

THE BLUEPRINT

By Tyler

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Do you ever feel like you could change?

I remember hanging out with a friend of mine at a party, and hearing him talk about why he loved travelling. He said that with just a bit of money, you could walk into the nearest airport, and within a few hours, you could walk out into an entirely different place. In just a short span of time, you could find yourself in an entirely different landscape, with a different set of people, a different environment, and a whole different vibe.

If that's true, I wondered, could you even be a different person? Maybe, just while you're there? Would you really be the same person if you were in a different city? Nobody would know you, or have any expectations of you at all.

But what if instead of changing physical locations you could be in the exact same location, and still be in a different place? What if it was your experience of that place that made it different, instead of the physical location? What if you changed?

This would be a good time to think about it. Because like it or not, that's what's about to happen. The place that you're about to go now is not a place that you're going to be coming back from. So you're just going to have to deal with it

FOREWORD

What follows is a rough blueprint of social dynamics as I presently understand it.

It is a sketch of the continually evolving software that exists in my mind, having spent years as a pickup artist.

If you wish to benefit from this knowledge read it continually, and go out and practice every day until you've internalized it fully.

Once you've done that, put the book down and never read it again.

That way it will become not something that you do, but something that you are.

Good luck on your journey.

Tyler

www.realsocialdynamics.com

BOOK I - SOCIAL CONDITIONING

Most people walk through life in a trance. A walking daze.

That specific knowledge is what understand this and it will eventually become the your base of your power as a guy with tremendous social skills.

But before we get to that, we have to start by waking you up from all the nonsense you've been taught.

Have you ever stopped to think about where do your ideas about sex, dating, and relationships actually come from?

What sorts of commonly-accepted ideas can we find floating around out there?

-Guys with money get girls. If you can't get girls, go out and make a ton of money.

That way, when you talk to girls you can attract them by showing them how much money you have...

-The best looking guys always get the best looking girls. Aside from money, looks are the most important thing...

-You should continually strategize how about how to get the girl you want, so that she can see how hard you're trying. If you can just prove to a girl how much you like her, she'll like you back...

-A woman can be logically convinced to feel emotional attraction for a man. When you first meet a girl, you should buy her drinks and flowers to convince her to like you...

-If you like a girl, you need to really think through how you will act around her. If you're careful enough, then you'll be less likely to make mistakes that could upset her...

-When you think you're in love, you should follow your heart and tell the girl how badly you're pining for her. Doing this will win her heart...

-Love is scarce and you should treat it that way. You have only one soul mate. You will not find love twice...

-In the same way that attractive girls don't get "rejected," if you're an attractive guy then you should never be rejected either. If you don't get the girl, it's because you're just not an attractive guy...

-People are always on the look out to find guys that are trying to meet women, so that they can laugh at them with their friends. To avoid crushing embarrassment, it's best to take your time and figure out if the girl is interested or not before you approach...

-If a girl sleeps with you quickly after meeting you, then she must be a "slut." But if she waits to sleep with you and makes you "work for it," then she must be "hard to get" and has never been promiscuous in the past. In fact, girls that are hard to get automatically make the best partners in a healthy relationship...

-Guys always seem to be chasing after sex. Guys enjoy sex more than girls do.

That's why guys cheat on girls more than the other way around - they're obsessed with sex...

-If you don't fit in, people won't like you. When you're at a social gathering like a party or a club, you have to drink alcohol to fit in. Actually, it might be a good idea to get a glass in your hand right now, in case anyone is watching...

-All of the guys who dance with girls are hooking up with them. To get girls at clubs, you need to learn to dance and then go up to random girls while they're dancing with their friends and try to cut in and grind with them. Then, when they're really aroused from the hard grinding, you can bring them home and get it on...

-If you see a girl upset or in an argument, it's the perfect chance for you to jump in and make a bigger deal of it than she wanted so that she'll see what a man you are...

-Attraction is caused by pheromones, facial symmetry, and v-shaped body tapers. If a guy doesn't have this stuff, then he's just out of luck...

So... all of this stuff is blatantly wrong.

That's not to say that it's impossible to attract women if you have these ideas - plenty of guys do. (The earth is quite populated, after all). But as a real understanding of what causes attraction, these ideas just don't do the job. You don't have to take this (or anything else you read) for granted. Go out and put it to the test - you'll figure out pretty quickly how the girls respond to your overtures.

Alright, so where do these ideas come from? Who comes up with this stuff?

DEFINITION: "SOCIAL CONDITIONING"

From a young age, we are influenced and moulded by "social conditioning." While our ideas are learned through experiences that are our own, the context through which we learn is heavily influenced by our interaction with society.

For that reason, we hold all sorts of socially acquired beliefs that we accept as facts, without ever pausing to verify whether or not they're actually true.

Most people will never really observe this massive influence on their thinking, and even those who do will never fully realize the extent to which it shapes their perception and interaction with the world.

Because society is not always culturally at ease with sexuality, sex has often been thought of as having powerful qualities that have nothing to do with it. Sex has been conceptualized as being a passage into manhood, as a way of determining a person's morals, and even as having divine significance. The topic of sex is an emotional one, and many people have a hard time talking about it in an intelligent way.

These days, guys find themselves in a tough position, because their ideas about attraction are based on all sorts of socially conditioned misinformation.

And with such nonsense cluttering about their minds, they lack a core skill that every man should have - a real understanding of how to attract women.

While you might not yet realize the extent of it, your mind is being continually bombarded with ideas about what it takes to get a girl.

Whether it's from movies, books, television, music, your peers, or even professional dating columnists, the assumption is almost invariably that women don't like sex as much as men, and that to attract a mate a guy either has to be rich or good looking or win her over with favours.

The focus is rarely on what's actually important, but on arbitrary stuff like where to take the girl, how to dress, how to compliment, how to impress, how to use

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manners, how long to wait to make a move, and all sorts of irrelevant nonsense that basically distracts you from what you need to be thinking about.

why is it distracting?

The underlying assumptions with most of this stuff is:

- 1- If you impress her, she'll be wowed and suddenly like you.
- 2- If you do overly nice favours for her, she'll see how well you'd treat her in a relationship and start to like you.
- 3- If you agree with everything she says and act like you have so much in common, then she'll realize that you're her perfect match and like you.
- 4- If you tell her how badly you're pining for her, she'll be flattered and she'll like you.
- 5- If you look good enough or make enough money, she'll be in such awe that she'll like you.
- 6- If you become her best friend, then she'll eventually come to see all your amazing qualities and realize that she likes you.

