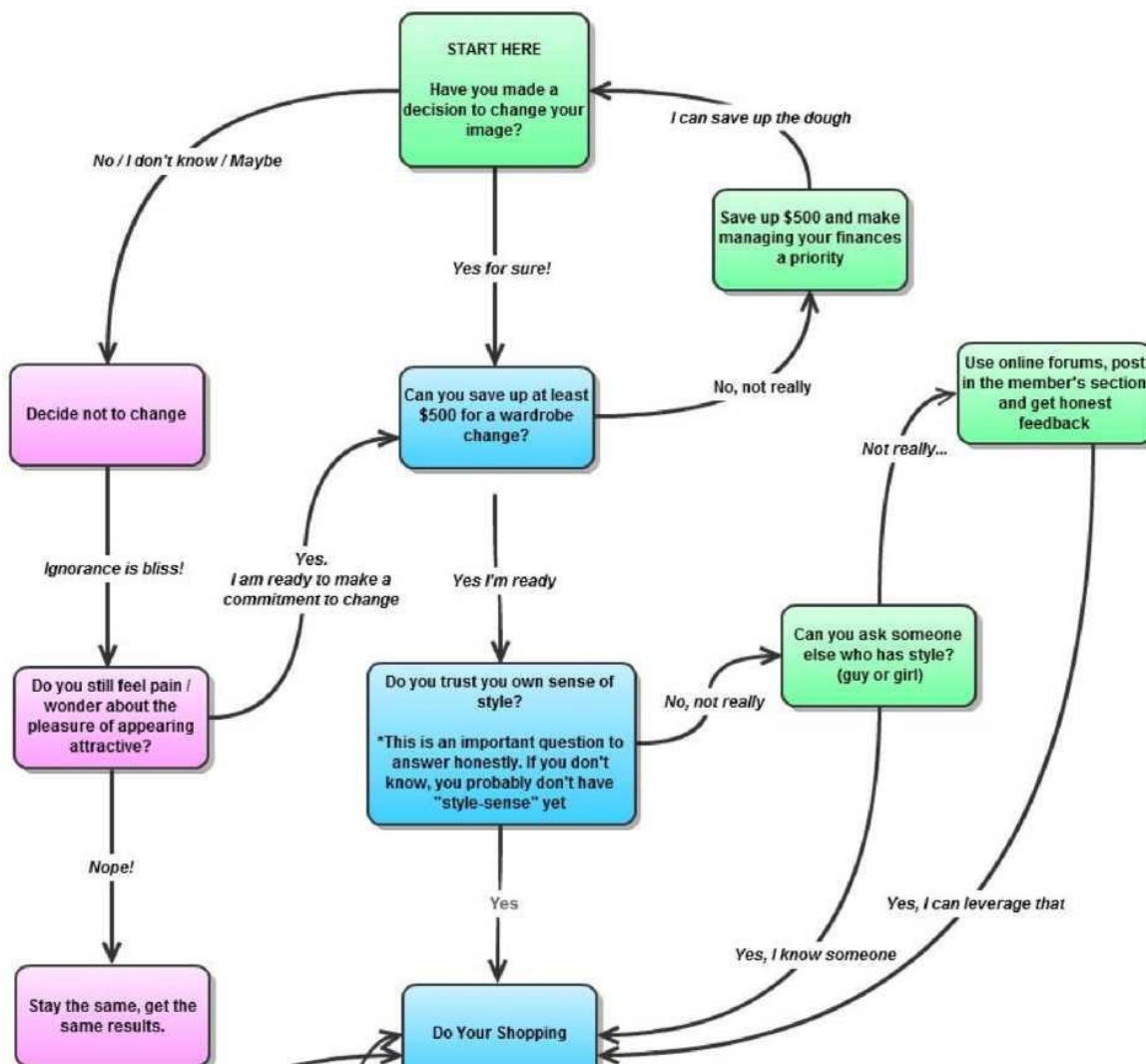
10 The sharp-dressed man's survival kit: a white dress shirt, navy suit, high-quality jeans, gray wool pants, brown dress shoes and a V-neck sweater. You can work at least one of these into your outfit every day of the year.

GK

Chapter 22: Style Decision Flowchart

If you're still reading at this point and are still thinking about an exact, step-by-step blueprint for getting to the right image, follow this flowchart for your success. It includes decision flows that require you to hone-in to learn a process and "get it down" before moving onto the next step. This is crucial — you can move forward but always retain the opinion of a style expert of the female demographic of your desire. This is your ultimate measurement for success. Remember: To know and not do, is actually not knowing.

Style Decision Flowchart



Chapter 23: Height, Weight, Age, and other Factors

Throughout this book I have stressed the importance of the fit of your clothing, and in the last we covered the basics of picking out clothing with the right fit.

However, picking out clothing that is right for you can be influenced by other variables such as your height, weight, age, and other factors. In this chapter I provide a list of tips for picking out clothes for different individuals.

Style Tips for Short People

- Don't wear baggy clothes; they will make you look smaller. Wear well fitted clothes.

- If you're shorter than average, buy shoes with hidden lifts in them. You can get shoes that give you between 2 and 5 inches. They're not always super comfortable, but they're not stilettos either. Avoid extremely high platform boots unless you have got a rocker or Goth style. Otherwise, you will be challenged a lot by social remarks from other people. (DJ Fuji: the boots are good for withstanding social pressure but they *are* an eyesore unless you have a well-defined look that can be congruent with it. If you want them just for the extra height, then get elevator shoes/lifts.)

- Vertical hair styles like mohawks can add to your height.

- Vertical lines on your shirt, suit, and pants will help extend your profile. On the same token, avoid patterns, as they will break your outfit's vertical line.

- Avoid jackets with more than three buttons; they will make you look shorter by extending the length of the jacket compared to your torso. Buy a suit jacket that has 2-3 buttons only.

- V-neck shirts can help make your torso look longer.

- Good posture and body language increase perceived height. Keep your back straight, legs spread, and take up some space.

- You'll also want to avoid wearing your pants low (sagging), as they make your legs look even shorter. Ditto for wearing shirts un-tucked when they hang down past your zipper — get them tailored.

- For suit jackets, match them with your dress shirt by making your shirt collar longer and taller, which creates an illusion of more length and height.
- Buy smaller clothes (XS) from high end places. K-mart doesn't carry XS sizes. The boutique downtown does. When the XS stuff doesn't fit well, take it to a good tailor.
- If you're overweight **and** short, fix the weight problem pronto. The extra weight is something you can definitely take care of, and it will make you appear taller as well.

Style Tips for Tall People

- Being too tall is usually a quality problem; however there can be issues with abnormal height. If so, follow Tony Robbins and NBA players as style models.
- Horizontal lines and patterns can help look your body look wider and broader.
- Make sure that your pants fall above your hips and reach all the way to your shoes, covering your socks.
- Avoid wearing suits or blazers with wide shoulder pads, as they can make your body look unbalanced.
- Height is one of the most attractive physical characteristics for a man, so enjoy it! Don't slouch or take up less space than you need to. Have good posture, back straight, and shoulders rolled back to use your height to your advantage.

Style Tips for Skinny People

- Go to the gym and workout. With enough work, even guys with smaller frames can pack on muscle (see the supplemental fitness guide).
- Wear fitted clothes. If your clothes are too baggy, they actually make you look skinnier.
- On the flip side, don't wear clothes that are **too** tight. You don't want to look like you have chicken arms/legs. Straight or boot-cut jeans good, skinny jeans bad.
- Avoid jackets/blazers with shoulder pads. These can make you look unbalanced.
- Avoid pin stripes, but wear patterns and horizontal stripes that give you a wider profile.

- Jackets should not extend beyond your hip; otherwise they will make your legs look too thin. On the flip side, if the jacket is too short, it will make you look like a little kid.

- Layering is great not only for staying warm and creating a more interesting look, but it can also add some bulk to your frame, making you look less skinny.

- Avoid wearing large belt buckles, as they will make you look skinnier by contrast.

Style Tips for Large People

- As with most men, fit is key. You don't want to wear clothes that are too tight, as they can reveal

some undesirable curves. However, don't wear your clothes so loose that they make you look bigger than you are.

- The old cliché is that black is slimming, and it's true. If you want to appear skinnier, stick to darker hues. Avoid bright colors and bold patterns unless you don't mind drawing attention to your weight and are confident about your body.

- Don't carry excess baggage in your pockets, which will make you look bigger.

- Wear low-rise jeans, and make sure that your belly does not protrude over your waist line.

- Wearing jackets and blazers with wider shoulders can give your body a more attractive "V" appearance and draw attention to your shoulders rather than your torso/midsection.

- Posture is everything. Stand/sit up straight, roll your shoulders back, and keep your core/stomach tight. Slouching will make you look larger, in an unattractive way.

- Avoid bulky tops, and wear shirts with vertical lines. The idea is to draw the viewer's eye vertically, rather than horizontally.

- A fit body is an attractive body; see the supplemental fitness guide.

Style Tips for Athletic People

- Wear fitted clothing to show off your body, but avoid wearing clothing that's too tight (unless you're going for the muscle look, which can appear a little try-hard).

- Good posturing: keep your shoulders rolled back and down and your back straight. This will make you look stronger and more confident.
- Consider wearing tank tops if you have nice looking arms.
- The more masculine your physique, the more you can experiment with feminine touches without appearing too feminine because of the dichotomy of masculinity vs. femininity. Try experimenting with purple or pink shirts.

Style Tips for Dark Skinned People

- Wearing bright colors will look great against your darker skin.
- Avoid wearing all dark colors, especially in dark venues, or you will tend to fade into the background.

Style Tips for Light Skinned People

- If you are really pale, avoid wearing really bright or really light colors, as they can make you look paler.
- Experiment with tanning or fake tan lotions to add more color to your look (without looking like the cast of *Jersey Shore* or getting skin cancer).
- Dye your hair to a brighter or richer dark color to add contrast to your existing light complexion.

Style Tips for Older People

- Older guys are sexy. There is a certain degree of experience, confidence, and sophistication that comes with being an older man, and many women exclusively date older men. Play this up by wearing a suit and sporting a clean cut look.
- Don't be afraid to dress in a younger, trendier fashion. You can easily get away dressing 10-15 years below your age if you want. Get a cool haircut and wear something playful. This will show that you're mature, but not stuffy -- you know how to have fun.
- David Wygant, George Clooney, Brad Pitt, and Kevin Dillon are all great style models for older men.

- Be aware of what exactly makes you look old, and work to maintain a fit body and youthful complexion.

Style Tips for Younger People

- Be thankful for your youth! Embrace it. Many styles can work on you. Make

sure you get clothes that fit your smaller frame. Hip hop baggy jeans developed because inner city kids got pass-downs from their older brothers due to money issues.

- New generations of teen stars are emerging. Study and copy their look. Justin Bieber (even though there are many haters, he has a good look for his young age), Bow Wow, Jayden Smith, and the cast of **90210aW** possess great high school/college kid looks.

A Final Note on Height, Weight, and Other Factors

Style is all about you, so make sure to get clothes that flatter your body type and bring out the best in you. Everyone's body is different, so you will have to tailor your clothing to best suit your body type, skin color, and age. Always treat these style tips as enhancements, for you are already perfect and natural the

way that you are. Life is an ongoing journey for personal development. Don't think of these as "big problems" you need to fix. You have survived for this long without any issues, and making these enhancements will only further develop your social value. Instead, think of these as "upgrades" that you continually obtain as you progress through the game of life. Use the tips in this chapter as a starting point and experiment until you find what works for you.

Chapter 24: Tips When Going Out

1. Take the time to get ready. Allow yourself an hour before having to leave for the event. Don't be in a rush. Play your favorite music. Get into the appropriate state of mind (and body).

2. Experiment in front of the mirror during your spare time. Do this often enough so that it becomes part of your regular routine instead of a rare rushed occurrence.

3. Have a picture of an avatar you're trying to mimic. Don't feel embarrassed for doing this. All celebrities do it, and all people do it on some level. Just like Batman prepares his suit and arsenals for his night shift with the villains of Gotham, you should have your own "cave" and routine — from the closet to the mirror (the walking platform).

4. Top to bottom approach: go from your hair down to your shoes, or the other way around. This way you can methodically cover each point. Remember the concepts you learned in previous sections:

- a. Layering — Can I put together an item or two and layer them over one another?
- b. Colors — Can I accentuate or mix and match different colors?
- c. Accessories — Can I add a few accessories to accentuate my dominance or personal identity positively?
- d. Smell — Do I not smell bad? Do I smell nice? Is the scent matching the event and my personality?
- e. Makeup — Should I apply powder matte matching my skin color? (Bare Essentials is great for covering up blemishes, acne scars and smoothing any lines for photo-shoots.)
- f. Accent Piece — Is there one particular item that I can use to accentuate my style?
- g. Peacocking — Can and do you want to wear something that makes you really stand out?
- h. Interactive Item — Is there an occasion for cards, magic tricks, or a cool business card you can give out?

i. Preselection: Does my outfit warrant a more feminine scarf, necklace, bandana or other accessory?

After each night of going out, spend the next day referring to the process of putting together an outfit from your wardrobe in the Style Decision Flow Chart. Remember or record compliments you receive from each outfit.

3

Advanced Section

“In the scope of the world, fashion isn't that important”

Tommy Hilfiger

“Being a sex symbol has to do with an attitude, not looks.
Most men think its looks, most women know otherwise”

Kathleen Turner

“A style does not go out of style as long as it adapts itself to its period. When there is an incompatibility between the style and a certain state of mind, it is never the style that triumphs”

Coco Chanel

III: Advanced Section: Seduce With Style

“An artist must possess Nature. He must identify himself with her rhythm, by efforts that will prepare the mastery which will later enable him to express himself in his own language. ” -Henri Matisse

If you’ve made it this far, congratulations! The first two sections of this book should have taught you about the theory and basic applications of style (don’t be afraid to go back re-read those sections to refresh yourself).

In Section III I will cover some of the more advanced topics of style. The material I’ll cover in this section builds on the material from the last two sections, so make sure you’ve read those sections before moving forward.

This whole third section is dedicated to the “love at first sight” phenomenon.

Chapter 25: The "Falling In Love" Funnel

"It may not happen in the first instant, but within ten minutes of meeting a man, a woman has a clear idea of who he is, or at least who he might be for her, and her heart of hearts has already told her whether or not she's going to fall in love with him" — Orhan Pamuk, Nobel laureate in literature

Replicating the feeling of falling in love or becoming "attracted" to someone has been a mystery to behavioral psychologists, scientists, dating coaches, and single (and sometimes not so single) men and women everywhere have been trying to solve. Biologically, it is our imperative for the survival and passing on of our genes. Personally, it is the chance to experience one of the strongest positive emotions in life.

Professor Helen Fisher notes, "Love at first sight doesn't happen to everyone. In one study of almost a hundred men and women, it has occurred to some 10 percent of them. Yet we can all walk into a room full of people we don't know and pick out one or more individuals to whom we feel attracted. It takes less than a second to make this judgment." Let's organize the first impression by event by event:

Sight— Movement: The first thing we notice is the way that person walks into a room. His facial expressions, his body language, and his vibe all communicate his current state and perceived status within the environment. Thus, one of the first things to focus on is nonverbal communication through facial expressions, eye contact, and body language (more on this in the next chapter).

Sight — Proximity: Let's say one of the beautiful girls at the bar is located all the way across the room. Chances are, the guys closer to her will approach her first. The same would hold true if the gender roles were reversed. We respond more to the people in closer proximity. The key is to move freely and naturally closer to the person you would like to meet, and have intent once you have decided to meet her. The "way" a person gets into proximity can say a lot about him or her.

Sight — Interactions: We also unconsciously assess the situation based on how the other person responds to other people in the venue. Their social interactions and reactions give us hints as to their true and perceived social values.

Sight — Body Shape: While men are more visual than women, women notice height (real or created via illusion), body tonality, and body frame. These things can be accentuated on any guy as he approaches or walks into a room.

Sight — Style: Since love at first sight begins with "sight," a man's style comes into play from the first moment he walks into a room. Women will unconsciously scan for cleanliness, clean-cut sharpness, color choice, attire, creativity, and social status. Thus, prior to a verbal exchange, your style is an extremely important factor to success with women.