And while this stuff can be fine when it's from a cool guy who she would have liked anyway, none of it actually causes a girl to like you because..

- 1- If you try to impress her, you're creating an underlying context where she feels like the reason you need to impress her is that she's more attractive than you.
- 2- If you do overly nice favours for her, you seem boring because you're placing her on a pedestal just like every other guy does and you're no challenge to her.
- 3- If you agree with everything she says and act like you have so much in common, she'll sense that you're trying too hard and that you can't be natural around women.
- 4- If you tell her how badly you're pining for her, it's as irrelevant as a girl who you're not attracted to telling you how badly she wants you.
- 5- If you have good looks or money, it might help you but you'll still lose your girl to a guy who has a more seductive personality than you.
- 6- If you become her best friend, then unless you've had some chemistry from the beginning you're usually the least sexually eligible guy she knows.

Growing up, we don't really give this stuff much thought. We just take it for granted.

So maybe we see other guys buying girls drinks, and we buy into the idea that that's how things work.

And there is nothing necessarily wrong with buying a girl a drink. But then, there's nothing that's necessarily right about it either.

After all, buying a girl a drink is a played-out approach that could slot you in with every other guy. It could even place you among the hordes of guys that lay themselves at her feet, and who can't have a normal conversation without needing something from her.

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Buying a drink might conveniently open a conversation, and the girl might even turn out to be attracted to you. But even so, the act of buying her a drink didn't actually do anything to make her feel that way.

If anything, she ignored the played-out approach and found the good stuff beneath the surface. She was attracted to you for you, and she would have been attracted either way.

Girls usually form their impression of a guy as they're exposed to his personality.

So if you try to offer a girl favours before you've conveyed your personality, it's more likely that she'll reflexively make a snap judgement of "not interested" before she's even gotten to know anything about you. Congratulations... you've just become the "next man of the night."

DEFINITION: "SUPPLICATION"

The act of doing something for a girl that you wouldn't normally do, in the hopes of getting affection from her in return is called "supplication." Supplication is something that occurs when being too nice sets up a dynamic between the two of you where it's implied that she has a higher social value than you do, because you can't attract her based on your personality. That could include performing any kind of favour-with-an-agenda for a girl with whom you've not already had sex, from drinks, to compliments, to flowers, to gifts, to any of the other behaviours already mentioned.

To avoid supplicating does not mean that you can never do these things.

In fact, to deliberately not supplicate as a tactic of getting a girl to like you could be viewed as a form of supplication in itself.

Rather, to determine whether or not you're supplicating, you can ask yourself, "why would I want to do these things? Am I having fun or just trying to get her to like me? Wouldn't she have liked me anyway? Even if I was brought up to act this way, is it an essential part of who I am, or am I just attached to the imagery of it?"

If the answer is "yes," then you are supplicating.

Not supplicating is something that must be a part of who you are. It comes from having a clear boundary inside of yourself, as to what behaviour you will and will not accept, both from yourself and others. It can be something that you do to challenge a woman, and to set yourself apart from other guys. But it also must be something that you do because it is an expression of your worldview - that you don't need a woman's validation to feel comfortable with yourself, and that you don't need to do the things that other guys think they need to do in order to be attractive.

Most guys just don't understand what makes a girl attracted. And because they don't "get it," they look to the absurd media representations that they're continually exposed to in movies, magazines, and television - which leave them absolutely convinced they need to have a lot of money or good looks to get girls.

In fact, none of these things are necessary.

When a man dwells on his wealth or his looks, it is a weakness and an excuse to rationalize a larger shortcoming of his personality that needs to be worked out.

Of course, he'll hang onto his rationalizations so he doesn't have to face the things he needs to work out - despite continually seeing all sorts of guys who aren't considered wealthy or good looking doing better with women than the guys who seem to have it all.

The same principle holds true for old guys, short guys, bald guys, fat guys, ugly

guys, poor guys, disabled guys, and whatever other type of guy that you can tag a self-limiting label onto.

These things do not matter.

To understand attraction, you have to let go of your socially conditioned beliefs. Attraction, sexual chemistry, infatuation, desire and all forms of attraction are powerful emotional responses that are caused by entirely different things.

You can't allow yourself to make presumptions on how well a man does with women based on these things. It must come as no surprise to you when you see guys who do well despite not having any of them.

Otherwise, you'll still be thinking under the same old patterns of social conditioning, and you won't be able to tune into what's going on beneath the surface.

So if these socially conditioned ideas about attraction aren't really what are causing it, then what is?

RULE:

Attraction is an emotional reaction and not a logical one, and what a woman logically thinks she wants is rarely what she emotionally responds to.

To attract women, you have to communicate to their emotions, not their logic.

That is the first fundamental shift in thinking.

Beneath the surface, when you really get to the root of it, both men and women respond emotionally to the same thing. Value.

DEFINITION: "VALUE"

"Value" or "social value" or "status" can have many forms. Many are universal, and found in all societies. Others are specific, and found only in a particular culture or even a particular situation.

Value can be anything that one person provides to another that improves that other person's chance of survival or reproduction.

And beyond that, value can include anything that offers another person good emotions, because in general, the things that trigger good emotions align with the things that improve odds of survival and reproduction.

At the same time, our emotions can also compel us towards things that are irrational and do not help us, and so value is imperfect, because it can include things that trigger good emotions whether they help our chances of survival and reproduction or not.

There is an evolutionary purpose to all of this.

For the academically inclined, there is a wealth of scientific research that explains these premises in excruciating detail. But for our purposes what we need to know is this...

RULE:

Women respond emotionally to that which they perceive will produce offspring with the highest likelihood of survival and reproduction.

Whether or not a woman's prospect is a really nice guy who supplicated her has very little to do with that. Except of course, that an unusually nice guy might be more inclined to stick around and take care of his offspring. But there's a loophole in that, too.

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women have evolved a menstruation cycle that allows them to hide their period of fertility from their partner, and to be impregnated by whatever man that they see fit. That way, they have the option to enjoy what is essentially the best of both worlds - sex and the best offspring from the most attractive man, while being taken care of by the most overcompensating caretaker.