Voice — Tonality: Your voice is air passing through your lungs and through the diaphragm, forming sound waves that express what we call "words." Therefore, the vocal tonality of your first words will be the first thing someone notices. "Hey, you!" said in a high, excited pitch and then in a low, angry tone can have two completely different meanings. (More on this in the "Beyond Style — Voice" chapter.)

Voice — Resonance: Resonance is defined by the exact match of the force of the sound wave and the spectrum of the wave. In this case, the combination of the sound and how it sends. "Delicious" can be said lightly or heavily, with an emphasis on "-cious." In some ways, voice resonance has to do with how the inflexion of the word ends.

Voice — Rhythm: The speed at which you speak affects your voice perception. Slower, stronger tonality gives you authority. Matching words with hand gestures (i.e. watch President Obama's and Clinton's speeches) reinforces a tempo or rhythm to one's communication pattern.

Smell — Odor: Everyone has a natural smell to his body, and our responses to smell are pretty black and white. Studies have shown people either like it, or they don't. Make sure you smell nice, and in lieu of that, at least smell neutral.

Touch — Kino: Once the conversation starts and the woman has an indication of your voice and speech patterns, touch is involved. How we reinforce or takeaway touching another person can greatly reinforce what we are trying to communicate.

Conversation — Implicit Values: At many levels, the women will be assessing whether your implicit values match hers. Are you here to get laid? Are you trying to find a relationship? Do you match her "ideal" of Mr. Right or Mr. Right Now? Behind the emotions at play, these things are being filtered out. Your "anchor" words, vocabulary that you use often, may sound foreign to

another person. These words continue to paint a picture of who you are to the new person that you are meeting.

Conversation — Role Playing and Sexual Avatars: In some ways, the fun of singles bars and flirting is the idea that you can play a particular role and step into a new character. The use of sexual avatars achieves this goal. That tall blonde with the beautiful makeup and porcelain veneers — she's playing up the Hollywood LA female sexual avatar. Yet, deep down, is she a Midwestern good girl? Did she grow up in Italy and travel the world? Maybe she's a rich daddy's girl who was raised well and has standards? Behind the avatars lies the real person, and only through genuine conversation can these characteristics be revealed.

Conversation — Love Map^{10}: The concept of the Love Map originates from Helen Fisher. It is the map of our ideal negotiable and non-negotiable traits that we seek in an ideal mate. On some level, we are always assessing our Love Maps and how they match up to potential suitors. If you can satisfy the woman's desires for her ideal mate according to her Love Map, you can fulfill some pretty intense sexual and love-based desires.

Conversation — Painting the Picture / Fantasy / Illusion: Sometimes, there's a specific fantasy on a woman's mind, and, if you can draw that out of her, you can establish a great connection for fulfilling that fantasy. If you cannot meet her requirements for "love partner," there are other pictures she will accept on a more temporary basis. Do not discount this when speaking to girls who may not have the same Love Map as you.

Conversation — "Game" Note: The conversation piece contains millions of iterations and models. This section outlines some of the tools you can use to make your conversational interactions interesting. Many coaches and ideologies of "gaming" fall into execution here. Remember that "game" itself isn't good or bad, but thinking makes it so. We are all social creatures and "gaming" via the rules on some level. Simply recognizing it and understanding it fully, seeking its truth within our own guidelines can lead to success in dating, and in life.

Vibe — Sixth sense /spiritual: Certain individuals go by a sixth sense, which cannot be discounted. They feel certain energy from people. Often, a way to meet the right person is to walk around the bar and "feel" the energy. Those with positive energies tend to draw people into them. A remark I often use (which also rings true) is: "I followed the positive energy in the club and it has led me to you."

Vibe — Feeling of energy level and temperament: Your energy levels have a lot to do with your overall temperament (that is, how you feel, and your level of mental and physical activity which translates to an innate life force at all times). A lot of dogs have a high level of "vibe" or positive energy. Children do too. Adults seem to have lost some of this innate innocence. When meeting a new person, it is generally good practice to have a high level of energy, although not too high to the point where they cannot relate to you. A slightly higher, positive, natural source of energy can be used to bring the interaction into a positive vibe and emotional territory. Do not discount the importance of understanding and controlling your general "vibe."

Logistics and group dynamics: Once you strike up an interesting and mutually positive conversation, filled with good voice tonality, subject matter and perhaps some touching, it is time to see if things can move on. Either you get her contact information, or see if the interaction can move forward. An important thing to notice here is logistics -- the relationship between the people she knows (and sometimes doesn't know) at the bar. Be understanding of what she's going through and her situation, and see if she feels comfortable going somewhere else with you, or if it is best to go separate ways and meet up later. Doing this with class and style often leaves a lasting and favorable impression, and, with women of high caliber, often translates to success in seeing her again later.

On Love

The topic of love deserves its own book. Romantic love is a human drive, one of the three basic brain systems that evolved millions of years ago. The sex drive motivates us to seek sex with a range of partners; romantic love predisposes us to focus our mating energy on just one individual at a time; and feelings of deep attachment (aka pair bonding) inspire us to stay with a partner long enough to raise our children as a team.

Professor Fisher writes, "But of these three neural circuits, romantic love is often the most powerful. It is certainly more powerful than the sex drive. After all, if you ask a friend to have sex with you and he or she declines, you don't kill yourself. But around the world, some men and women who have been rejected in love commit suicide or slip into severe depression. Some even die of a broken heart, caused by a stroke or heart attack brought on by stress."

As such, it is imperative that you qualify for the right partner. You now have, with this book, the secrets to seduction and romance. But there will always be

magic to love. Knowledge is power, and you can use this knowledge to better yourself, seek the truth, and decide how to love. In doing so you can capture and find real truth in the relationships you desire, and make your dreams come true.

Chapter 26: Body Language and Movement

By now, you have the tools at your disposal to put together an outfit that accentuates at least two of the Style Attraction Switches. Before you continue reading, make sure you have at least one outfit that you received compliments on from girls.

This chapter is devoted to a general understanding of how to use your body language to accentuate your style and attractiveness to women. The topic of body language can extend beyond just the one chapter included here; however I am going to give you a few key areas you can master quickly in order to pull off a charismatic charm.

Regarding your frame and your body

Generally Speaking:

The top of your body = your level of confidence and openness
The bottom of your body = your level of sexuality dominance

A strong upper body communicates a high level of confidence and openness. People with open upper bodies appear more approachable. Example: a guy leaning back at a bar with his hands to the side looks more open to women than a guy standing straight with his arms crossed.

A strong lower body communicates a high level of dominance and sexual energy. So, a man standing firmly on both his feet appears more masculine and sexually charged than a man standing weakly with both feet close to each other.

A strong Upper Body + Weak Lower Body = Subcommunicates insecurity. (Hitler did this, as he always compensated his stance for one of his missing testicles.)

A strong Lower Body + Weak Upper Body = Subcommunicates a more feminine man, or a gay man.

Therefore, you should strive for an open, strong upper body frame, while maintaining a powerful stance with your lower body most of the time. This creates the best first impression with dominant and warm alpha confidence.

Moving Through Life

Your body is constantly in movement, whether you are aware of it or not. It

has its own rhythm and beat, and is a constant communication device, leaving evidence of the type of person you are to people who see you.

Moving through life

- Don't be afraid to move your hips. Dancers who don't are boring. On the same note, don't move your hips too much to convey femininity, just enough to show fluidity.

- Consider the difference between a Stride versus a Walk. The image below shows a guy who strides with confidence. With the exception of his hand in pocket, his body is moving confidently and intently.



- Flow / Water: Bruce Lee once said, "Be like water." Perhaps our bodies can adapt to different circumstances in that way?

- Continuous Movement: A concept from dance, continuous movement means that it's just not a bunch of moves hacked together, but a continuous flow of motion. Therefore try to avoid being clunky with your movements.

- Generally, walk with your shoulders side by side, not too far apart, chin parallel to the ground, and with wide and comfortable swings of the arm and hip.

- Slow Motion Effect: Don't be afraid to control time. It's your frame. Walk with ease and take your time.

Chapter 27: Beyond Style - Voice Power

Many animals rely on cries and mating calls to attract the opposite sex. Birds chirp and frogs croak to get female attention during breeding season. For frogs, size and pitch are related, as female frogs respond to the lowest base croaks, usually pronounced by the biggest male frog. Birds respond to sound quality and resonance, and the bird with bigger lungs and most control win the mating game.

According to Nancy Etcof, “Vocal attractiveness is responsible for important judgments. When we hear attractive voices we presume that the person is more likable, competent, and dominant than a person with an unattractive voice. Although visual beauty is more persuasive, there are also cross-channel effects. A beautiful person with a squawking voice will look less attractive, and a person with a wonderful voice will seem more visually beautiful.”[\[11\]](#)

As expected, attractive female voices reflect the desired traits of women as dictated by men: youth, femininity, openness to sex, playfulness. Attractive female voices are soft, raspy, have a high inflexion, express youth, and flow to entice. During ovulation, women’s voices get softer and more feminine (in addition to other things, like lighter skin and more smell sensitivity).

Some exceptions exist: Fran Drescher has a terrible voice, but the contrast of her voice and her looks make her stand out. Sexy female voices also range from cute and high pitched (Japanese porn stars) to low and raspy phone sex operations in the States.

In contrast to female voices, attractive male voices are deep, resonant, authoritative, and crisp. They are by-products of high testosterone levels and masculine traits such as elite-ness, strength, dominance, leadership, and athletic prowess. Barry White, Sean Connery, Don LaFontaine (the movie voice guy), and James Earl Jones all exhibit very attractive male voices, even though their appearances may not be as attractive (except for Sean Connery).

Some exceptions to this rule include Pee Wee Herman, Charlie Chaplin, Mr. Bean, and other comics who leverage physical comedy and funny voices to add color to a character.

Easy changes to an aspiring artist’s voice can be made by:

- Being conscious of his voice tonality (buy a voice recorder if you have to)

- Speaking slower for more dominance and authority
- Speaking louder and lower than normal to command attention
- Articulating his words so girls don't always reply with, "what was that?"
- Accentuating voice inflexions and pitch levels to **emphasize a** point or emotion in a story
- Practice, practice and practice. Allow yourself the time and entitlement to change your speech speed and patterns with people you already know. Sometimes, you need to initiate behavior changes with new people because the old patterns are hard to break.

For many guys who are already physically stylish, simply slowing down their speech and increasing their volume can calm their nerves and allow them to do better attracting women. Here are a few summarized tips from legendary singing coach Renee Grant-Williams' book [Voice Power](#).

- **Resonance:** This refers to the buzz in your head when you speak. For example, start humming "hmmmmmm." You will feel the buzz in your throat area and your chest. "Always drop back on your hips and keep your chest loose, your legs and lower body will compensate by tightening under you," Renee remarks. Have you noticed that you speak more clearly and more alertly on the phone when you are standing up? This is because the voice sound is connected throughout the body, from our lungs to our throat to our head.

- **Visualizing it:** Actually try to imagine a playback of a sentence you are about to say in your head. After playing it back, actually say it aloud. Successful singers take the time to form the sound in their minds before singing it.

- **Remove filler words:** Try removing words like "ah," "you know," "like," and "um." You need to consciously control yourself at first, but your speech patterns will become so much cleaner and credible.

- **Silence is golden:** Don't be afraid to pause mid-sentence when necessary. Pausing and having silence creates social pressure. But as a man of high value, this is of no concern to you. A man who can hold silence under pressure has high value and belief in himself. Silence also emphasizes a previous point or heightens the anticipation of the next phrase.

- **Repetitive + Variety = Memorability:** Like the chorus in a song, keep coming back to your main point, but vary the emphasis each time. Your listener will remember your message.

- Consonance: A consonance is the part of a sentence that really makes the word which the speaker deliberately lengthens. For example, a rocker may be singing "let's rrrrock and rrrroll." He may not even pronounce the words very well, but the audience knows what it means. This is because he hit the consonance of the word. The important lengthening and rrrroll of the tongue on the "r" further accentuates the meaning of the words. Other examples include, "riiiiiiiight" and "wwwwwhat makes you think..." Renee notes, "you will come to see the richness of our language lies nnn — ot in the vowels, but in the consonants."

Chapter 28: Beyond Style - Scents and Pheromones

Having a nice scent and a signature smell increases a man's sexual image. If you haven't done so already, take a trip to the local mall and ask the girls at the cologne section to assist you in picking out your favorite new scent. You should have 2-3 signature smells, one for the daytime and another for nighttime. Note the difference between business casual smells versus sexy, date night smells and have them separated properly in your bedroom.

Another topic related to scent is pheromones. Having a nice scent and a signature smell with men's cologne works well to increase a man's sexual image, but pheromones take this to another level by chemically altering the sensations and behaviors of those in proximity.

If you've never heard of pheromones before, they are chemicals that are secreted by animals and people. In many animals, pheromones can signal sexual attractiveness, and can even completely change the behavior of animals that are exposed to them.

In humans, the effects of pheromones are less pronounced, but the latest studies have shown that there may be some effects. For example, copulins secreted from women (at the vagina and skin during ovulation) have been scientifically shown to increase testosterone levels and make the man think the woman is more attractive.

According to a study from anthropologist Astrid Jutte, "men reacted to a woman's copulins...

[A]lthough they did not rate the smells as very pleasant, they gave higher attractiveness ratings to photographs of women and samples of women's voices after sniffing copulins than after sniffing a neutral odor, and their testosterone levels increased significantly. The less attractive the woman was, the more she gained in a man's attractiveness rating when he was exposed to her natural smell." Copulins made unattractive looks less important. [{12}](#)

Androstenes have the same effect on women. In another study, women exposed to androstenol (alcohol derived Androstene) reported feeling calmer and mellower than women who had been exposed to neutral smells.

Women naturally have a keener sense of smell, and during ovulation this sense is heightened and her skin becomes lighter, her voice softer. According to Nancy Etcoff, "At ovulation, women find pheromone smells neutral. Regardless, they feel calmer and find people more attractive. They are drawn to the smell.

Both men and women who had been exposed to androstenol judged photographs of women to be more attractive than they did when exposed to neutral odors." [\[13\]](#)

In the seduction community, masters have further theorized that female pheromones (made for women to wear to attract men) may be worn by men to initiate preselection and the presence of desire from other women. Other masters have written excerpts on using one woman's "juice" during sex as cologne and seen incredible behavior changes in other women as he walks around the bar.

I have experimented with many pheromones, and not all of the internet marketed pheromones work. I will share my secrets with you here in this book. There is a male pheromone called ***Instant Shine*** from Smartmones.com that works wonders in opening up a girl. Men and women find it charismatic and arousing. ***Turn the Heat Up*** is great if the woman is near ovulation or in a flirty mood, but the smell is neutral or awful up close. Smells alter behavior differently in women depending on her cycle and also changes on different skin types. Therefore, further calibrations are needed to use pheromones effectively. Follow my username on pherotalk.com forums (AlphaWolf), and you will find personal recounts of events with different pheromones.

If you are just starting out, ***Instant Shine*** is a great smell to help you start conversations with women and feel more charismatic. ***Pherlure*** has mixed reviews. It appears to work great for some, but not others. Again, pheromones do not always smell "nice" like cologne does, and they cause different reactions in different people. Experimentation is required for success here.

Also, some of the success associated with pheromones can be due to the placebo effect, which means, by wearing something you believe will make you more attractive, you actually behave in a more attractive manner and notice only evidence that supports your belief. The jury is still out scientifically on the issue, but I have personally found them to have a positive benefit. Like everything else, experiment and see what works for you.

Chapter 29: Way of Attraction(Vibing)

I've emphasized throughout this book that style is about more than just clothing and looks. In order to have a completely congruent look, you need other details to back it up, like your body language, the way you move, and even your personality.