RULE:

Typically, a woman will screen her long term caretaker logically and slowly, while she chooses her casual sex partners emotionally and more quickly.

women are capable of knowing if a man is attractive in an instant, but to determine if he will be a good caretaker is something that takes more time.

There is a loophole for men as well, however.

If a man initially sub-communicates a high social value, and later after having sex he sub-communicates a high value as a caretaker, (or perhaps he even learns to sub-communicate a bit of both, depending on what the woman is looking for), then like the woman he will have the option to enjoy what is essentially the best of both worlds - sex with many women more quickly, while being able to shift gears into a relationship with any one of them down the line.

All of this can seem disturbing at first, but neither gender is obligated to exercise their options. And there is a traditional "happily ever after" ending for those inclined to find it, both for the man who finds the girl that he really likes, and for the woman who enjoys the man that is both a loving caretaker and phenomenally attractive as well.

Ideally, for the fortunate couple, there will be continued attraction, a strong connection, lots of great sex, and less inclination towards infidelity down the line.

Now moving forward...

what constitutes value for a man is different than what constitutes value for a woman. To assume that looks are a primary form of a man's value is to wrongly project how you perceive women onto how women perceive men.

RULE:

In society, men and women are judged by different socially established standards.

Men are typically seen as having value for their ability to accomplish and dominate, whereas women are typically seen as having value for their appearance and social savvy.

Because humans evolved as gregarious animals whose survival and reproduction depended upon their social success, it is natural that both men and women have tendencies to cultivate aptitudes that increase their social value.

Their cultivation of aptitudes happens naturally, as their minds focus in on what they perceive as being valuable to them and filters out what they perceive as unimportant.

For that reason, men commonly have aptitudes in logical or competitive areas such as sports, mechanics, force, and learning about how they can increase their power and security in the world. Women, likewise, commonly have aptitudes in emotional or social areas, like beauty, body language, relationships, romance, socializing and learning about how their characteristics affect their interaction with the world and their emotional experience of it.

DEFINITION: "SUB-COMMUNICATION"

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Because it's more important to them, women are usually better at reading subtle social cues than men are.

They can infer a lot about a person by observing their subtle body language, eye contact, facial expressions, vocal tonalities, the way they move, the things they say, and the way that they say them - all in relation to the other people involved in the interaction. The communication that takes place through these channels is called "sub-communication."

In prehistoric times, if a man's status was lost within his group, then the blow to his confidence would be sub-communicated by his subtle behaviour patterns and convey his loss of social value would be conveyed to the women of the tribe. Likewise, if he moved ahead in the ranks, his newfound social value would be conveyed to them as well.

By observing these sub-communication cues, women can get an amazingly sharp sense of how a man feels about himself and the world, which is typically a reflection of his social value. And what is perhaps most interesting, is that while they may or may not be consciously aware that they're processing this information, they are always emotionally feeling it from the man's general vibe.

RULE:

A man's value is sub-communicated by the obvious and subtle behaviour patterns that comprise his personality, and that will determine how attractive he is and how women respond to him emotionally.

This gets interesting because it predicts that a woman's feeling of attraction for a man isn't static like a man's often is for a woman's.

RULE:

Women continually process men's behaviours to assess their value, and for that reason, their feeling of attraction can change within seconds. It happens moment by moment, and in real time.

A woman's appearance (her main social value) won't change drastically within a minute or even a few days. But a man's behaviour patterns (his main social value) can change in an instant.

For a man, then, it's possible to become more cool, confident, and dominant - and to instantly increase the value that he sub-communicates to women. And at the same time, it's also possible for him to lose those qualities and abruptly become less attractive.

So, if a guy met a girl who was physically beautiful but insecure, he would still think of her as "attractive". But if a girl met a guy who she thought was physically attractive, and he turned out to be insecure, she'd probably feel like he's a "pretty boy with no substance" and move on to someone whose personality she finds more exciting.

RULE:

The man's personality (dominance, confidence, coolness, intelligence, comfort in his skin, humour, etc...) is more important to her, because the social double standard dictates that it is more indicative of his social value than it is for a woman.

It's her main deciding factor, and even if a guy has superficial things (like wealth or looks) that make him initially attractive, he has to act in a way that aligns with that or else he won't last long..

These explanations don't reflect an exhaustive model of social structure. They are over-simplified generalizations to help us understand a highly detailed and complex landscape. They serve well as a pragmatic working model for viewing male/female social dynamics, and not as a black/white conception of what is

essentially a big giant grey area.

So why look so closely at social structure and evolutionary drives?

Ultimately, we are all motivated by the drive to gain social acceptance and for some of us even the drive to gain status and sex.

But how often are we influenced by society to use this drive as motivation to cultivate a vibrant personality or to quash our insecurities or to stand out -the very things that would actually attract women?

Stop, and consider the images that you've been exposed to throughout your life.

Chances are, a major underlying message has been, "Make people like you. Work hard and make money so you can buy products to help you fit in."

This is neither conspiracy nor anyone's bad intention. There is no "society" at which to point the blame. Society does not exist as a singular entity. It is simply the blind leading the blind.

We live in an era of never ending stimulation and instant gratification.

Things are "supposed" to be straight forward. Like in a Hollywood movie - there is a good guy, a bad guy, and an ending that reinforces social norms.

You have been raised to prefer sensationalism, gossip and drama over anything that requires you to focus or thinking. On every corner there are magic pills and instant cures for anything that disturbs mental atrophy, and not only do you expect them - you demand them.

Thinking critically and pushing outside your comfort zone is not meant for you. You are a good peon, as you were raised to be. Good peons don't like that kind of stuff.

For better or worse, that is how your interaction with society has conditioned you.

RULE:

Most people walk through life in a trance, and rarely pause to question their assumptions or examine whether or not their life is being well-lived. For them the role of deciding what constitutes the "good life" is delegated to society, and rarely considered under their own view.

Society has in many ways evolved to maintain a hierarchical order, and structure a set of achievable expectations that people can aspire towards and meet.

We are conditioned to believe that to attract a desirable woman we must first meet society's superficial standards and that only once we do are we entitled to act in an attractive way.

Our minds are wired programmed wrongly to think that only men with superficial qualities are attractive, when really it's the deeper qualities that we sub-communicate through our behaviour that women respond to.

Instead of approaching women in a way that sub-communicates confidence or individuality, we approach with the belief that we need to supplicate and try to impress. Or worse, we wind up not trying at all, and working to improve our superficial assets in the hopes that someday a woman will take notice and respond.

For years we hold onto these beliefs, and instead of learning what it means to develop ourselves authentically, we spend our time away playing unwittingly at a

game that we didn't invent or ever really understand.

But while developing superficial qualities might bring more balance or fun to our lives, something superficial is never a part of who we are.

You might see guys with looks or money doing well with women, and make the fallacy of thinking "That's what I need to get girls." But in reality, it's was the confidence to act attractively that the money or looks gave them that got these guys the girls.

All guys have it within them to learn that kind of confidence. It just depends on whether or not you buy into society's standard of whether or not you deserves it. To do that, you have to fully realize that it is only the way you act that makes you attractive, because more than anything it's your behaviours that telegraph to women who you really are.

Understand that while you're trying to logically persuade a girl to feel attraction for you, and going home at night thinking about new ways to convince her to like you even more, a guy who is good with women knows how to attract her naturally and immediately and without any logical persuasion. He is attractive. It is not something he does. It is a part of who he is.

RULE:

Being attractive to women is not something that you do. It is something that you are.

This can't be accomplished just with lines or pick-up tactics in the way that most people who seek this kind of material think. It can only be accomplished by knowing what it really means to "be yourself" and to bring your best self to the table with everyone you meet.

RULE:

To attract a specific woman you must learn to be attractive to women in general.

If you want an old girlfriend back, or if you want to be with a girl who's special to you, you won't make that happen by obsessing over it or trying even harder.

DEFINITION: "REACTIVE" (I)

To do so is "reactive," which means that it's a short sighted emotional response that ignores the existence of a larger problem.

Being reactive will only make you less appealing, because you are focused on taking value from the girl instead of cultivating it in yourself. And if you've been reacting or obsessing, then you've usually already blown it in ways that you don't realize.

It's always more realistic to find a spark with a girl you've just met than it is to back pedal and change a perception that already exists. When a girl has formed a long held perception of you, you are creating only a small fraction of her overall experience of you with every interaction. But when you're meeting a girl for the first time, you are creating an entirely fresh experience from scratch.

DEFINITION: "PROACTIVE"

So you must be "proactive," which means dealing with expected challenges in advanced by creating a web of habits that respond automatically as they come up.

That means gaining experience, meeting many new women, and practicing, so that when you meet the right girl it will be second nature to you.

In fact, you must temporarily get out of the mindset that you're looking for the one particular girl, and get in the mindset of evolving who you are into a guy that is good with women in general - so that when you meet the girl you want you'll be

somebody who is more worthwhile.

Then, when you've come to a point where you know your own value and how to convey it, finding happiness in another person won't be a priority. You'll be someone who brings value to women, because you'll be interested in them and not filling an internal void.

And suddenly, you'll have gone from being the guy who winds up with whatever girl is interested, to being the guy who can choose the girl who is really his best match.

That is the truth about finding the right girl. Minus the social conditioning. Minus the excuses for not having to try. It might not feel good. But getting this area of your life handled has its rewards.

BOOK II - VALUE

Everything that we perceive is always a subjective interpretation - a squinted gaze through a fog of emotion.

Our minds exist in a perpetual state of tug of war between logic reason and emotion, as the two sides are always at odds.

We are emotionally driven towards value (that which our emotions tell us will benefit us), but sometimes that causes us to do things that don't logically make sense (that which we're "supposed" to do).

DEFINITION: "BACKWARDS RATIONALIZATION"

In order to feel good about our emotionally-based actions, we are driven to invent logical justifications for our opinions and behaviour during or after the fact. That way we can feel like we thought and acted logically, even when we were emotionally compelled. This process is called "backwards rationalization."

Backwards rationalization is an ongoing process that occurs to varying degrees in the minds of all people.

What's important about it is that it's a process that leads us to an absolutely fundamental principle of attraction...

RULE:

Our minds are naturally driven to rationalize our opinions of people (how attractive they are, how fun they are to be around, etc...) based on their value to us.

This occurs by our selective focus. While logically there is always an entire person that we can perceive, emotionally there are always particular qualities of that person that we're compelled to focus on to rationalize how we feel.

What that means is that whenever we interact with someone, we selectively focus in on specific qualities that we can use as our "reason" for how we feel about them, and then filter out any of their qualities that would contradict that view.

Let's think about the consequences of this...

If you're like most guys, you probably get so caught up focusing on the superficial details of how you come across to people that you overlook what's often most responsible for their reactions to you - your value to them.

For example, you could be a high value guy with bad manners, and most women would rationalize that you're "a free spirit who makes his own rules." Or you

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could be a low value guy with great manners and a sweet temperament, and most women would rationalize that you're "not her type." Either way, your value primarily determines the way women respond to you.

Now a girl might think that she doesn't care whether or not a guy has social value. She may well think that she prefers a guy who she feels a connection with or who can make her laugh.

But most of the time, it was the guy's value that framed the context where his humour was cool and not clownish. And it was the guy's value that framed the context where she was even receptive to feeling a connection with him in the first place.

Thinking back to high school (a classic example of raging social value exchanges), you might remember the "cool kids" who could say anything and have everyone think it was funny. You might also remember instances where a girl would think she had a connection with a guy more popular than her, who didn't know that she existed.

Building a connection with a girl and making her laugh is virtually automatic when you have enough value. Whether you have a connection with someone or find them funny is a very subjective thing.

DEFINITION: "SOCIAL ALLIANCES"

As social creatures, we are hardwired to create "social alliances," especially with people who can increase our probability of survival and reproduction or give us good emotions.

In our social environment, there are people with whom we are socially allied, people with whom we are socially neutral, and people with whom we are socially opposed.

Because there is only enough time and energy for us to create a limited number of alliances, our emotions guide us towards the people we think can benefit us the most. We are generally disposed to be neutral towards most others, and will even create conflict under some circumstances with those people who we perceive as a threat.