Take the character of Ari Gold, for example, from the TV show the *Entourage*. The way Ari Gold wipes his fingers across his mouth before he says something important, the way he adjusts his suit jacket, and the way he moves his hands while he talks all signify dominance, and the power suit further enhances this message. The cell phone, his watch, and his tie are his props. The way he touches his clothes and adjusts every item in his outfit.. everything about him combines to communicate what he's all about.[{14}](#)

So what are some things that you can do to take care some of these "other" factors? How to you accentuate the way you move about through life? Let's take a look at four of the most important ones:

1. Eye Contact

When guys first start approaching girls or meeting new people, they become distracted by their own nervousness and excitement. Learn to control your eye contact. It should be genuine, deliberate, and smooth. Eye movement and head movement should be slow and calm, as opposed to jittery and shaky.

Take a look on YouTube for famous movie stars like Leonardo Dicaprio and Justin Timberlake. Watch them during interviews early in their careers and then later in their careers. You will notice how excited and quickly they move in early interviews. As they matured as celebrities, they learned how to compose themselves in interviews and appear a lot more calming and sophisticated.

Oftentimes in a quick interaction, girls will remember a guy if he made direct eye contact with her in a warm and charming manner. Most of the time, a guy is forgettable because he never made eye contact with the person he was talking to. Our eyes are the windows to our soul, so learn to share it with the world.

We talked about pupil dilation earlier and how, when we see something we like, our pupils dilate. This can be a huge turn on if the woman you are speaking to is also interested in you. However, it can be a dead giveaway too if we meet an extremely pretty girl and can't help our eyes getting bigger.

The only way around this is to condition yourself around hot women. Having them as friends and part of your lifestyle (SAS #8) makes them just "normal" girls, and you are no longer surprised or intimidated by such a sight. Instead, you just learn to enjoy their presence as part of your life.

Finally, don't confuse strong eye contact with uncomfortable, creepy eye contact. It's okay to break eye contact briefly if it starts to feel uncomfortable. When breaking eye contact, try breaking it to the side,

rather than looking down, which communicates nervousness. Also, remember to smile and don't appear too serious. Having conversations with women should be fun!

2. Body Language

Whole books have been written about this, and tips on body language are hard to communicate through words on a page. Generally the tips for good posture also apply to attractive body language.

- Always keep your back straight and shoulders rolled back. Don't slouch or let your shoulders hunch forward. This communicates weakness.

- Try opening and broadening your chest. To see what this feels like, take your arms and stretch them backwards, like you're stretching really big. You should feel some tension across your chest. A broad and open chest appears more masculine and confident than a hunched one.

- Always spread your legs wide enough to have a strong stance. A strong stance not only appears stable but it also makes your voice more powerful when presenting. Whether you are sitting or standing up, spread your legs more and take up space.

- Related to the last point, try to take up as much space as possible. Don't shrink into yourself or appear smaller than you are; this communicates lack of confidence. Take up space and be proud to show off your body.

- Try not to fidget or make any unnecessary movements. All of your movements should be slow, controlled, and confident. This doesn't mean you should be stiff and robotic. Your movements should have a degree of swagger. Observe how confident guys and actors move, and emulate them.

- Study your walk. A man's walk says a lot about him. Watch how male models walk with confidence. There's a certain swagger Denzel Washington, Snoop Dogg, Colin Farrell, and Johnny Depp all have in their signature walks.

- Videotape or watch yourself walk and talk, or do it in front of the mirror.
- Take big steps when you walk. Walk with a sense of purpose and be confident about where you are going.
- More important than technique is the mindset you embody when you move across a room.

Are you thinking, “I’m cool, calm and collected”? Or are you thinking, “I’m trying to be cool. be calm... try to stay focused .”?

- In general, keep your hands open and unclenched. You want your body to appear open and relaxed. Also, don’t hold drinks in front of your chest or otherwise try to hide behind anything.

Keep your arms to your side and out of your pockets.

- If you feel really nervous, try taking a few deep breaths to calm yourself down.

- Learn to be comfortable with your clothes. Touch them, adjust them, and learn to familiarize yourself with pockets, lining, textures, and other details. The man and suit are one.

Some of these things may feel uncomfortable at first if you’re not used to them. But with practice, they should become second nature to you. One of the great things about body language is that once you start to adopt a confident body language, you will start to feel more confident. Don’t ruin your perfect outfit with weak body language. Put these principles into practice!

3. Vocal Tonality

Your voice is something that is not completely related to style, but you don’t want to have a great outfit and appear attractive, but then ruin the effect the moment you open your mouth.

There are many things you can do to improve your voice and vocal tonality. I would recommend taking voice lessons if this is an area that you really need to work on. Taking improv classes or signing up with your local Toastmasters can help you become more comfortable with public speaking as well. Here are a few quick tips to get you started:

- Slowing down and pacing your voice is one of the most powerful attraction tools. It conveys confidence and a sense of entitlement that people should take the time to listen to you. Pause between words.

- A good orator also has inflexion and emphasizes certain action words. Not only is your voice inflexion very important, it has to be used at the right time. An upward inflexion signals a question, whereas a downward inflexion signals certainty and strength.

- Take a voice recorder and play back your own voice recordings. Oftentimes we sound different on the recorder than we do when we speak. This is because our brains have an internal voice that is filtered through when we speak. Ask your friends for honest opinions about your voice power.

- Attractive male voices are deep, resonant, authoritative and crisp. They are by-products of high testosterone levels and masculine traits such as elite-ness, strength, dominance, leadership, and athletic prowess. You don't have to be Barry White, but try experimenting with a deeper voice tone. Start thinking about the traits you can convey through your voice power.

- Listening is a key factor in intimacy. Sometimes, all you need to do is take the time to listen to another person.

4. Facial Expressions

The first thing that people will see when they look at you is your face, and the human brain is hardwired to recognize and interpret faces. This makes your facial expression very important.

A lot of people do not realize that they have a default facial expression. This is the face that a man makes when he's not consciously trying to express something. Some men have naturally alpha default facial expressions that make them seem dominant and less socially open. Others seem sad or down, even though they do not mean to be. Being aware of it allows you to control your default face.

Smiling is a good start. Not only does smiling make you physically feel better, but a genuine smile looks good on any face, no matter how ugly you think you are. It is also scientifically proven that smiling significantly lowers other people's guards. Thus the phrase, "humor provides grease for all social interactions."

Too many guys try to look "hard," but just come across as stiff or uncomfortable. Again, try emulating examples of attractive men in movies and in the media, like George Clooney. Don't be afraid to be more open and expressive with your face.

Chapter 30: The "Center of Attention" and "Force Field Effect"

Center of Attention (aka "Draw")

At this point in the book, you have probably reached a level of style that generates some attention from others onto yourself. If you have never been the center of attention, your first foray into it may seem strange to you.

People respond to social value (all things being equal). In this case, let's assume you may have just displayed massive social value via your style and social alignments, and therefore the attention and pressure is on you. You are going to command attention at an unconscious level.

The center of attention scenario happens when one person is put in that situation based on context. It can be created via superior style. Every leader has a "challenge mode" time frame. Afterward, people get used to things, even on a macro level with dictators and oppressors. Thus, when you first walk into a social gathering, or say, a restaurant to meet friends, everyone will look at who just walked in. If you're dressed well, some may do a double take or look a little longer than normal. Then they will settle down. Your style has created social "draw," and you're the center of attention.

Have you ever been to Starbucks or the post office and a really hot girl, dressed to kill, walks in and stands in line? Notice how everyone notices her immediately? There's a constant draw to her replication value relative to everyone else there. Celebrities have a similar effect.

When you begin to become the center of visual attention, you may feel strange and want to hide at first. After all, people never paid this much attention to you. Eventually you will get used to it, and you will learn to bask in the attention and the constant social pressure. You will also learn to leverage it to your advantage when the situation arises.

Bad vs. Good Attention

Sometimes people get attention for the wrong reasons. "That guy sticks out like a sore thumb!" is usually a saying if someone is dressed ridiculously. I once heard that comment made to a guy in a green suit jacket with crazy hair. He looked like a leprechaun! It wasn't even Halloween.

You will know when you get good attention if girls look at you and then look away with a slight smile, or without emotion. You should pay attention to micro-expressions of disgust or "oh my god I can't believe he's wearing that" and calibrate accordingly. Most of the time, girls will check you out if you are dressed well; however they are much more subtle than men, so sometimes it can be hard to tell.

The Force Field Effect

Stan Lee wasn't the best looking guy in the room; however, when he walked in, his energy was electric. An old comic legend that created Spiderman and many of our favorite Marvel superheroes, he is witty, friendly, and charming in person.

Many theories have been written on "personal magnetism" and "aura." For simplicity, I'll call this "vibe," which relates to one's energy. This vibe force field is not visual, but it can be felt just the same. It is said that Malcolm X and Martin Luther King Jr. had this presence with those around them.

In other words, the force field effect allows you to become the hot blonde standing in line, even if you're not dressed or look the part. This allure and stature comes purely from manipulating and directing your personal energy channels.

A simple way to use this is to direct a feeling towards that person. They tend to absorb your vibe. For example, if you concentrated and radiated friendliness towards a stranger, he or she, even if they are having a bad day, will probably respond in kind, or at least be influenced by your energy. Your own micromovements and expressions will be influenced by the direction of your mind power as well.

When you have the center of attention or force field effect, upon walking into a new venue, the first 5-7 seconds determines if you are for real, or a fake. People will look at you, and there will be social pressure put onto you, to test you for authenticity. Do not bulk. If you sulk and shrug, they will know the avatar does not represent the real person. Imagine a super hot girl walking seductively into the room, and then, suddenly, she turns into a frat boy, "hey man what's up." Throws you completely off doesn't it? Hold your frame, stand your ground, and embrace the new attention. The more you run away from it, the more you come to fear it.

Center of Attention (Visual) and Force Field Effect (Energy) can be

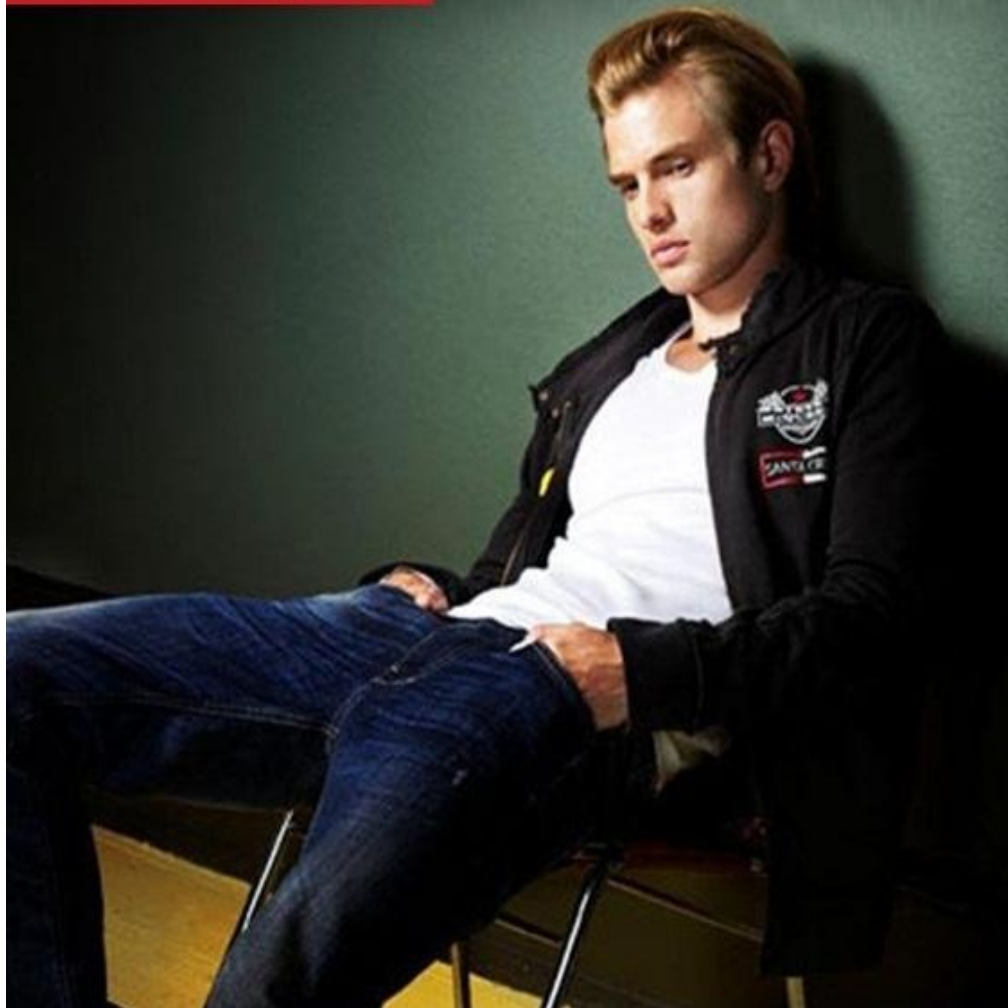
commanded by context. For example, the professor in a lecture has the visual floor and the board. He commands the room. The bartender behind the bar has access to all the alcohol. Remember that this is a social construct, and social rules can be superficial in clubs or venues that value vanity. That same teacher won't have any attention in a club, and that bar tender will have no status in a class room. When you dress well, you will enter venues that are congruent to your identity where your attention and force field factors are multiplied, and other venues where they are not. Learn to recognize these and adapt accordingly. Sometimes you're simply along for the ride and put into a foreign situation. Always remember that your vibe and your sense of class can go a long way.

Rules of Style

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1 Cut and fit are the keys to good fashion.

Your clothes should accentuate the good elements of your physique. If a garment fits well then it will make no difference if it is from Primark or Dolce & Gabbana.

2 Subtle and Stylish.

Lots of guys think that wearing bright colours will make them stand out and enhance their personality. No! You will stand out, but for all the wrong reasons. Why risk wearing a loud shirt which you think looks great when it is more than likely that your female counterparts will think it looks more like a primary school kids painting! Subtle colours combined with a good fit will give a truly stylish appearance.

3 Think James Bond.

It sounds comy but think what James Bond would wear. Why? Because he gets all the women! The way we dress represents our wider personality. If you dress in a sophisticated, trendy manner then that is how you will be seen by the women you want to attract.

4 Jeans. Wear fitted jeans if your skinny or slim wear skinny or slim legged jeans the shape will cut out a strong male silhouette and again looks sexy! Furthermore the slimmer the jean on your leg the slimmer your legs will look thus the smaller your waist will look and the bigger your chest will look. Also a slimmer leg jean makes you legs look longer and thus you taller. Furthermore love it or hate it skinny jeans are currently very fashionable. So all you guys who are scared by this notion deal with it!!

For the bigger guy try relaxed fit jeans or straight leg jeans. Something with a fitted

straight leg will have the good points I mentioned above but will not make you look fat or too stocky. For the larger gent it's best to wear dark coloured jeans, the darker the colour the slimmer the leg will look.

5 Wear nice shoes.

If you going to wear sneakers make sure there clean and plain. Converse or plimssoles. Lose the big Nikes with too much colour and big air bubbles and throw away any lame brand ugly old training shoes! I still see many clients wearing old sneakers with grubby old laces!

6 Keep a happy medium with hair styling!

Guys who spike their hair too much wear outrageous Mohicans, bleach their hair, and look like they should be on X factor or Pop Idol or at best working in a tacky hair dresser! However guys who just leave there hair as an unstyled mop look even worse, like they should be at home reading fishing magazines or talking about animal cruelty with their grandmother! If you don't know what to do keep it short and smart! Take a handful of wax and mess the crown up, then push the front forward into a messy quiff. If you're bald, in nine out of ten cases you will look better with a shaved head. Shaved heads also look great with short clean stubble which brings me to my next point.

7 Facial Hair. Facial Hair always looks better on fair haired guys! If you are dark haired be careful and if you insist on trying it make sure it is very well kept. Blonde guys look a bit rough and ready whereas dark guys just look homeless! A good tip for keeping a good length is to use hair clippers without a guard; this will give blonde guys the perfect length after a day or so growth and darker haired guys after a night!

Ollie Pierce

Chapter 31: Leveraging Style Interactivity

A master of style and seduction can preload a clothing item that allows him to get opened systematically. We call these the tools of Style Interactivity. There are a few ways to do this:

Accent piece — In interior design lingo, an accent piece is the one central item or design that distinguishes the whole room. In an outfit, it can be that purple tie with the all black suit. Or, the red scarf that wraps around the all white tuxedo. The accent piece is the finesse of peacocking, and it will surely draw attention and comments. Accent pieces stand out by their extreme contrast with the rest of the outfit via color, shape, design, and layering. An opposite accent piece for women is Britney Spears' performance outfit which features a dominant black tie.