People create alliances for all sorts of different reasons. A relationship can be based on status, sex, money, or just relating and having fun (anything involving survival and replication or good emotions). But relationships come and go, and their longevity usually depends on the value that people continue to get out of them.

RULE:

Any time a person senses that they'd benefit by directing their time and energy towards a new alliance over an old one, their mind will seek out reasons to rationalize how they feel about it.

People can choose to act on their impulses or not to. Oftentimes they don't.

But when they do, what often happens is that the person will re-evaluate their relation to the old alliance, by shifting the emotional focal points of how they remember their experiences with them.

They'll focus on the bad aspects about the person (or their relationship to them) that they'd previously ignored, as a way of justifying themselves. People can sustain friendships by focusing on the positive emotions that they get from it. That's how they'd justify that it is a "good friendship." But if investing into a new friendship is more beneficial, they can then re-focus on less positive aspects, and justify that they'd "drifted apart." whereas the old focal points of their emotions might have been on the best times that they spent together, the new focal points might be focused on the occasional

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disappointments that occurred over the course of the relationship. That way the transition will be smooth. Some people will even create conflicts with each other, to emotionally justify an action they want to take.

This process doesn't just account for how we remember our past experiences. It's a process by which we perceive our ongoing interactions as well.

RULE:

while our minds have the ability to be aware of everyone around us, we are inclined to filter out the people who have less value to us, and to focus in and fixate on those who have more.

It would be tempting to rationalize this away as being snobbish, if it weren't true that we all do this to various extents without realizing it.

Alliances equal value.

When you have the most alliances, people will feel emotionally compelled to be around you. They'll think it's a smart use of their time being around you, and they'll feel like they're having more fun. All of this will weave a perception that whatever you say is more compelling, interesting, funny, and positive, than if someone of lesser social value were to have said the same thing.

There's an emotional difference between spending an evening with people who are cool and people who are not. It's an actual internal emotional response.

RULE:

Like a magnet, whoever has the most value (or has the behaviours that sub-communicate the most value) will have the strongest draw of attention towards them.

There are obvious indicators of whether or not people perceive you as having value - if your "magnet" is strong, so to speak.

If you interject into another conversation, do the people snap around to hear what you'll say, or are they twisting their heads to speak to you while the rest of their bodies face elsewhere waiting for you to finish so they can turn back?

Does everyone listen intently to what you're saying? Are they pushing to impress you and further the conversation? When you push for a change of topic, activity, or venue, are they immediately accepting of the change? Do you dictate the energy of the group? These indicators only scratch the surface.

Thinking back, you can probably relate this to your own experiences (even if you didn't realize it at the time.) Have you ever been talking to a group of people, and found yourself addressing the person whose approval you valued most? You might have even spotted yourself doing it, but it still felt too unnatural to address everyone equally.

Perhaps you've been in a situation where you were trying to tune in an attractive girl while your friend was telling you about his day at work, and you found yourself struggling to pay attention. You wanted to listen to what he had to say, but you couldn't help from trying to tune in the conversation of the girl you were interested in, or checking her out from the corner of your eye.

Maybe you've even had a situation where you were going out with a friend who you knew didn't make you look good. When you hung out normally, everything was great. But when you'd go out to a place where he didn't fit in, his value would change relative to the type of situation, and you felt different about having him there.

In any of these situations, you may have felt an emotional compulsion to tune certain people in and tune certain people out. That doesn't necessarily mean that you acted on it, but it was an emotional response that you had at the time.

A way to think about social environment is like a pool that is warm on one end and cold on the other. The natural inclination is to just slip in where it's warm. All of this changes, depending on the situation.

DEFINITION: "SITUATIONAL VALUE"

The same person that we tune out in one situation might be the person that we're most focused on in another. Social value can be very situation-specific, and in such cases can be called "situational value."

In a classroom where a professor gives an inspirational lecture, the dynamic of status changes in favour of the professor. The same goes for the performer playing a concert. Or the guy throwing a great party at his house. Or the DJ

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playing music that everyone likes. Or the celebrity who everyone glances at and whispers about. Or the bartender and club promoter, with continual flows of people always wanting something from them.

All of these guys benefit because of the situational increase in their value from their environment. The increase is something that they can feel, and something that can be felt by others.

In the case of the professor, notice that when the students raise their hands to ask questions or give feedback, their voices are not as powerful as the professor's. They don't keep eye contact as naturally, nor are they as funny, nor do their words carry as much weight.

The same goes for the guy throwing the great party. He walks up to a group and introduces himself, and the guests are reasonably polite. But when they find out that he's the host of the party everyone's enjoying, they become nicer and want to make his acquaintance. Their voices suddenly assume more submissive inflections and they turn their bodies to face him and hang on his every word. For these guys with high situational value, their sense of having social value is being reinforced by the alliances that they have in their environment. They feel comfortable, confident, and no need to analyze whether or not they're well liked. Their value is assumed.

But what if we were to put the host and the professor into a different situation? For example, what if we were to bring them to the bar where the promoter and the DJ were at?

In that case, their situational value would drop, and they might not feel the same sense of having acceptance that they had in their preferred environments. They wouldn't feel the same confidence, and it's for that reason that most guys who do well with women in their regular stomping grounds won't do as well in a new environment.

DEFINITION: "SITUATIONAL CONFIDENCE"

"Situational confidence" is a confidence that's reinforced by anticipated social acceptance - from having something going for you in a particular situation that guarantees a high social value relative to the other people there.

To illustrate situational confidence, let's imagine a guy who feels insecure about his body at a pool party. Let's say that it's a swimming pool filled with children, whose acceptance has no any bearing on him whatsoever. Now let's change that. Instead, he's swimming at a family get-together where he knows that everyone accepts him. Now let's change the scene once more. This time he's swimming at a party of his peers whose acceptance is more tentative.

Visibly, as his expectation of acceptance in the situation changes from neutral to supportive to tentative, he will experience a strong internal shift - going from indifferent, to confident, to insecure.

So going back to the guys with strong situational value that we spoke of... what did they have in common?

All of them had a high level of social proof.

DEFINITION: "SOCIAL PROOF"

"Social proof" is any external, visible demonstration of high social value or social alliances. So for example, if you see a guy surrounded by a group of people listening attentively to everything he says, your mind will perceive and feel his high social value by the visible social proof from the people who are reacting to him.

What does it mean to say that people are "reacting"? What's the difference between people feeling "reactive" around you, versus just knowing that you're there?

DEFINITION: "REACTIVE" (II)

To be "reactive" towards someone means that your normal sense of balance is being affected by them, so that the usual rhythm of how you think and feel and act is being thrown off.

Being reactive is not just a specific behaviour - it's any behaviour that comes from a reactive state of mind.

When people feel reactive towards you, it could be manifested in a variety of ways.

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The way they feel about themselves might be tied up in your responses to them. They might feel a sort of underlying alertness towards you, and find themselves a little bit more tuned in and aware of you than the other people in the room. They might value your acceptance, approval, and touch - and find themselves emotionally deflated at the possibility of losing it.

Usually they'll speak with a weaker and less steady voice than you do, and they laugh more at your jokes than they would laugh at the jokes of others. Internally, they'll feel a bit more analytical about infringing on your space and time, and they will consider more carefully as to whether or not what they're saying is important or interesting enough to warrant your attention.

Obviously, when someone is being reactive to you they are giving you the position of having higher value.

So how do we avoid being reactive?

DEFINITION: "UNREACTIVE"

To be "unreactive" means that on an internal level, your actions aren't coming primarily from a place where you're reacting to another person.

That doesn't mean to "not act at all." To not act at all can even be reactive in and of itself, because a guy might want to do something but not follow through because he fears judgement from others.

Being unreactive is more about coming from a place of authenticity, where your actions are expressing your personality without being in reaction to outside pressure of how other people might want you to be.

Now even if a guy isn't wealthy or physically attractive, as long as he has people reacting to him in a particular situation (or if he has behaviours that sub-communicate that people would be reacting to him if they were around) and he remains unreactive himself, then he will have girls attracted to him in that moment.

The only difference between him and the wealthy or good looking guys is that they have the tangible demonstrations of their value that they convey via their wealth or looks, which tends to give them a bit more confidence. Regardless of that though, most women won't stay attracted any man if he doesn't project himself well.

It's for this reason that we can find all sorts of absurd stereotypes, such as the out of shape restaurant manager who drives a run down car and lives in his parents basement, but who still winds up having sex with half of his female staff. Despite the fact that his social status is not unusually high in a traditional sense, he still has a value that is visible within the confines of his environment. In his situation, the people around him are reacting to him. Their emotional states are reacting in relation to his approval of their work. They're always aware of his presence and they feel a bit different than if he wasn't there. They pay attention to his conversational threads, they laugh at his jokes, and they even follow his orders.

He is socially proofed in his environment, and his confidence is reinforced because of the guaranteed acceptance. And because his acceptance is guaranteed, he feels entitled to assume the more confident behaviours that women respond to.

RULE:

A fundamental principle of attraction is that in any social interaction, there is always a person reacting more to the other person than the other person is reacting to them.

And this is where we introduce the absolutely fundamental principle of attraction.

DEFINITION: "ATTRACTION"

The person who has the most people reacting to their acceptance and who is the least reactive in return projects the highest value and draws the focus of social energy in their direction. On a primitive level, women observe this kind of sub-communication and respond to it emotionally, moment by moment.

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women's emotional responses are built to pick up on these sub-communications and to fixate on them like a magnet in real time. They feel the emotion of "attraction" and are drawn towards this energy - regardless of whether or not a guy's value is high in a superficial sense.

That is exactly how attraction works.

The principles applies for all the stereotypes - the attractive bad boys, the popular guys who act a bit cocky, and even the mysterious guys who convey a genuine vibe because their indifference sub-communicates a lack of agenda.

What these types have in common is that they aren't reacting to how others want them to be, and that there's something compelling in their personalities that gets other people reacting to them. Regardless of their overall social status, they communicate with women on an emotional level. They don't need to have met the superficial standards of society to feel confident drawing the flow of social energy in their direction - they feel entitled to it by their personalities alone. What they have is core value.

To think about core value, let's imagine one final configuration of our pool scenario.

We're at the same party by the pool where the tentatively accepting peers are hanging out. There's another guy there, whose body is actually even less attractive than the one of our insecure friend.

Unlike the shy guy though, who seems rigid and self-aware, this other guy is splashing around and joking with everyone and generally having the time of his life.

He seems like the coolest guy there. People are certainly treating him like it.

What social reinforcement is giving him the confidence to act this way?

Well, maybe he's the host of the party. Maybe he's friends with everyone there. Maybe he has a bestselling book in publication. Maybe he's smarter and funnier and a better conversationalist than anyone else there. Maybe he's a good dancer. Maybe he runs a modelling agency. Maybe he's read a shelf full of books on sexual techniques and knows how to use them. Maybe he has five girlfriends who are all jealous of each other. Maybe he was the president of his fraternity in college. Maybe he's the president of a Fortune 500 Company. Or... Maybe... He's just a guy.

Some guys are just like that. On a core identity level, they feel a sense of acceptance regardless of what situation they're in. They're just cool guys, so to speak. Some people would call them "naturals."

DEFINITION: CORE VALUE (I)

"Core value" is a value that you carry with you everywhere because of your personality.

It comes from having a sense of acceptance that isn't predicated on the relative value that you perceive in the people around you - when your confidence comes from a powerful sense of who you are, and not from external reinforcement.

That confidence gives you a feeling of entitlement, which allows you to assume the kinds of behaviours that sub-communicate a high social value. Whether or not you feel an increase in your status because of a situation, you just assume your value and have people reacting to you regardless.

Many guys will spend their whole lives trying to build a situation that gives them confidence. They might work for the perfect job or the perfect body or the perfect woman. But ultimately, what they've built are walls and limitations - a prison in their own minds.

To write your own ticket in life, your sense of who you are has to be deeper than that.

BOOK III - LOVE

A poor guy has an identity crisis.

Maybe the problem starts when he gets a feeling that a girl might like him. He imagines a connection with her and all sorts of shared experiences that don't exist

yet.

He thinks that there's all this unspoken sexual tension going on beneath the surface. He even pictures his girl when he listens to all the romantic songs on the radio. But inevitably, he figures out that his projection doesn't exist in any shared reality that includes the girl.

To realize that it's all in his head - that the girl doesn't actually reciprocate the way that he feels... or think about him while he's thinking about her...