Accent pieces can be uniquely designed and colored ties, a unique scarf, a flashy necklace, a wedding ring, a colorful fedora, or a bandana.



Jack Black and Michael Cera in matching purple accent pieces at their movie premier

The accent piece must be "off" from the rest of the outfit, but not too far off. This subtlety in style can take time to master. Once mastered, accent pieces will always garner compliments and comments and girls (and guys) you come across. Be sure to practice moving quickly from an opening statement, "hey, what is that" to a conversation with the girls you want to chat up. "Hey, I just realized

you look interesting too! Who are you?”

Girl’s accessories — We spoke earlier about the power of sexual polarity and contrast in a look. Having one feminine looking item to match an otherwise masculine avatar can be polarizing and draw attention to the outfit. Girls will make comments like, “isn’t that from a girl’s store?” sort of as a test, and also as a way to see if you’re the man you advertised yourself to be through your style. The question you want to implant in the woman’s mind is, “is that lipstick from another girl?” or “did his girlfriend give him that scarf / heart necklace?” The image alone of other women in your life increases your sexual value. The biological attraction triggers inherent in preselection are one of the most powerful tools in seduction.

Girl accessories can be a long thin white scarf, a feminine metallic bracelet, a necklace with heart and wings that can be unisex, female perfume that smells good on a guy, lipstick on the shirt collar, or a woman’s red hair band around your wrist.



Example of David Bowie with a feminine scarf and coat, and yet still looking good

Utility Piece — A utility piece is an item or accessory that actually serves a legitimate purpose. The guy with the high tech camera or iPad with the must see

party app uses these tools successfully. These pieces are useful and help solve a problem. At one Halloween party I attended, a girl dressed as Little Red Riding Hood with a basket of lollipops she handed out to everybody. She quickly became a party favorite!

Utility pieces include a keychain with a bottle opener, a camera, a smart phone, an iPad, a microphone, a brochure for a party you're throwing, a board game, or a beach ball (for daytime adventures).

Humor Piece — A humor piece is usually a very funny T-shirt or other item that immediately makes people laugh. It can occasionally be slightly offensive; however most people will find it interesting and generally funny. These can follow the viewpoint of stereotypes, jokes or common misconceived notions of social truths.

Humor pieces include funny Tshirts, a pimp cane, a Party Rock outfit or fro, a funny Halloween costume, or an oversized belt buckle.



Humor Tshirts can work wonders if done right

Comment (Opinion) Piece — A comment piece is slightly different in that it expresses a very popular and polarizing opinion. Sports fans often do this; for example, wearing a Yankees hat in the Boston Commons. Be careful with these, as sports fans are known to throw down over a person's choice of clothes in this matter. However, when you meet another fan or someone who shares your view, the camaraderie is deeper due to the social pressure and animosity from the "enemy." Suddenly, it becomes "us" versus "them."

Comment items include a sports fan's hat, jersey, or shirt, a political T-shirt, sticker, or hat, a racial or cultural stereotype on a shirt, or a gender biased

sentence or phrase on any clothing item.

Over time, these items that promote socialization and activity become part of your natural avatar, and they will feel more congruent. You will begin to feel stronger associations with the pieces that fit your natural core personality.

Chapter 32: Style Force Multipliers

What Are Style Multipliers?

The power of your style can be dramatically increased through the execution of “style force multipliers.” Your attraction effect or value is exponentially increased through these variables. In essence, you are creating a show-stopping spectacle when you enter a venue under such circumstances.

Keep in mind that Force Multipliers are usually rarer occurrences, as they require a combination of factors (some controlled, some random) to be aligned in order to have their full effect. An example of it working is shown in the feeding frenzy that young girls have at a concert of their favorite boy singer or band. This is also created in a bar when a guy exhibits abnormally high social value and attention from a number of the highest value women (perceived value{15}). Force Multipliers work based on mass psychology within a given venue.

I will discuss the most important types of Style Force Multipliers here:

This Is My Crew

Our brains are wired to respond to tribal codes. When a group of guys, or guys and gals, dress in a coherent theme, we see them as from “that exciting tribe.” Have you ever bumped into a group of Halloween pals that dressed in the same “Marvel Superheroes” theme? Or office co-workers who all put on San Francisco Giants [or insert hometown favorite team here] jerseys, chanting at the local sports bar?

This “crew” reinforces their identity with each other and their identity as a tribe. The individual members therefore come equipped with a story of the group, in addition to having their own core identities.

Crew force multipliers go beyond just the clothes you wear. Have you ever mingled with the models after a runway show? Chances are, they are now dressed in their own clothes. Yet, they still stick together and their body movements betray their true feeling of “I just showcased to the world that I’m beautiful!” Their vocabulary and their world reference points in conversational topics are all related. You’ll discover that the topic theme centers on the show, their relationship to fashion, and how they are involved in the world of style. Your ability to convey that you’re part of this larger tribe amongst the “runway”

tribe goes a long way in establishing credibility in a girl's mind.

This "crew" theme can be used by guys at a bar — bachelor signs and Mardi Gras beads, all suits "we just arrived from a wedding or presentation" look or "we're on the same basketball team" sports gear. Women do this all the time with princess crowns, bachelorette ribbons, and wedding gowns. The point is to dress in coordination with other tribe members and generate a vibe that is contagious. The feeling you want to go for is "that is a really cool tribe with a really cool story that I want to visit and be a part of my life experience!" You're weaving together an experience and group story that enraptures the whole room.



Example of a dance crew ensemble as a crew or team in style and rhythm

Star Couples

I have a friend who works in finance who married a Brazilian beauty. At their wedding, there was his crew, which included business graduates like me. And then there was his Brazilian fiancée, whose crew included other Brazilian beauties and family in attendance. Our styles reflected our identities — the groomsmen were business-like and tidy, the bridesmaids were floral and colorful. The whole ceremony was beautiful. I noticed how the diversity was empowered by the bridging of the tribes. Much like princesses used to marry princes for political purposes of alliance in the middle ages, star couples bring together two different tribes to create an environment of "it's okay to get to know this person because our tribes' leaders are exchanging social formalities." If you know a friend who has value, who's dating a girl who has value, chances are, you will meet other girls of higher value at their events. Oftentimes, model girlfriends bring to their

circle other girls who look amazing. At the advanced form of style, be aware of star couples, or become part of a star couple yourself.

Girls Galore

Hugh Hefner best made popular the use of the Girls Galore technique. At a certain tipping point (around five girls), if a man brings with him a number of girls to a venue, his social value suddenly shoots up the roof. Much like an overpriced stock, bringing five girls isn't necessary harder than bringing two girls. However, the sheer number gives him an unrealistic break in his perceived value, and oftentimes feeding frenzies do occur. One of the Rules of Style interviews in this book will showcase a friend of mine, Arash, who uses this technique to showcase and make money from the performance of his girls at major nightclubs in the bay area. In these venues, his status becomes that of a rockstar, even though he's not known to the mainstream.



Arash at one of his events with his girls, all dressed for the lingerie theme

Guest of Honor / Host *Master of Ceremony (MC)* DJ / Bartender

At certain events like a frat initiation, a wedding, a birthday, a going away party, or a house warming party, the roles of “guest of honor,” “host,” “DJ,” and even “MC” can be assigned to specific individuals. This organization creates the “party gang,” and each individual is tied to the larger picture. A guest of honor for a farewell party could have flower necklaces or be wearing something special to signify his departure. The MC who controls the mic may be dressed more formally as the host of the event. These forces accentuate focus and establish the relevance of that individual within the context of the social event. His value is usually raised higher. Be careful of assigning too much responsibility for the DJ

or MC, and not supplying the tools they need to do their jobs. Nothing is worse than a DJ who can't spin, a bartender who can't mix drinks, or an MC who has to shout through the crowd to get people's attention. The added amount of pressure from the responsibility of their jobs, if fulfilled fully, becomes added social value and attention from girls.



Welcome to My Domain

In certain locations, an artist's style and social value is enhanced. Much like a comic thrives in a comedy club and a Magician at a magic show, different style avatars have an enhanced value in certain locations. The location can strongly reinforce your identity and who you are. Dressing up stylishly with a slightly metro look may work wonders at the right type of fashion show in San Francisco, but do terribly at a sports bar by the beach. Always remember the theme of the event you are attending and dress accordingly.

In addition to localized adaptations, you can also set up a venue or house to reinforce your tribe identity. Hugh Hefner has done so with his customized build of the Playboy Mansion. Everything in the mansion screams his identity: the playmates, the animals, the food, and the decorations. Here are some tips for setting up your place to accentuate your style and identity:

- Setting up your room in colors that match your favorite blend. White, black, blue, or purple? Ever notice how women decorate their rooms in bright colors?
- Having dream boards of your ambitions and views of what you want in this world.
- Having events or "casual" meet ups like Tuesday Movie night at your place, and inviting a bunch of your female friends there. This type of social process and

environment creates a “dorm” like feeling and interesting people are always in and out. If you bring a girl over or someone visits, she will see a part of your social life and how it revolves on a day to day basis.

When I was at Google, we thought of the “cloud” years before it became reality. Eric would used to say, “The Cloud is the future.” In 2010, he said at a Friday meeting, “the Cloud has won.” If you have ever visited the Googleplex, everything about the place reinforces an engineer’s coding talents. Food is prepared daily, fast wireless is everywhere, and engineers talk to each other and play games in libraries and video game rooms. Products get pushed out and tested onto the Google network and hundreds of internal users “dogfood” a product before it is made public. If Matt Cutts is right in his statement, “In today’s society, the ability to code is like a superpower,” then the Googleplex increases each engineer’s ability to create code at least by twofold. Much like Magneto’s superpowers are heightened in his metallic fortress on Genosha, a home or domain should embody a larger platform for your “lifestyle.”



House parties can be hard to plan; however as the host you have control over the feel, theme, and social arrangements of the event. Preparations and having the right location allow you to get maximum returns for your social interactions.

Chapter 33: Peacocking In Depth

Peacocking is a technique artists use to further distinguish themselves from the crowd and demonstrate that they're of high value. Peacocking is done through your clothes, your style, your accessories, your hair, and so on.

The term peacocking comes from male peacocks, which use their brightly decorated feathers to attract the attention of females. The thing about the peacock's feathers is that it actually puts them at a disadvantage when it comes to survival because the elaborate feathers take a lot of effort in terms of diet and nutrition to maintain, and make the bird an easier target for predators.

The fact that a peacock can display its feathers despite the negative pressure and disadvantages it brings signals to female peahens that the peacock is that much stronger than the rest of the competing males.



Peacocking for guys works the same way. Basically, you wear something outrageous that will draw attention to yourself. If you can wear something bold and withstand the social pressure that it brings you, it demonstrates that you are a confident guy and used to getting attention from other people, which triggers a number of style attraction switches.

Peacocking is an advanced technique, because peacocking will amplify other people's reactions to you. If you are peacocked and can hold court and maintain your composure, you appear like a much higher status guy. This is why movie

stars and other celebrities can get away breaking all the fashion rules and wear something ridiculous. They can stand out, but still be considered high value because they can deal with all the attention it brings them.

If, on the other hand, if you cave to the social pressure and appear embarrassed or just sit in the corner by yourself, you will appear to be a much bigger loser than if you had not peacocked at all. You appear completely incongruent. Peacocking is a promise that you're a high status guy, so you better be able to deliver.

The key question in putting together an outfit is "can you pull it off?"

Example 1: A man walks into a trendy restaurant. He is wearing an all white suit with a black tie, a silk vest, and white leather shoes. He walks deliberately with confidence and style.

Everyone looks. "Who is this guy?" He walks slowly to the bar, greets the bartender and engages in conversation with two attractive women. They respond and enjoy his company. Later on, he is seen telling a story to a small group who are listening intently.

People start to drift over to have their picture taken with him. Women start asking their dates to introduce them to him. He is always visible, always present, and he owns the social environment.

He probably won't have a hard time starting a conversation with any woman in the room, since they will already be attracted or at least interested in him. His dress, combined with his social status, makes people think he is a celebrity, or at least treat him as if he were one.

Example 2: A man walks into a trendy restaurant. He is wearing an all white suit with a black tie, a silk vest, and white leather shoes. He walks slowly but is always looking around and darting his eyes from corner to corner.

Everyone looks. "Who is this guy?" He walks around the area a couple of times, looking for groups to break into. Finally he decides to chat up a group of women, but the conversation quickly dies down. He stands by himself for a while by the bar. Everyone notices.

People start to stare and point. "Wow, that guy sticks out like a sore thumb!" some bystanders remark. This guy has now wrecked the entire room. His highly peacocked style promised a high social value man, but he was nothing more than sheep in wolf s clothing. The crowd now rejects him.

To peacock successfully you have to:

1. Stand out from the crowd with a distinctive, even outlandish look, and
2. Be able to back it up

Peacocking is something that takes a lot of confidence and ability to deal with social pressure to pull off. However, it's also something that you can build up to. You don't have to do it all at once and with such intensity.

Start by wearing something slightly offbeat, something that will get you a little more attention than

you're used to from strangers. How does it make you feel? Does it make you feel nervous, like you're being put on the spot?

Slowly learn how to deal with that nervous energy. Like anything else, you will start to feel more comfortable with it in time. You can also try expanding your comfort zone by taking public speaking classes (I recommend Toastmasters) as well as performing and acting classes. These will help you feel more comfortable when being put on the spot.

Overtime, slowly push your style so that it is bolder and stands out more. Gradually you will expand your comfort zone so that you will feel more comfortable wearing racier stuff. Eventually, you will feel so comfortable that this will become fun for you. I know a guy who once went out with a dildo taped to his head, just to see what kinds of reactions he would get. Sometimes you have to go beyond the boundaries to figure out where they are.

A girl friend of mine once told me, "When a woman is attracted to you, she gives you an entry and permission to approach through her smiles, body language, and eye contact. For me, if I like him I try to make it very easy for him, and if not, I deliberately make it very hard." Peacocking takes this to another level by providing a clothing item that allows her to start a conversation with you by making a statement about your "peacock feather" item.

Women love men who are bold, confident, and not afraid to express themselves, so peacocking is a technique that can get you a lot of attention from women once you've mastered it. More broadly, always strive to push beyond your comfort zones, and always be experimenting with your sense of style!

A cowboy hat and dark nail polish will definitely get you some attention (via "Mystery" from VHI's The Pickup Artist)



Subtext: He's cool

Here is an extreme form of peacocking. It probably won't get you laid, but it will help you become more comfortable dealing with social pressure.



Subtext: He's funny

Chapter 34: Online Avatar

The online avatar can extend its reach beyond the real person. However, it never replaces the authenticity of face to face interaction. Successful artists know this and adapt the tool to fit their own needs.

There are no hard rules to gaming online and creating an attractive profile. Some people use it like a PR tool, making their own self the spokesperson. Others use it casually as another channel to meet girls and connect with people. As of 2012, the social layer of the web has hit critical mass with Facebook at 800 million active users, and understanding your avatar online has never been more important.

Whatever you do, the online pictures of you in social situations paint a vivid illustration of your personality and your sexual attractiveness. Professional pictures can offer a glimpse of you in a suit and with girls. Pictures with you and women, often in the background or involved in the scene of a casual setting (not premeditated), also work very well.

A lot of people make mistakes about how to successfully meet and attract girls online because a lot of online activity is anonymous, and people rarely receive honest feedback. Many guys rot away in "let's just be friends" zone with mediocre conversations or give up on online game altogether. Worse, they make a fool of themselves by not following proper etiquette and create enemies and bad buzz. Here are some very important rules that will keep your online avatar respectable:

- Every now and then, you hear an overblown and dramatic story about some guy who sends his girlfriend a text message or email to say they are through. If there is an important message or talk that needs to happen, do it face to face. Don't ever break up or do something important over IM or even email.

- Is your online communication strategy congruent with how you communicate? Are you the quiet guy in real life, but online you are posting status updates nonstop every 10 minutes? These people come across as guys (or gals) who are caught up in the craze with no solid foundations.

- When the wind blows hard, the trees with the least stable roots get ripped apart. This happens when social crazes and trends take over. As a gentleman, you have a strong foundation that doesn't waver to passing fads and social peer

pressure.

- Try not to check your email, Facebook updates, or text excessively in social situations. If you have to, announce it, "I'm sorry, I am checking for this very important email from my business partner."

- Switch to vibrate, and don't have funny or embarrassing ringtones.

- Assume anything you have online is publicly accessible by everyone.

- Treat online personhood the way you would treat the actual person. Separate yourself from the crowd of fake pokes and insincere birthday compliments. If you wish someone a happy birthday message, send them a PM (private message). It takes two seconds longer, but has ten times the effect in establishing a positive personal relationship.

- Don't post photos of your friends or ex-girlfriends lifting their tops, making out, or any other image they wouldn't post themselves. Be careful with tagging pictures that could be embarrassing, and ask for permission first.

- Be certain that your virtual presence is always smaller than your actual presence in the lives of people you are really friends with. Always be aware of who your real friends are. When you post a status update asking for help moving, the ones that reply to that are your real friends.

- Don't write anything on someone else's Facebook wall you wouldn't say in the presence of that person and everyone on that person's friends list.

- Facebook should be used to celebrate the grandeur of an event in real life. Post comments and pictures that are worth celebrating. For example, a salsa performance or a wedding that everyone attended. It should never be the other way around. We all have at least one emotionally unstable girl in our network who posts her mood swings and random thoughts every ten seconds for sympathy and attention.

Note: some users have turned five minute Twitter updates into successful Facebook news updates of their lives. However, these people are usually doing something exciting and have personalities that are very extroverted. They may be a promoter at a club, or the leader of a social group, or an aspiring pop star. In these cases, their online avatar is an extension of their core brand and marketing.

Now that you know what not to do, here are some ways to accentuate style and attractiveness in your online profile:

- Set red as your default color and other backgrounds with designs to increase

attractiveness.

- Preselection increases attractiveness. Having girls in your pictures (cute girls) dramatically ups a man's perceived attractiveness. This has to be done in a casual, non-premeditated (i.e. not too try hard) way.

- Show off your fun and personality. Pictures with facial expressions communicate personality. People overdo this with silly photos, but one or two "having fun laughing" photos should be enough to hit this attraction switch.

- Understand facial expressions, angles, and camera techniques: this is a long term modeling skill. Camera angles can make or break a model. The way a camera pans up makes Tom Cruise look 6 foot, and the way a camera pans down makes Asian girls' eyes and faces look cuter. Profile shots accentuate the nose, while lighting and color contrast hide or further accentuate attractive facial and body features.

- Don't fall into the trap of having pictures of you doing 100 different things. Don't be one of those guys "trying too hard" with photos from skydiving and bungee jumping that you only did once. Your pictures should reflect the real activities you enjoy doing in life instead of promoting a fake image such as the "adventurous guy" or "bad boy." These subtle differences are noticed by girls. Even worse, they create bad press amongst your friends, who know the difference between who you really are and who you are trying too hard to be.

- Leave a little bit of a mystery. We don't need to know every detail of your life in your online profile. The best artists always leave their audiences wanting more.

- Again, an ex-girlfriend taught me the trick of retouching images to make them look better online. Photoshop touch ups make a huge difference in your photos. Take a look at the difference technology can make:



Chapter 35: Developing Long Term Good Looks

Before I give you the pillars of developing long term good looks, I want to discuss an important concept: **Attraction Circuitry Projection**.

Attraction Circuitry Projection is the concept of assuming that the opposite sex is attracted to the same thing as the artist is. For men, attraction circuitry projection will assume that women value youth, beauty, physique, *etc.* because he himself is attracted to youth and beauty. A woman's attraction circuitry projection will assume that men value personality, social value, and charisma because she herself is attracted to those things.

While there is some truth to the popular cultural myth that women do care about looks and men do care about personality, the extent to which it matters is skewed. For example, a man may think that, because of his own attraction circuitry, women are also 90% influenced by a man's appearance and physical attributes, when, in reality, it can be anywhere from 10% to 50%. This influence induces the feeling of "being attracted" to someone, and therefore understanding what triggers these cues are all the more important.

In reality, men and women's attraction circuits are very different. Generally speaking, women are influenced by looks but attracted to charm, wit, charisma, status, personality, and lifestyle. In general, most men are attracted to a woman's beauty, physical appearance, style, and the general way she carries herself. Both sexes are attracted to the way these primary attraction triggers illustrate how he or she "moves through life." Personality takes over later in the relationship, but until then we are all still dancing to the steps of the mating game.

Thus, whereas a girl can be hot and not have the personality or way of attraction to back it up, this becomes much harder for guys to do in terms of style and looks,.

Therefore there are no surprises here. The advanced section on a fashion and style issue *has* to be about building a strong identity. The "avatar" therefore encompasses everything from clothes to physical appearance to the way we move. Any type of advanced style lessons would incorporate the use of a person's core identity.

11 Tips for Developing Long Term Style

There are some men who are undeniably good looking. Most men do not fall into this category, but, if you do, chances are people have been telling you this since you were little. You have been given certain “advantages” in life such as when the female teacher liked you, or the little girl decided that you were the one she wanted to play “house” with. If you're one of those guys, a little goes a long way when it comes to fashion. Having the basic grooming and style down makes you good to go. Think Oz (Chris Klein) from **American Pie**: the wholesome all-American boy who charms his way into girl s pants.

Being legitimately good looking is something that is universally appealing. Do not take your gift for granted and learn to develop some depth in addition to your outer shell. However, most men (95%) do not fall into this category. But, the use of sexy stereotyping is polarizing and can achieve the same effect.

The majority of men are not **undeniably** good looking. For most of us, being "attractive" can be a subjective thing. Average looking men can be considered extremely attractive in some cases because women judge men based on the combination of their perceived personality and their “look.” If you are average or below, there are things you can do to become "good looking." In studying experiments regarding physical looks and men, style consultants generally agree to the following:

- If you have above average looks, a little goes a long way in combining great style with already great looks.
- If you are hovering around average, style can dramatically improve the way girls view your attractiveness. It can make the difference between average and extraordinary.
- If you have below average looks, removing or reducing your physical weaknesses actually is **more** important than being good looking (i.e. you have more disadvantages being labeled as “ugly” than the equal amount of “advantages” as a good looking guy). In other words, becoming decent looking is enough to be sexually appealing.

Being in the average and below average categories does not mean you are there for life. Genetically there are some limits, but most of the time a long term plan can increase a man’s good looking factor greatly. This includes his physical frame and mental strength. I will now cover the long term areas of style.

1. Play up your strengths. You become great by multiplying you strengths, not incrementally decreasing your weaknesses. Got a great body but your facial

features are not perfect? Show off that ass and show off the muscle with tighter shirts. Some guys have amazing eyes and face but a bad body due to laziness. Make strong eye contact with girls and draw them to look at your face.

There is always something about you that is better than someone else, and the first step is to look in the mirror and identify those strengths.



If you look closely, Daniel Craig's slightly big ears and nose mostly disappear with his piercing blue eyes

2. Downplay your weaknesses. Women do this **all** the time: push up bras, high heels, and the magic of make-up. Their clothes accentuate their nice body parts and hide the ugly parts where it counts. Women are extremely good at hiding weaknesses. Even supermodels have flaws they learn to cover up. Women have no remorse for trickery when it comes to looks. Why should we?

Some men have non-symmetrical faces. Piercings and facial hair can drastically change the way a face looks, making it appear more masculine. Winter clothing can hide a skinny body and make a tall skinny guy look filled out. Tall boots with platforms increases a guy's height, and flashy hair can move the attention from otherwise less attractive features. In the movie **Independence Day** (1997), Will's on-screen wife made fun of his "Dumbo ears." He retorted with, "Look at you with your chicken legs." Will Smith, an international superstar, balances out his large ears with expensive earrings. His eyes and goatee also balance out his nose and overall facial features. Caricatures are recognizable because they exaggerate the things that make us unique, and in the following image you will see how he neutralizes any perceived weaknesses in his face for a movie star worthy profile:



3. Long Term Dental Care

Your teeth give you a very attractive smile. They also show off your dental health and personal hygiene. In addition to braces, there's now Invisalign, which allows you the benefits of re-alignment without the look of metal in your mouth. It even became my pickup line, "hey, can you tell I'm wearing braces right now?" and "I wonder what it is like to kiss someone with braces on."

If you have naturally discolored teeth or small teeth, dental veneers and bridges can do amazing work. Lumineers is a company that polishes your smile in the US. They basically redesign your teeth with porcelain material, and my dentist tells me that most of the Hollywood stars have veneers. Keep in mind that veneers are mostly cosmetic, while braces can have functional benefits to your bite and reduced cavities. Veneers have transformed the smiles of many celebrities. Watch out for veneers looking too big or too clunky, as was the case with Hillary Duff, who had to get them replaced with smaller ones.

Most guys who come to me are concerned with their slightly crooked teeth or discolored teeth. I would advise you to invest in your smile, but this does not mean spending thousands on implants and veneers. Often just having your teeth professionally cleaned or even whitened [\[16\]](#) can have a dramatic effect on your confidence. When you smile and are proud to show your teeth, it does improve your confidence. The key is to make long term dental care a priority, for both your looks and your health.

4. Your Hair (Or lack thereof)

Losing your hair can cause a massive amount of stress and is often ranked highly in men's greatest fears. All I can say is that, if hair transplants work for you, great. Look into the medical options that are available.

I have a half white, half Japanese friend who always shaves his hair down to 1-2cm. It looks almost shaved but still has some length to it. He gets a lot of girls. I have seen guys get approached by girls and get compliments from a well shaved and tanned head with earrings. The reason a shaved head beats a receding hair line anytime is because a bald spot gives the viewer a suggestive image. The woman is imagining your hair gradually receding, and this always causes a negative thought projection. If you are already bald, this gets rid of that thought process completely.

Hair is also different based on ethnicity. Asian men have thicker hair and cannot always pull off the slick European look that comes from white guys with thinner hair. There's a procedure called Japanese hair straightening that does this, and chemical relaxers also do the trick. If you've never had straight hair, it feels awesome and allows you more flexibility in your styling. I always get questions about hair color, and there are studies that show that, all things being equal, people find varying colors in hair and eyes more attractive. This may be related to genetic variation and its statistical correlation with disease immunity. As such if you have the same color eyes and hair, I would recommend trying a new look. Blonde or dark brown streaks look great on black hair, and there are also colored lenses you can use from Acuvue. I find it interesting that the Asian media tends to focus on European-izing Asian looks as "attractive." This is the game we have to play. Don't hate the game, player.



DJ Fuji rocking it at a club

5. Your Skin and Moles

Having bad skin can seriously lower your self confidence. As we grow older, we tend to have issues (although some people do still suffer) and instead we have the scars that acne left behind you have a birth mark or some other scars from previous incidents. I have talked earlier about acne control and skin types, but what about scars or discoloration?

There are procedures these days that correct acne scars, from laser surgery to re-surfacing techniques. These procedures are expensive but worth it if you do your research properly. The thing to remember when it comes to skin is: do not give up. Everyone's skin is different, and you have to keep trying new things in a methodical, measurable way until something works for you. Don't leave such an important thing up to chance. Ance.org is a great resource for product reviews from other acne sufferers. Total FX is a medical device that heals your skin via laser. It is done with local anesthesia and triggers collagen growth in the skin to re-fill out the bumps and cave-ins from the scars. Treatments are expensive but can have great results when skilled doctors operate them.

With the exception Enrique Iglesias, most moles on men are ugly, especially on the face. I had a mole on my top right lip (my mom always told me that it was a fortunate thing, which means I will always have food to eat). However, since I got it removed, I have had much more success with girls. It is just one of those things that stick out and is really, really hard to ignore. Women get away with "beauty marks," but we don't. Sorry. The actual procedure is quick and simple: a knife and local anesthesia at the dermatologist's office.

6. Your Body Frame and Weight

In the media, we are constantly bombarded with near-perfect bodies with stellar abs and toned arms. The dieting industry is built on fantasy projection, and oftentimes this is an unrealistic portrayal of the average human body. Liposuction and gastric bands are increasing in popularity, amongst men as well as women.

A very common misconception that men have is that once they get a good body, they will somehow magically be able to get girls. When you lose weight or gain muscle, you might have more confidence, but you will still be the same person underneath. Your personality is far more important than your body; often people simply want to paper over the cracks instead of dealing with the real problems.

I am really tall and somewhat skinny, and I've been rejected by girls who say, "You're too skinny for me." I also get girls who love skinny, tall men. There are

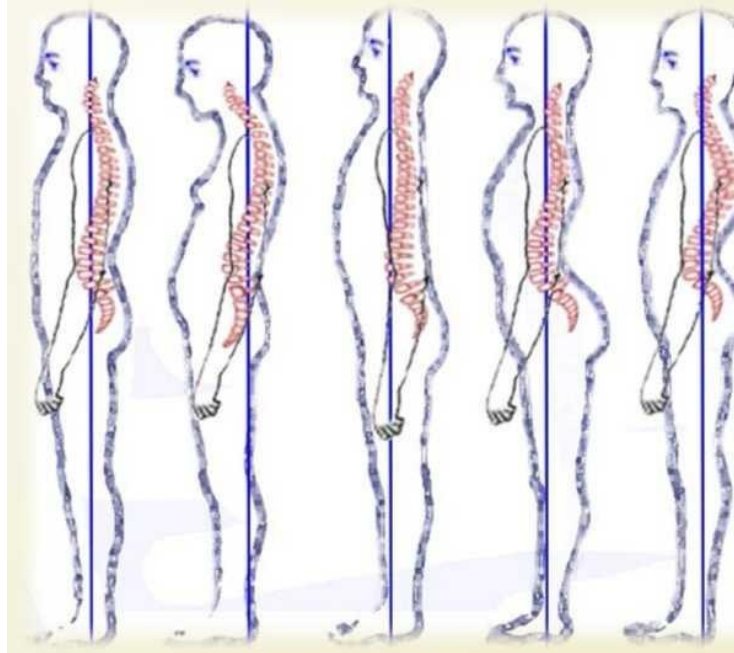
also the groups of girls who are attracted to guido-style, steroid ripped guys. My point is, you don't have to be a male model. However, going to the gym increases endorphins, and is generally a very positive thing to do. Focus on your body, but don't make it the central point. And don't make it an **excuse** not to improve your game.

If you are hard gainer like me, a book called [Scrawny to Brawny](#) has an excellent program addressing the issues of gaining weight in spite of these metabolic conditions. Also consult Casual's supplemental eBook on training for a great body in 30 days.

7. Your Posture

I addressed this issue in the "way of attraction" chapter. Your posture refers to your body's position in default mode. Everyone has a "default" stand and a default facial expression. Make these the most attractive they can be. Look at yourself in the mirror when you stand and be aware of the way you walk as you cross mirrors and store windows.

In exploring the Alexander technique, you will notice tips such as keeping your chest out and back straight. Be aware of your spine, from the tip at the skull all the way down to the hip bone, and align it to feel and move smoothly throughout the day. Not only is this attractive posture positioning, but it is extremely healthy for your bones and prevents repetitive stress injury from excessive computer work. More research on this is available online. Women with great posture appear more confident and sexy, and men with great posture double the effect of good style.



The first figure shows good posture, which is healthy and sexy. Consciously control your own body

8. Your Height

I'm lucky because I am 6'3 and have always been tall. I hear shorter friends always tell me, "You're so lucky. I wish I was taller." Maybe I take it for granted. Unfortunately there is not much to do here. Asian parents feed their kids shark and vitamin supplements in hopes that they grow taller. Aside from leg surgery (where they break up your bones and extend them), other short term solutions include wearing boots of really high platform shoes.