It's a hard pill to swallow.

Let's imagine instead that our poor guy already has a girlfriend. The problems start for him when he finds out that she's been cheating.

He'd idealized the relationship. It felt good. In order to stay infatuated with his girl, he had screened out any sketchiness and focused on her best attributes and the most fun times that they'd had. Together, he and his girl had come up with all sorts of shared idealizations that had made their relationship strong.

There were many things that they'd expressed to one another as a way of reinforcing their love. They remembered the first place that they'd met, gone out, and had sex. They had a special reason for why they'd met and were still together, that other couples didn't have. Their "thing." It wasn't something that they could get from anyone else, so they could feel totally secure to feel their love without fear of loss. It was not replaceable.

And to make it even stronger, they had continually re-articulated to one another that it would last... "FOREVER."

What's funny is that when it ends, all of these special feelings might still be there. It's just that there are now all of these new, bad feelings that go along with them. He wants to feel like he did before. His reality comes crashing down around him. He reaches out for his girl to validate their old shared reality, but she is gone from him. The girl that existed for him no longer exists. She was a figment of his imagination. The face that he saw was one of many faces that she had.

He doesn't realize it, but he has many such faces himself. We all have different faces for people who have a different value to us. Are you the same person when you talk to a pushy vagrant asking for spare change as you are when you talk to your mother? How would a person's experience of you differ, depending on their value to you?

What he saw in her was the face that a person shows to someone who has value to them. It is such an easy face to look at. Like looking into the mirror, and seeing the most beautiful face in the entire world.

"Wait... She's not seeing things clearly. What about our 'thing?' Doesn't she realize that she can't get it from him? Nobody can love her like I can. Hang on. She fucked this new guy the first time they hung out? OK, that just doesn't make sense because she said that she always waited three months with a guy to make it special. What?! She fucked him on the couch where we had our first time together?! No. That was the special couch."

"Doesn't this bitch remember that that was the SPECIAL COUCH?!?!"

He rationalizes that she's just confused. He won't give up on love. He resolves to "win her back." But he has gone from being her boyfriend to being more like all those other guys from her fan club. He is everything that her new guy is not.

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And she feels a little bad for him, for sure. But as she walks out the door from the "one last meeting" that he begged her for, her face of pity turns into a beaming smile for her new guy waiting outside to pick her up.

She goes on and enjoys her life without a thought. He sits around thinking about her, pining for a girl who doesn't share his reality anymore. And though he will never admit it to himself, deep down he sees the worst of himself in her. Because under different circumstances, he knows that he might have done the same thing. Maybe if their relationship had staled. Or if he had met a certain other girl.

So he mopes around for a while, until the feelings of emptiness start to subside. Then, once he's ready, he begins the process of re-establishing himself.

He shifts his focus from his loss to superficial areas in which he can improve himself. He focuses on his status conveying intermediaries such as his credentials, career, property, vehicle, clothing, jewellery, and so on. He's a together guy. He'll get it under control.

Time passes. His life improves to an extent. But he is still alone.

Through our social conditioning, we come to understand "love" in a way that's often more focused towards idealism than it is towards accurately defining the phenomenon. Writers and philosophers have long debated the meaning of the term, without ever coming to any consensus. In some cultures, there are even multiple words used to define "love."

Many people conceive of love as having supernatural properties. They might believe that every person has only one perfect soul mate. Or that true love will always last forever. Or that people can fall in love only a certain number of times. They might even believe that fate will cause love to "just happen" when the time is right. With faith that there are such powerful forces at work, it isn't surprising that people will often intensify their feelings with the belief that they are following their hearts.

Think back to the last time that you felt that you were in love. How did you know? Was it a feeling of attraction? Was it a feeling of connection? Was it a feeling of lust? Was it feeling of physical attachment? Was it a feeling of underlying one-ness? Was it feeling of anxious emotional co-dependence? Was it a combination of those things?

Is love an old couple sitting on their porch, comfortable in their long established routines? Is it two teenagers locked in passion in the back seat of their car, scrambling for a condom? Is it a pair of newlyweds, gazing into each other's eyes as they take their matrimonial vows?

It's often said that love is self-hypnosis; a beautiful psychosis that takes hold and prompts us to act in ways that we would otherwise not even consider. Love is not something that is caused by another person. We cause it in ourselves. As we loop our thoughts over and over around our concept of a particular person, our mind shifts the way that we perceive them and finds ways to make sense of it. Suddenly, everything seems so simple. It's love. And as it takes hold, our physical body follows suit, spinning and intensifying our emotional chemistry until we are fully enraptured.

For some people, love can be an opportunity to have a partner on their journey. It can be a chance for them to fully experience and understand another person, and to have that person do the same for them in return. A loving relationship between two people can be healthy and cultivate spiritual and physical growth. It

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can be one of the most pleasurable and important experiences that a person has over the course of their entire life.

But that depends on whether or not the person is ready for it. Because the idea of love can also be destructive. For some people, it can be a self-deception that they can focus on as a way to avoid facing their shortcomings.

People will often rationalize that any strong emotional reaction that they feel towards another person is a sign that they are "in love."

They might have worked themselves into an infatuation with someone who doesn't reciprocate their interest, and rationalized that it's something that would make them feel complete. They might desperately crave a person's attention, and rationalize the anxious feeling of need for their approval as being love-butterflies fluttering around in their stomach.

In a relationship, they might leave their partner, because they rationalize that their loss of novel infatuation is a sign that they have fallen out of love. And later, they might have trouble finding someone new, and rationalize that they lost the love of their life.

There are people who will fall in love with anyone who will have them. They are eager, and in love with the idea of being in love. There are other people who fear falling in love. They are jaded, and create emotional barriers to prevent themselves from being hurt in the future.

Ultimately, people process their experiences through a fog of emotions, and create and intensify these occurrences in their own minds.

As we said, a person can feel an increase in their sense of acceptance by being in a specific situation. And in the same way, a person can feel an increase in their value by being with a specific person.

When a person's sense of acceptance and identity is tied up in another person, they are dependent on that person to feel good about themselves. And because of that, they become reactive in their relationship. They focus their thoughts more towards the pain of possibly losing the other person than on the pleasure of being themselves. Once that happens, their behaviour becomes less attractive to their partner, and their partner's feeling of love towards them begins to subside. Perhaps then, it is only the person who doesn't need social acceptance to feel good, who can really appreciate being in love. Is it possible, that it is only when you don't need love that you will find it?