You do have some long term options, leg lengthening surgery being one. Are women attracted to taller guys? Well, the statistics say that they are. Does this mean that shorter guys cannot get hot girls? Your height is not the issue; it is how you feel about it that is. Trading the ability to walk for being taller would be a critical mistake, in my opinion. Any type of long term surgical procedure should have the following 2 criteria:

1. Statistically, it is relatively safe and has been performed now on many patients for years
2. It doesn't impair your existing health in any significant way

It is up to you to decide whether trading your health for looks is worth it. Just remember that, on the day you die, those who love you will remember you for what you did with your life, not how you looked.

7. Unattractive Features and Plastic Surgery

“Unattractive features” is the nice way of saying ugly: big ears, uneven or big nose, really small, and narrow eyes. I am talking about **obvious** flaws. Sometimes people view minor details as “fatal flaws,” and this is dangerous because the ROI they receive from plastic surgery or any type of enhancement usually does not change their lives in the ways they expect. I want to talk about plastic surgery a bit because it is an important topic.

If you believe that you are “ugly,” you can become “okay” looking. And if you are “okay” looking, you can become very good looking through cosmetic enhancement. I do believe that plastic surgery is worth looking into if something is bothering a lot or if you would just like to enhance a certain feature. That being said, the reasons you choose to have surgery makes a huge difference in the kind of person you are. Are you doing it for other people, or are you doing it for yourself? Are you slightly bummed about your features, or are you on the verge of total depression if you do not get a feature fixed? Getting surgery will not be the end of your problems, much like getting a girlfriend will not solve all of your problems either. So many guys think that, “if only I had a smaller nose, I would do so much better in life!” When in fact, the only reason they are not doing better is the power they take away from themselves through their own thoughts.

I once met a guy who had cosmetic surgery, and he was talking about how the girls told him he was too ugly for them. He happened to be dating really judgmental Asian girls. He was actually a bit fat, and I asked him why he wasn't working out. He didn't have a good answer for that. As I talked to him, I realized that he said he wished he looked like me without surgery. And the longer I spent with him, the more I realized that his desire to change wasn't about his looks as much as his thoughts about himself. The problem wasn't in his face; it was in his life perception. He believed that he was worthless because of these mean and judgmental Asian girls who pounded the idea into his head. After the surgery, he started getting results with women simply because he believed that his appearance was the only thing that had been stopping him. You — and only you — have the power to give yourself the power and permission to be great, through the medium of your thoughts.

For men, remember that most people will **nottreat** you differently after surgery. Therefore if you choose to go through with a procedure, you must do it for yourself. A couple of things to know as you embark on this journey:

- A lot of "boards" exist in the plastic surgeon's world. Most of these were made to impress people and do not signify a stricter guideline. The American Board of Medical Specialties (ABMS) serves the public interest by covering the 24 legitimate medical boards in the US. Currently the **America Board of Plastic Surgery** is the only one that has significant certification requirements. Look up their website online and check to see if your doctor is on the list.

- Make sure you have realistic expectations about the outcome, and make sure you are seeking surgery for yourself, not to please others.

- In the US, for men, Otoplasty (ears), Rhinoplasty (nose), and liposuction are the most common procedures.

- Rhinoplasty, when done right, yields very successful results. There is an 80% chance that you will be satisfied, and possibly elated; but there is a 20% chance that you will be dissatisfied and possibly seek revision surgery. [{17}](#)

8. Being a Gentleman

"Chivalry is dead, and women killed it," Chris Rock remarked at a comedy show. This may be half true, but we were also responsible for this. Being a gentleman doesn't mean being a nice guy or a push over. A new area of development is "Good Guy Game." The idea behind this concept is that, to get girls, you simply have to be a strong man, and not a weak one.

The important aspect of being a gentleman is that it is your own choice. You're not doing it to get laid. You're doing it because your mama taught you better than that. You have an internal standard and code of conduct that give you permission to behave like a gentleman. Some things that you may do as a gentleman include:

- Opening doors for people
- Treating waiters fairly
- Walking on the outside of the sidewalk to protect your date from incoming traffic
- Getting out of the car and open the door for her
- Gently guiding her away from people walking by

Most guys do these things in a cheesy "I'm on a date" way, grinning and expecting a response from a woman. This is not being a gentleman. To be a true gentleman, you must perform these actions as if you were brought up to do them

by your parents, as if they were a duty, instead of doing them just to please her. These behaviors must be nonchalant and must be executed like you're not even thinking about them. You're doing them because you're following your own code of conduct, and it has nothing to do with her.

9. Develop a Craft or Skill

The guy who is an artist or player can be attractive, but most very successful men have something else beyond women that gives them pleasure. This skill of style and attraction is only as good as the passions we pursue in life. The best men and the most attractive men are those with talent. They have devoted and dedicated time and effort to perfect a craft of their choice. More importantly, they add value to the world and other people through their craft.

Whether it is being a part of a band or pursuing a life of becoming the best surfer, talent is attractive. I believe that natural selection has made artistic talent inherently attractive. Some of the greatest works of art in history were inspired by women. This is because a great artist exhibits to the world his survival and replication value. He also increases the historical value of the whole species by offering his gifts to the world. As such, he is a force of life and an integrated part of everyone's lives.

Most people walk through life in a daze. Most of my office workers have developed some mediocre skills in management, and even the physical therapy doctors I see do not know what they are doing. Every now and then, you see a "star" within a profession of work. These are the people who have made a conscious decision to pursue a craft and become good at it. For them it is not a "job." It is a calling. They didn't just follow the formula or the herd of peers into a chosen field.

Find your passion, find your voice. This will give you an insight into your own personality, and the channels through which you can express them to the world.



Here's Casual taking home an award at a national salsa competition. Also, part of the reason he takes home so many girls

Chapter 36: Common Mistakes and Long Term Side Effects

The journey to become an attractive man can be a frustrating one, especially if you are not innately gifted. I understand because I have traveled the path that you are currently on.

I remember one time when I had a very beautiful girl in my bedroom after a date. When I started making out with her, she stopped at the last minute before taking off her clothes and said she has to leave. She left and never returned any of my texts or calls. That incident prompted me to give up for a few months on dating because I took the rejection personally.

Thinking back on it, I wasted a few months of my life doing nothing, when I could have summoned up the courage to get over it and keep moving in the right direction. Along the way, I hope to expose to you the stumbling blocks so that your “down-time” will be short-lived and you can continue on the path that you were supposed to walk.

The most common mistakes preventing newbies from improving are:

1. **Your efforts lacked consistency.** You have read through the eBook, but failed to take action on any of the steps or ideas you had after reading the book. This is the most common problem of people and reading books. No consistent progress has been made. Maybe you tried a few things here and there, but the true extent of the effort that is required to learn a style principle was never executed. Go ahead right now and make a commitment to write down ten things that you want to ask the hottest girl about regarding your style. Vow to write these down. Make a commitment to post your picture on hot or not, or ask for feedback from an anonymous group of people.

2. **You were misinformed.** The sad part about marketing is that not everything that is sold delivers on its promise. Many guys fail to develop true style because they succumb to the endless cycle of marketing and what other people tell them they should buy. Maybe you believe that looks matter so much that style has no bearing. Perhaps you have been raised to believe that because you are of a certain nationality, improving your style will not help you much. Whatever your reason, find evidence that contradicts your rationale. Only then can you be sure of the authenticity of the data.

3. **Your efforts lacked intensity.** Consistent effort is the first step, but oftentimes it pains me greatly to see newbies repeat the same mistakes over and over again. After a certain point they get used to the mistakes and develop a sick “comfort” in repeating them! A friend of mine always talks down to himself about the girls he meets, and as a result he never gives himself the permission to come across as a high value guy. There are guys who claim to study style all day and even walk the malls, but they never take that solid step to ask a hot girl for advice, or never take the time to put together

an outfit that works. They fail to seek help when they need it. They fail to put in the energy it takes to succeed. Like lifting weights, developing style intuition takes intensity. The more energy you put into it, the more you learn. Remember that “victory is reserved for those willing to pay its price” — Sun Tzu.

4. You need to accept **personal responsibility** for adopting the principles in this book and employing them to change your style. The responsibility of learning lies with the student. Make a commitment to yourself and make a timeline that you can follow to master these skills.

Long Term (Side) Effects

This is a special section for those of you that are already stylishly attractive, or have become stylish over a period of time. It is best read after you have completed the exercises in each of the chapters. However, if you wish for a glimpse of your future, feel free to read on.

After developing an unconscious competence for being stylish, you will start to notice certain permanent changes in your life:

- Depending on the degree of change in your style and your surrounding environment (and the stylishness of the people in your city), you will begin to notice people looking at you. This look is different than the one that shows surprise and discomfort; it is a look of genuine curiosity like, “that’s nice, I haven’t seen that before.” Girls may glance your way but then dart their eyes away as you return the gaze.

- At first, this will trigger a weird sensation because you’re not used to it. However over a period of a few weeks, you will notice yourself gaining sustainable resistance to higher social pressure and value. You may even miss the attention if you are wearing your gym clothes and just out for a run.

- The idea is that you now have social value and social attention. You now have a choice. You can leverage this energy into a meeting a new girl or getting

someone to help you. Or, you can completely ignore it in light of your current chores at hand.

- You may still have [approach anxiety](#) even with this newfound attention, but be sure to push yourself to talk to the girls that you desire. You can only expand your social circle if you make a consistent effort to meet new people.

- If your game is solid, the girls will respond well. If not, they may still respond positively to your new look. Remember that style more than just looks. Your overall demeanor should reflect class and attraction all the way through the interaction.

- Special occasions now are a fun thing to do instead of a chore: Halloween, Chinese New Year's, Saint Patrick's Day, Spring Break, Themed Parties, Dance Competitions, and any type of Performance Piece. You now have the "spider sense" of good style and can play up your characters in these roles.

- You have an internalization of being good looking and what that means and doesn't mean, so use this to help others in need. Don't offer advice to those that are not ready to receive it (as it can create resentment). But if a guy friend asks you to accompany him to shop, be ready to do so and assist him on his journey.

- At certain times, people may always expect you to be stylish. That is because you now have a reputation. However, don't be afraid to switch it up or dress casually for a day. Sometimes being stylish means knowing when not to care about style. As my mentor Eric would say to me when I worked at Google, "sometimes you just need to turn it [the computer] OFF."

Chapter 37: Style Mastery Progression Chart

Because we are communicating via the words in this book and not in person, I need a way to convey what the different levels of style intuition “look” and “feel” like. I suppose the best way to do this is through a collage of pictures that show an intuitive progression in style. Below you will find a gradual progression that goes from beginner level styling to an advanced and mastery level of image control. Further breakdown of each stage can be found in the next chapter.

Style Evolution Phases For a Casual Daytime Style



Beginner

Intermediate

Advanced

Master

Beginner: Has a catchy shirt that somewhat matches pants, neutral body language
Intermediate: Tighter shirt that fits his frame well, jeans match the white shirt better
Advanced: Layering of the white shirt, accentuated by the necklace and wrist band
Master: An addition of accessories creating a memorable look, matched by strong body language

Style Evolution Phases For a *Club Rocker Style*



Beginner

Intermediate

Advanced

Master

Beginner: Nice shirt and jeans selection, belt doesn't match shoes, and undershirt and necklace are slightly off in matching the shape and color of the outfit.

Intermediate: Collared shirt matches sweater nicely, and darker jeans fit the look, weak body language
Advanced: Clean cut hairstyle, shaved, masculine leather jacket; good fitting tie and shirt
Master: Accessories and all black create a very memorable, iconic look. There is a natural uniqueness in the whole outfit that screams out Criss Angel's inner personality.

Chapter 38: Strengths and Weaknesses Along The Way

This section breaks down the pros and cons of each stage and the various calibrations I make as a style coach for each student. If you are just starting out, this roadmap will give you the larger picture of what to look out for and what you can leverage at your current status. If you are a more experienced coach, this roadmap will assist you in better understanding the pitfalls and strengths of each student as he travels along his journey.

Level 1 — Beginner

Pros: The beginner is usually someone who is extremely motivated to change his current image. He is open to new ideas and is able to absorb them into his own sense of identity. He is willing to throw away old beliefs and quickly try on and adapt to new ones. He trusts in you as a coach and will usually follow your lead into situations that may be outside of his comfort zone. He is willing to go through a few pain periods because the decision to change came from him.

Things to watch out for: The beginner's plight is his inability to know right from wrong, and therefore the absorption phase is very important. The master must teach him the basic fundamentals, and also note that the more advanced style philosophies are always somewhat tainted by the master that is teaching it.

For example, a master of the rockstar avatar may teach very different advantaged styling techniques than the master of business presentations. Both may be right in their own ways. In this sense, it is important to impart to the student a piece of who you are, and to see style through your lens, but eventually allow him the room to create his own set of lens on the world.

Level 2 — Intermediate:

Pros: The intermediate student is beginning to conceptualize styling ideas and techniques as his own. He can replicate certain styles and looks and can sense certain color, layering, and texture patterns. His vocabulary is improving. He is developing an overall awareness of style in his daily routines. He has usually come up with a system of learning that works for him at this stage.

Things to watch out for: The intermediate is more apt for "burn out" because he has experienced some gains. The path to mastery may seem to plateau, or he

may experience longer periods of time with barriers to mastery. The intermediate student may also decide that this is enough for him and stop learning. It is important not to fall into the trap of "this is good enough." If the skill is not mastered, his appearance will improve slightly, but then he will fall back out of style with change (or worse, back to his old ways). The intermediate student must understand that style sense is a process; it flows and is forever changing.

Nothing stands still. He must set his ego aside and continue his learning.

Level 3 — Advanced

Pros: The advanced student has practice enough to the point where the knowledge he has gained is now permanent. He can teach others and, if he took a break, the knowledge would come back to him with some practice. This is the internal crystallization of ideas and style sense. He may also decide that he has learned enough and use his current knowledge to complement his other skill sets.

Things to watch out for: The advanced artist may not realize there is another level. He may think that he has learned everything there is to learn, only to discover more things he can master. The flaw of the advanced artist is that he thinks what he knows must be true, and he has trouble holding paradoxical viewpoints in the same thought. This is the main differentiation between the advanced and master artist.

Level 4 — Mastery

Pros: The master is fit to teach others and has been in the image consulting game long enough to see and help many clients. He may have a name for himself and be recognized in the styling or image consulting world.

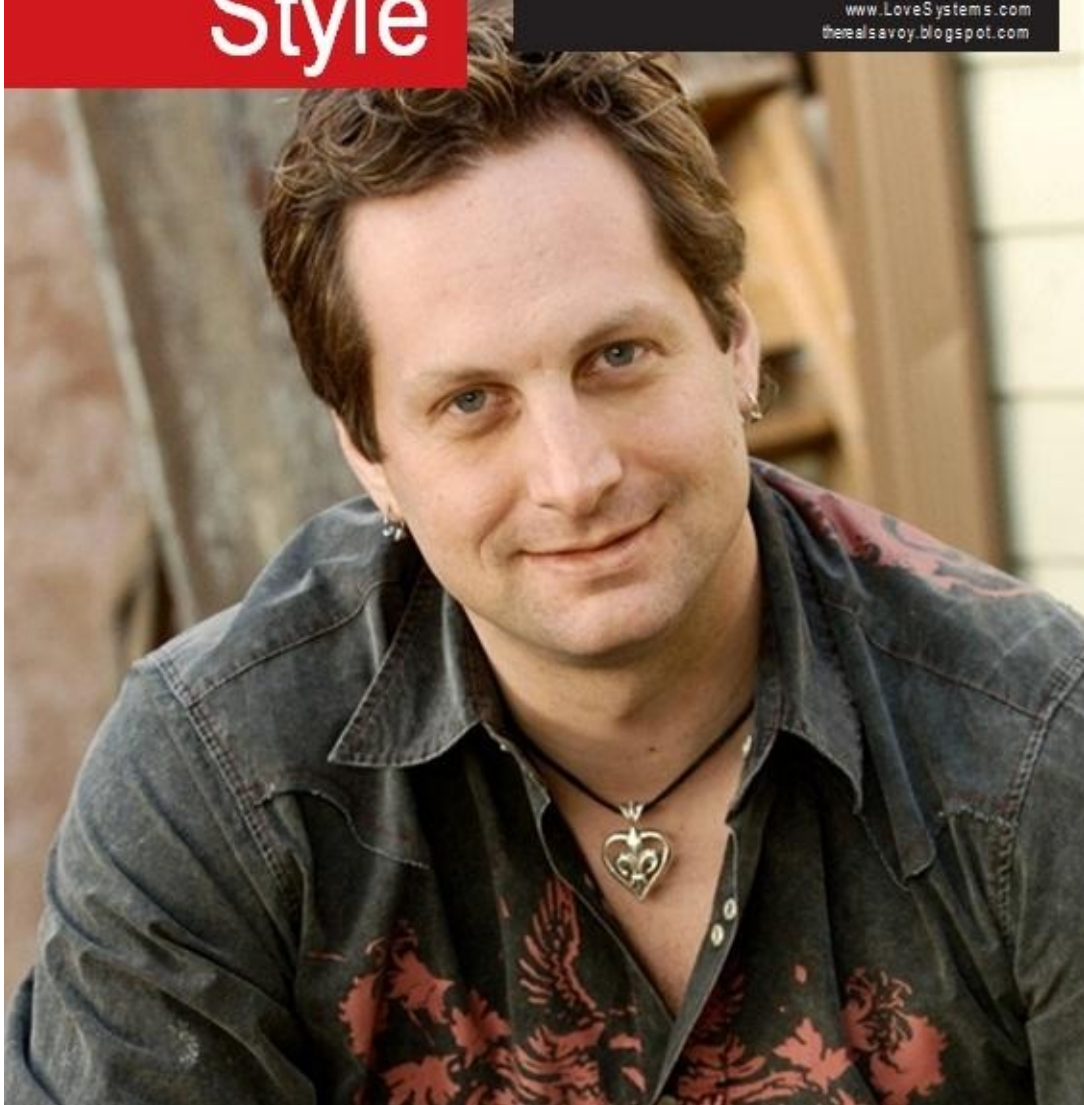
Things to watch out for: The sin of the master is to think that he knows everything, forgetting that we're constantly learning new things. He may settle for a certain look and forget to "reinvent" himself time and again. Praise from others may go to the master's head, allowing him to live up to his image, instead of his reality. He must remember that, in the end, he lives up to the standards he sets for himself, instead of those perceived and imposed on him by others. He must not be selfish, but share his knowledge with the world.

Rules of Style

Nick Savoy

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- 1 Peacocking is stupid. If you walk into a nightclub wearing leotards and a bumblebee costume, you will get attention, yes, but unless you're surrounded by five video cameras, it will be bad attention. What woman wants to be seen with a clown?

On the other hand, don't dress to blend in. That is fashion death as well. To women, fashion is a choice. You can't just refuse to play the game. If you dress in a way that is boring or out of touch, she will assume you are boring or out of touch. After all, you chose to wear your outfit.

The solution is to pick your spots. If you're got a fashionable outfit out, then you can a little bit more fun with your shoes/boots, an interesting neck pendant, your belt, or jacket. But don't overdo it

- 2 Wear red if you can. The Journal of Experimental Psychology just did a study on this (we stay on top of all of the academic research on dating and attraction so we can test this stuff in real life). Men who wear red – or are framed by a red background – get more attention from women. If you don't like wearing red, try to be framed by a red background when you can – stand on the red carpet, choose the red couches, etc.

I wrote more about this on my blog here: <http://therealsavoy.blogspot.com/2010/08/women-are-attracted-to-men-who-wear-red.html>

- 3 Make sure that what you're doing adds up to a "look". Women will categorize you and make snap judgments — do you look like the fun party guy? The hipster guy? The business guy? The I'm-too-old-for-college-but-can't-accept-it guy?

Also, look at what average guys who do pick up beautiful women wear. Check out pictures of Love Systems instructors here –

www.lovesystems.com/media

- 4 Start with your shirt (or jacket) first. This is the first thing because it is on eye level and usually the first thing a woman sees when she gets her first impression of you. Second is shoes. It's conventional wisdom (which is usually wrong when it comes to women and dating), but is right in this case. Women notice shoes. Keep them clean, too — it's one of those weird girl things where many women will assume that if you don't take care of your shoes, you don't respect yourself. Yes, I know it's silly. But I didn't make the world; I just live in it. And men do a lot of things women think are silly too.

- 5 Avoid anything you would be embarrassed to be seen in by your boss or your married best friend. Success with fashion is subtle, not dramatic. Sure, women will point at you and talk to you if you're wearing flashing lights and a cape, but they'll never want to be on a date with you. Just like you'd notice the girl who came to the bar wearing angel wings and ballet slippers, but she's never going to be your girlfriend.

Nick Savoy

Chapter 39: Map of Interaction and Style

For the sake of simplicity, let us assume that the courtship model²¹ looks like this:

A1 - OPEN	C1 - CONVERSATION	S1 - FOREPLAY
A2 - FEMALE-TO-MALE INTEREST	C2 - CONNECTION	S2 - LMR
A3 - MALE-TO-FEMALE INTEREST	C3 - INTIMACY	S3 - SEX



<p>A1 - OPEN</p> <p>The man approaches a set, runs an opener, and reaches the Social Hook Point.</p>	<p>C1 - CONVERSATION</p> <p>The couple begins a conversation and grows from a sense of comfort and rapport into a feeling of connection.</p>	<p>S1 - FOREPLAY</p> <p>The couple begins the physical escalation towards sex. If this happens too soon it can cause buyer's remorse.</p>
<p>A2 - FEMALE-TO-MALE INTEREST</p> <p>The man demonstrates higher value, while simultaneously showing disinterest in the target. She responds by giving indicators of interest.</p>	<p>C2 - CONNECTION</p> <p>Both parties feel a vibe that "it is on." Kissing occurs. This phase may last over the course of several dates.</p>	<p>S2 - LMR</p> <p>Last Minute Resistance. This is the point of no return before sex occurs. It's often a freak-out moment for the woman.</p>
<p>A3 - MALE-TO-FEMALE INTEREST</p> <p>The man baits the woman to become more invested in the interaction, and then he rewards her efforts with indicators of interest.</p>	<p>C3 - INTIMACY</p> <p>Now at a seduction location, heavy making-out ensues and the couple moves into the bedroom.</p>	<p>S3 - SEX</p> <p>Sexual intercourse. It is necessary to do this several times in order to begin the sexual relationship.</p>

Attraction — Open: By learning *Seduce With Style*, your initial approaches will go more smoothly. As a matter of fact, the point is to have women open you. By leverage peacocking, the 8 SAS, and style interactivity, you make it more likely that women will give you indicators that they want to meet you, and the initial approach will be met with smiles and curiosity, instead of distress and surprise. A group of stylish guys will receive more eye contact when they are at a bar, and approach invitations are sent out by groups of women via body language, eye contact, and verbal cues (i.e. "you're dressed well tonight!").

Reversal: In most cultures, the man expected to make the initial approach. Even if the girl is interested in you, she may be too shy, or will throw out subtle hints that other guys may not catch (there's an evolutionary reason for this, she doesn't want every guy to approach her, just you, and she wants to test to see if a

guy can read her signals). So don't expect girls to consistently approach you and take it for granted.

²¹This is the M3 Mystery Method model of a woman's courtship process

Definitely don't let your great style to be an excuse not to approach. Sometimes, you may be dressed too sharply for a casually dressed girl, or she may not find you interesting despite your style given whatever she is going on with her life. Never take any reaction personally in the beginning. Merely learn to enjoy meeting new people as the new stylish you.

Attraction — Female to Male Attraction: As I mentioned earlier, your style visually conveys ideas that your words cannot. Your knowledge of nonverbal communication allows you to paint a picture in a woman's head about the type of guy you are: clean cut, congruent, and socially savvy. All this is conveyed within three seconds of visual contact, and no words need to be exchanged. As you start the conversation, your words are stacking on top of an already high impression based on the way you present yourself. Everything is now being elevated at a higher status, instead of starting from the ground up. Imagine two equally cool guys at the bar. One of them is dressed sharply with a suit, while the other man is dressed with an oversized T-shirt and jeans. If they both said the same things with the same tonality, who do you think will get a better impression from the woman?

Reversal: As long as an ongoing conversation can be established, "game" is in play. What this means is that, while your style can help, the determining factor for your level of inner congruence increases with every second. A strong seducer knows that, while appearances can temporarily entice, it is his mastery of words that eventually wins over the woman. This is why this book has focused so much on the ways of attraction in the advanced section. Note your use of tonality, eye contact, and body language. Statistically, most dating coaches note the following changes for initial success with many first time students: strong, confident (non-fidgety) body language, slowed down and louder voice, and a steady eye contact increases the result of the interaction in 80% or more of the cases.

Attraction — Male to Female Attraction: At this point, the woman is attracted to you. This means that she's curious. For men, "attracted" means "I'm ready to sleep with you." Remember that this is not the same for girls. She's intrigued, that's it. During this phase, you have to show her that you are also interested in her, but not just for her looks. This area involves genuine statements like, "I thought you looked like a tough girl, but, now that I'm talking to you, I like your down-to-earth attitude." You can use a clothing item like a hat or scarf to "lock" her in, and have her promise to return it to you after you return from seeing a friend or the bathroom. Just be sure that you're okay with losing the item, since you don't really know the girl just yet.

Reversal: A lot of guys play “hard to get,” and this is the wrong move to make. You want to express genuine interest (beyond just the physical) that she intrigues you. Sometimes, for one night stands, the girl

is actually the one doing the hunting, and, if she has already chosen you, you can skip this step. It is still helpful to remind her that you like her initiative and state things you like about her that go beyond her physical beauty.

Comfort: This level of game involves many intricacies of self identity and really getting to know each other. Usually Comfort takes place after the first few dates. Your style is less important here as she is getting to know about you. Some guys make the mistake of totally forgetting about style. Imagine if a girl dressed in a sexy outfit and then showed up for the first date in a T-shirt and jeans with messy hair. The illusion is shattered, and, while you may still find her attractive, the initial image is totally erased. If a guy is dressed well at the first meeting (say, in a suit), he may want to wear dark jeans and dress shirt for a first date. If he showed up in sloppy sneakers, washed up jeans, and a baseball cap, the image may be broken. Make sure you dress somewhat congruently to the first time she saw you, as well as dressing to match that particular occasion on the first date.

Reversal: Sometimes, you may want to see a different side of someone on a first date. If you are going hiking, mountain biking, rock climbing, or even playing basketball, you want to dress sporty. As long as the communication is clear, you can wear appropriate clothing for the event. After that, don’t worry about your style too much. Get to know her and who she really is.

Seduction: Seduction takes place in a location where sex can occur, usually at your place, her house, a bedroom at your friend’s house, or the hotel room. At this point, your style is not doing any sort of “attraction” or “display value,” but rather, just coming off.

Have you ever watched a steamy sex scene in a movie? Seduction is playful, and keeping it that way makes it fun. Have her try to take off your clothes. Try to match her in items of clothing coming off. I have had experiences where the guy was too anxious and took off everything, while the girl still had her bra and panties on. Generally speaking, if the girl is unwilling to take off her bra and panties, she probably isn’t ready to have sex with you just yet. So hold your horses and keep your pants on. It is important that you learn how to unsnap a bra quickly; practice if you have to.



Example of a guy keeping it playful

Reversal: In some cases, I've had guys tell me stories about how they have had sex while in the club, car, or in the bathroom. In these scenarios, you just have to get enough clothes out of the way to actually have sex. Try to make it comfortable for the girl, and yourself. Clothes are kept partially on because you can put them back on more quickly in case anyone spots you. The taboo aspect of it can be enticing.

If a girl is giving you a blowjob at a public restroom or changing room, she may opt to keep her bra on. Have you ever seen cleavage with a bra on and found it more exciting than actual bare breasts? The anticipation and imagination of it is almost more powerful than the breasts themselves. Our imaginations can be extremely powerful. Male and female strippers use the anticipation psychology to keep guests entertained as they undress one item at a time. Try to remember this and retain the playfulness of seduction. Keep her coming back, and wanting to see more of your show.

Chapter 40: Life Style

It seems ironic that after spending the whole eBook talking about attractive style, I could come to the last chapter and tell you that it is not the most important thing in the world.

I preach and practice men's style because I believe in its potential to make any man more attractive and charismatic to women. In some cases, simply looking a certain way that fits a girl's ideal "type" will get you laid.^{18} Cultivating style costs money, takes up time, and can sometimes drain emotional resources. But so can other ways of dating and finding the right girl. Do you want to be the internet dating guy who knows all the ins and outs of each dating site, or the guy who is out there in the bar and creating instant attraction with the women he meets in real life? Now armed with the knowledge of the effects of style and its attraction switches, you are free to choose how important it is to you, and put in as much time and effort as you want to give it.

It is human nature to be sexually desirable. You should not feel bad about standing out and extending your inner personality to the world through style. Looking good has social advantages, and, in the worst case scenario, it reduces the prejudices and negative effects of appearing unattractive.

On the same note, beauty worshippers are a vain bunch. There's nothing more unattractive than a male model who has no core values and no personality. There's also the idea of judging someone based solely on their looks without regard for his or her character, intelligence, kindness, sense of humor, and sense of loyalty. We don't do this consciously, of course. It is not as if I am saying, "She's ugly, therefore she must be stupid and unmotivated and mean." We do this unconsciously and thin-slice for first impressions. For long term relationships or any type of worthwhile social connections, always judge the person based on their behavior, not by the way they look.

Let me ask you a serious question: when you die, what will you be remembered for? *People* recently published a tribute to stars who recently passed away entitled "Great Lives Remembered."^{19} Of those that struck a chord with me were the following stars:

Patrick Swayze

No matter what he was going through, Patrick Swayze never missed a chance

to pay tribute to his wife of 34 years. So when Lisa Niemi turned 53 in May, the actor hosted a barbecue for friends and family at

his ranch in the San Gabriel Mountains near LA. Although he was battling pancreatic cancer, he remained as determined as ever. “His energy was, ‘I’m going to beat this,’”

... after a 20 month battle, Swayze, 57, died at home with Lisa by his side. A classically trained ballet dancer who became a movie leading man, Patrick was a rare and beautiful combination of raw masculinity and amazing Grace... he has such an enthusiasm for everything he did. If he could climb it, he climbed it. If he could write it, he wrote it. If he could dance it... well, we all knew he did. He lived.



Learn to live in the moment for life is short

Charlton Heston (Moses)

Heston was married to his college sweetheart, Lydia, for 64 years. The secret, he told *People*, was to remember “three little words: I was wrong. ”

Heston died of complications from Alzheimer’s in 2008. First diagnosed in 2002, he had accepted the news with exceptional grace. “He looked at me and said, ‘why so glum, pal —you feel bad for me?’” recalled his close friend Tony Makris. “I said, Yes,’ and he said, ‘don’t. I got to be Charlton Heston for 80

years. That's more than fair. ”

Richard Prior

He was raised by his grandmother, who owned a brothel. It is perhaps no surprise that in the world of Richard Pryor's comedy there were few taboos. By the mid 70's Pryor had turned himself into a major box office draw. His movie pairings with Gene Wilder, starting with 1976's Silver Streak, proved to be

Hollywood gold, and he was paid \$4 million for his role in 1983's Superman III — a then-record for a black actor and an astonishing \$1 more than Superman himself.”

“When he died in 2005 from a heart attack, the man who'd changed the face of comedy hadn't performed onstage in over a decade. Multiple sclerosis... robbed him of his ability to walk and to talk in full sentences. Still, he never felt sorry for himself. "As a comedian," he once said, "I couldn't have asked for better material. ”

Farrah Fawcett

On Sep 22, 1976, Charlie's Angels premiered on ABC, and Farrah Fawcett, 29, became an overnight sensation. A poster with her image sold 12 million copies — still a record. Her magnificent hair sparked a nationwide trend; fans bought Farrah shampoo, dolls and lunch pails in droves. At the height of Farrah mania, her manager Jay Bernstein claimed to have turned down a seven-figure offer to market water “from Farrah's own faucet. ”

Personally, she struggled to be taken seriously. “I was a TV sex symbol who wanted to be an actress, ” she said.

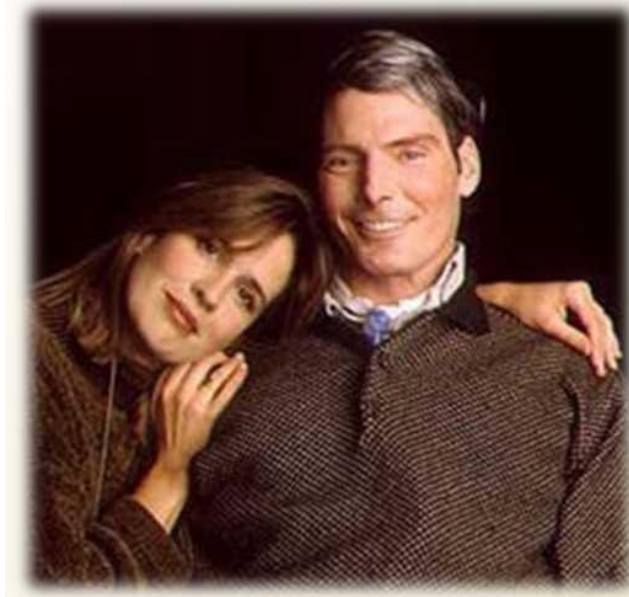
In 2006 Fawcett was diagnosed with anal cancer and for years fought a public, and painful, battle to beat it. “She was the bravest and funniest in the face of that awful fight, ” said her Angels costar and friend Kate Jackson. “At the end there was no hair and makeup. And yet she was beautiful She will be remembered as the smiling courageous girl who wasn't afraid to show her humanity. ”

Christopher Reeve

He had been a trapping, 6'4 leading man, the star of four Superman movies, before a riding accident left him paralyzed below the neck. He later said that he thought of letting go of life altogether, until his wife, Dana, uttered the words that saved him: "You're still you, and I love you. ” Together they built a brave

new life and raised millions for spinal cord research. Chris faced his challenges “with courage, intelligence and dignity I can only aspire to, ” said his friend Michael J Fox, who has Parkinson’s disease. “If he could ever have walked, he would have walked over to help someone else get up. ”

What did bother Reeve? “I get pretty impatient, ”he once said, “with people who are able-bodied but are paralyzed for other reasons. ”



Truly appreciate those around you

The way we live is all dependent on our values. If one values adventure, he may enjoy activities that involve a level of risk and fear such as skydiving and bungee jumping. This person’s style choices may reflect his chaotic and adventurous nature. If another person values security, he may be reluctant to do such activities and stick to stable routines. His attire may reflect this with sturdy business suits and standard colors.

In the past, when I first started my style journey, I thought that people weren’t smart enough to figure out the real me if I just worked hard to manage their perception of who I was. I thought that I could trick women into believing I was an alpha guy. To be fair, dressing like the part made me feel like the part.. .for about 30 minutes into the interaction. And then she will realize that I was not the man I communicated myself to be, and I would lose the girl.

Years into it, I realized that, no matter how hard you pretend to be something you’re not, people will eventually have enough information to piece together

who you really are. Humans are ridiculously good at spotting incongruence over long periods of time. No matter what you say, do, or try to orchestrate, a crack somewhere will eventually reveal the truth.

Even a tiny action regarding an insignificant thing, such as you holding the door for someone or the way you treat a small child, can tell someone more about you than a whole autobiography can. This is why it's so important to work on who you are on the inside just as much as you do on outer appearance. This is what true "style" is and the true way of attraction.

When you finally have both pieces of the game mastered, you will look back and thank yourself for embarking on this journey to become an attractive man. Perhaps you will be on the beach enjoying a nice view of the ocean when a cute girl walks by and gives you a curious glance. Or maybe you are at a college party and one of the cheerleaders grabs your hand and leads you to her dorm room. At those very moments, a slight smile will cross your face as you remember the day you decided become an attractive man.

I will end by quoting a man who changed my life, Napoleon Hill:

"There is no penalty for the use of the Key, but here is a price you must pay if you do not use it. The price is failure. There is a reward of stupendous proportions if you put the Key to good use. It is the satisfaction that comes to all who **conquer self and force Life to pay whatever is asked.**

"The reward is worthy of your effort. Will you make the start and be convinced?"

-Vince Lin. May 19th, 2012

Thank you for Reading Seduce With Style..

Continuing Your Style Journey

Thank you for taking the time to read through my Book, **Seduce With Style**. I hope you've enjoyed this book and found the information contained within to be helpful and insightful.

It has been a real labor of love for me, and I have tried to put in everything I have learned over the years regarding style and fashion into it, as well as tons of research from the best style and dating experts. Even though this book is over 250+ pages long, I haven't been able to fit in everything there is to say about style — there is always more to learn!

If you want to expand your knowledge beyond what's covered in this book, start by checking out the supplemental eBook on fitness and the books referenced in my research.

Our Website

Be sure to check out our website at www.SeducingWithStyle.com. On this site I, along with many of the contributors to this book, share additional style and fashion advice that we weren't able to fit into this book. You can find tons of pictures, breakdowns of attractive avatars, and much more.

Major Works

I have borrowed extensively from the works of previous scientific studies as well as in-field footage and studies of the top dating coaches in the world. Some of these scientific studies were conducted in the lab, using an MRI to measure parts of the brain that experience attraction and love. Others are recorded in the bars and social watering holes I and other dating coaches frequent, night after night, seeking the true patterns of mating and dating behavior from the front lines. Thus, I stand on the shoulders of giants. And now, of the works and respective notes of authors I have referenced:

Erik Von Markovich

[The Mystery Method](#)

I borrowed extensively from the Mystery Method and his M3 model. His breakdown of cold approach pick up helped me conceptualize the rituals of courtship when I saw no such models. His original book, **The Mystery Method**, continues to influence dating coaches worldwide.

Joshua Pellicer

[The Tao of Badass](#)

Josh's breakdown of nonverbal communication gave me new insight into how people really communicate. His tips regarding body language are spot-on and served as the basis for some of the Style Attraction Switches

Professor David M. Buss

[The Evolution of Desire](#)

David Buss pioneered evolutionary psychology in 1994 with his controversial book, **The Evolution of Desire**. It continues to serve as a basis of research and insight into the real behavior of our mating minds.

Professor Helen Fisher

[Why Him, Why Her?](#)

Perhaps one of the most kind, lovable authors, Professor Fisher was commissioned by Chemistry.com to develop a scientific method for pair matching. Her book discusses the four types of lovers and how they compete and become compatible with one another.

Professor Nancy Etcoff

[Survival of the Prettiest](#)

Professor Nancy Etcoff raised many eyebrows with her book on beauty and how influential it can be in our day to day lives. Her research into beauty uses several worldwide studies on what people deem beautiful, and her search into "universal beauty" sheds light on to many publicly held fallacies and insights regarding our real behavior around beauty.

Steven Watts, Hugh Hefner

[Mr. Playboy: Hugh Hefner and the American Dream](#)

Steven Watts is a meticulous author, and his documentation of Hugh Hefner's life is rigged with examples where Hefner "reinvented" himself time and again. Never going out of style, Hefner always figured out a way to search either within or externally for identity. It is through these pages that I learned the importance of "reinventing" oneself and controlling our image in life.

Appendix: Image Attributions

- i. Levis Jeans. <http://www.flickr.com/photos/judgmentalist/4216355/>
- ii. Style guy kissing girl. <http://www.flickr.com/photos/pipiten/2503747029/in/photostream/>
- iii. Stylish Lawyer. <http://picasaweb.google.com/lh/photo/oboY7eOueGAX1w1l4RfftO>
- iv. Nerd (costume) [http://commons.wikimedia.org/wiki/File:Nerd 11 .jpg](http://commons.wikimedia.org/wiki/File:Nerd_11_.jpg)
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- ix. Regular Joe. http://pkdeviance.blogspot.com/2007_05_13_archive.html
- x. Regular club girls. <http://picasaweb.google.com/lh/photo/1LjOD5wLvOzmPdcMpFqXdO>
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xviii. Russell Brand [http://commons.wikimedia.org/wiki/File:Russell Brand at 2009 MTV VMA's.jpg](http://commons.wikimedia.org/wiki/File:Russell_Brand_at_2009_MTV_VMA's.jpg)

xix. President Obama Smiling. [http://commons.wikimedia.org/wiki/File:President Barack Obama with Justice Sonia Soto mayor in the Oval Office 08-12-09.jpg](http://commons.wikimedia.org/wiki/File:President_Barack_Obama_with_Justice_Sonia_Soto_mayor_in_the_Oval_Office_08-12-09.jpg)

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xxiv. Salsa dancing. <http://www.flickr.com/photos/elchupacabra/3317686617/sizes/m/in/phot>

xxv. Lady gaga <http://www.flickr.com/photos/natvanya/4872389996/>

xxvi. Nerd Costume. <http://www.flickr.com/photos/mybluevan/3780363712/>

xxvii. Nerd with glasses. <http://www.pualingo.com/blog/how-to-get-a-woman-to-kiss-you/>

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xxxiii. Daniel Alfonso. <http://www.myspace.com/dalfonso>

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- xxxv. Baseball cap. <http://www.sxc.hu/photo/672580/?forcedownload=1>
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- lvi. Casual Belt. <http://www.belts.com/namedeledrbe.html>

- lvii. Black Leather Jacket. Istockphoto
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- lix. Ripped jeans. Istockphoto
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- lxviii. Colored design shirt man. <http://picasaweb.google.com/lh/photo/30TGLWY508AbWk7c4PWatw>
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- lxxvii. Fedora. <http://www.flickr.com/photos/uncut/92875900/>

- lxxviii. Tribal warriors. <http://www.flickr.com/photos/quinnanya/2148488417/>
- lxxix. Sunglasses. <http://picasaweb.google.com/lh/photo/J27d1zOlaxOUsySPYfTejg>
- lxxx. Ray-Ban aviator glasses. <http://www.ray-ban.com/usa/products/RB8307/004-40>
- lxxxii. Ray-Ban tech glasses. <http://www.ray-ban.com/usa/products/rb8304/004-6g>
- lxxxiii. Fashion Girl Necklaces at store. <http://favim.com/image/183041/>
- lxxxiiii. Gold Girl Necklace. <http://blog.cessoviedo.com/wp-content/uploads/2010/08/Charm-Necklace-from-Forever-21.jpg>
- lxxxv. Dark feminine necklace. <http://www.fashionfame.com/wp-content/uploads/2010/07/material-girl-necklace.jpeg>
- lxxxvi. Chicktopia white scarf. <http://www.chictopia.com/photo/show/388063-a+cindy+lou+day-forever-21-jeans-white-ear-muffs-hat-sweater-white-scarf>
- lxxxvii. Woman washing face. <http://picasaweb.google.com/lh/photo/kmw66QDoBrZr5bsUXnu93Q>
- lxxxviii. Man shaving. <http://www.flickr.com/photos/hygienematters/4505231324/>
- lxxxix. Lollipops. <http://www.af.mil/photos/mediagallery.asp?galleryID=6&page=1375>
- lxxx. Leather Jacket. <http://picasaweb.google.com/lh/photo/MTOG2mUDRnUBtnvlGvkZqA>
- xc. Robert Pattison. <http://picasaweb.google.com/lh/photo/8qBU16CAeP9fuUXUENI6Q>
- xci. Daytime pickup. <http://www.howtomack.com/daygame-blueprint-review-daygame-coms-daytime-pick-up-guide/>
- xcii. Rapper avatar. <http://commons.wikimedia.org/wiki/File:Subliminalrapperl.jpg>
- xciii. Businessman silhouette. http://commons.wikimedia.org/wiki/File:Businessman_silhouette.jpg
- xciv. Sunday Rockstar. http://www.flickr.com/photos/eelsej_404567900

- xcv. Men piercings. <http://www.flickr.com/photos/robgallop/1286337497/>
- xcvi. Tattoos <http://www.flickr.com/photos/tattoos-nu/3991674183/>
- xcvii. White shirt, black undershirt and jeans. Istockphoto
- xcviii. Jack Black and Michael Cera. Istockphoto
- xcix. David Bowie green scarf. Istockphoto
- c. Dance team. Istockphoto
- ci. Bartender. Istockphoto
- cii. House party. Istockphoto
- ciii. Peacock. [http://openphoto.net/gallery/image.html?image_id=20980#how to credit this image](http://openphoto.net/gallery/image.html?image_id=20980#how_to_credit_this_image)
- civ. Black Nails. <http://www.nydailynews.com/blogs/ilovetowatch/2008/11/pickup-accessories.html>
- cv. Crazy Halloween outfit. <http://www.dcrtv.com/golden.jpg>
- cvi. Makeup retouching. <http://www.flickr.com/photos/pumpkincat210/3926622628/>
- cvii. Burberry Perfume. https://www.perfumela.com/sh_opexd.asp?id=3182&bc=no
- cviii. Daniel Craig. <http://commons.wikimedia.org/wiki/File:DanielCraigAAFeb09jpg>
- cix. Will Smith. http://commons.wikimedia.org/wiki/File:Will_Smith_Nobel_Peace_Prize_2009_Harry_Wadi.jpg
- cx. Will Smith Caricature. <http://picasaweb.google.com/lh/photo/fTBDY6gluV6zkduAXYv9fg>
- cxi. Good posture. [http://commons.wikimedia.org/wiki/File:Posture_types_\(vertebral_column\).jpg](http://commons.wikimedia.org/wiki/File:Posture_types_(vertebral_column).jpg)
- cxii. M3 Model. <http://www.pualingo.com/pua-definitions/m3-method/>
- cxiii. Gift Boxers. Istockphoto
- cxiv. Patrick Swayze. http://commons.wikimedia.org/wiki/File:Patrick_Swayze_and_Lisa_Niemi_cropped.jpg

cxv. Christopher Reeve. <http://www.flickr.com/photos/andrquei/859741885/>

1. For more details of each material checkout the clothing materials [page](#) on Wikipedia

2. For a more in depth explanation of “peacock” or “peacocking” see [here](#)

3. This happened to me once with a regular Asian girl. We went out, but I had so much social value in my style and social interactions that at the end of the night she was unwilling to go back with me but wanted to be friends and continue to meet new people in my circle. She thought that if she slept with me I will forget about her because I had too many girls around (which was not entirely untrue).

4. [Survival of the Prettiest](#)

5. Yes, as you suspected I was a huge gamer and nerd

6. Brad P’s Fashion Bible

7. An exception to this is the male porn star. In this case, keeping your pubic area completely clean requires a consistent shaving regimen and good moisturizing to ensure that the area doesn’t get too dry or itchy when the hair grows back. There is also the option of laser hair removal.

8. Courtesy of <http://www.kennethcole.com> product catalogue

9. Checkout <http://urody.co.kr/> for more layering examples like these

10. The advice I give on skincare is based on my personal experience as a severe acne sufferer and should not be considered legal or professional medical advice.

11. I have thoroughly tested hundreds of skin products for these 3 steps, customizing their effects on my oily skin. You need to go through a period of personal customization as well because everyone’s skin is slightly different.

12. At the time of this writing, you can buy this on Amazon for \$86.

13. For more information on love maps and the Explorer, Builder, Director and Negotiator archetypes see Helen Fisher’s [Why Him. Why Her](#)

14. [Survival of the Prettiest](#)

15. Female Pheromones and Male Physiology, University of Vienna, [Astrid Tutte](#)

16. [Survival of the Prettiest](#), p239

17. More examples of characters with the way of attraction can be found on a blog post [here](#)

18. Perceived Social Value is the value that is derived from on lookers who do not know the person in detail. This is as opposed to “Real” Social Value which means a full assessment of that person’s social and life value. I use the term “perceived value” because, while a doctor’s real social value is probably higher than a hot blonde’s within the larger scope of society, the blonde’s perceived value at a bar is higher given the circumstance’s focus on her biological replication value.

19. Crest whitening strips cost \$35 at the time of this writing at the convenience store and works wonders.

20. [The Smart Woman's Guide to Plastic Surgery](#), Jean M. Loftus, M.D.

21. This is the M3 Mystery Method model of a woman’s courtship process

22. Assuming you avoid saying anything ridiculously stupid after she’s attracted to you. I.E. "so you used to be a fattie, I heard?"

23. Reference: Editor Cutler Durkee, People Great Lives Remembered: 55 stars heroes and icons America loved.