BOOK IV - IDENTITY

If you're inside an elevator, how do you know if you're on the penthouse or the sub-basement level?

Let's say that it's a glass elevator. In that case, you can know by looking outside. But let's say that you're inside a closed-in elevator, and the indicator lights have burnt out. In that case, until the door opens, how can you know...?

This brings us to the concept of identity.

DEFINITION: "IDENTITY"

"Identity" is a concept in your mind that relates you to, and sets you apart from your social environment.

Alone we have an understanding of ourselves that is not contextualized. However, in the process of interacting with others and recognizing the differences between them and ourselves, we form a self-concept that is complete.

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Your identity is a presentation to yourself and to the world of what makes you different or unique, and what you've learned will make people accept you.

It is the sum of your beliefs about what kind of person you are and what kind of person you're not, what you're capable and not capable of, where you stand in the social hierarchy, and the ways that you're socially entitled and not socially entitled to act as a result.

Though you don't realize the extent of it, you are always processing the world through that little seed in your mind that is your identity.

As social creatures, we have the capacity to dominate and dictate the energy of any social environment. But as a rule, it is our belief about who we are that dictates how much of that capacity we actually use.

Identity can be thought of as a mental construct that gives you both power as well as limitations. It can give you confidence in some situations because you know what you're worth and you act accordingly. But in other situations it can also hold you back from doing things that would help you, because you think "That's not who I am."

You can often recognize it when a guy's identity is holding him back by the zombie-glazed-over puppy dog look in his eyes, and the irrational "that's not me" or "I'm too busy" excuses whenever you talk about anything that would go beyond the behavioural constraints of his identity. His mind is literally blocking out and rejecting anything that might force him to take on a higher value identity than he thinks he deserves.

Identity is one of those concepts that you must recognize in yourself, because to get good with women (or to get even better) you are continually required to evolve on a deep identity level.

Almost invariably, what marks the difference between a guy who can only hold a conversation for as long as he's entertaining and a guy who can really draw a girl into his world, is his deep, identity-level sense of whether or not he's entitled to it.

That's because a woman does not have sex with you just because of the way that you act. She has sex with you because of who you are.

When a woman first meets you, she screens you by waiting to have sex until she's spent enough time with you to judge your character. That is, whether or not you're really the man who you project yourself to be - your sense of value, entitlement, and individuality.

If your personality keeps her enthralled until she is satisfied that you are indeed that attractive man, both in your actions as well as your sense of who you are, then she will want sex. However, if she senses even the slightest incongruence, she will lose attraction instantly and walk away.

So, if you want to be attractive, and not simply entertaining, you must evolve both your social skills as well as your sense of who you are to a point of complete congruence.

RULE:

Your identity can be high-value or low-value, or anything in between - and the value of your identity is something that you cultivate based on how entitled you think you are to have a dominant impact on your social environment, and how well you think you can handle both the good and bad reactions that go along with that.

whether you realize it or not, there's an idea in your mind about how much success

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you deserve out of life - or how much value you're entitled to cultivate as the "guy" who you identify yourself as being. How much success you think that you're entitled to have with women is a part of that self-concept as well.

Entitlement is a multi-layered concept, in the sense that feeling entitled to success with women is tied to feeling entitled to success in life. Many people note that the best part of studying to become good with women that is their drive for female companionship motivates them to become a better person. The confidence that they develop to get girls winds up extending into all other areas of their lives.

A guy who feels confident with women is the same guy who feels entitled to start conversations, to say what's on his mind, to be the centre of attention, to socialize with other charismatic people, to dictate the vibe of interactions, to set the trends of what's cool, and to express his personality freely.

His sense of being entitled doesn't make him obnoxious or a conversation tyrant. Rather, it makes him confident that when he takes on a high-value identity people will enjoy it - like when a musician takes the stage and everyone likes it because he offers value.

RULE:

A high-value guy with a strong sense of who he is basically has free run with women (with people in general, actually). By most people's standards, it's almost absurd to see how quickly women respond to this kind of confidence.

When a woman meets a guy who feels completely confident to talk to her, joke around with her, tell stories, and generally lead the interaction, she responds well automatically. He's in.

But if a guy isn't comfortable doing these things, she usually blows him off. That's why the way that women respond to you (how much value you have) starts from your identity.

So where does your identity come from?

It's crucial to realize that your self-concept is always evolving through your interaction with the world - often in reaction to the social feedback that you get from other people.

Let's say that you try to take on a more high-value role and you're accepted for it. All of a sudden, your identity is reinforced as being of higher value.

But let's say that you try to take on a more high-value role and you're not accepted for it (maybe people make fun of you). Suddenly you realize that you shouldn't try anymore, and your identity winds up holding you back in the future.

As human beings, we are hardwired to be social. And as social creatures, we are always engaged in the process of eliciting social feedback, which influences us to react by adapting our identity for better or worse.

DEFINITION: "SOCIAL FEEDBACK" OR "PINGING"

Our minds exist in a state of perpetual "pinging" with the people around us.

What that means, is that our minds are continually engaged in a sub-process of cross-referencing and validating our knowledge with the knowledge of others.

Through this subtle and constant process, our minds elicit "social feedback," ranging from the most exceedingly subtle sub-communications to the most blatantly obvious responses - all of which are continually shaping and re-shaping our ideas about who we are and the world that we live in.

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whether you realize it or not, your interpretation of reality is very subjective, and massively influenced by the feedback that you get from your social environment.

That's why for a person visiting a foreign land, there might be an experience of what is known as "culture shock," where they feel a surreal disconnection from their environment. And likewise, for a person isolated too long from society, there might be lapses in sanity, where they can no longer relate themselves to the social norm.

We can conceptualize social feedback as a mirror through which the ways we act are cross-referenced and validated.

Because of social feedback, we have an idea of how to act "normal" - to recognize our status and how to act in a way that aligns with that.

Through our interaction with the world, we gain some concept of the behaviours that signify who people are, what roles they play, and their social value within a group.

On both a conscious and subconscious level, we have an idea of what a guy of high status and a guy of low status looks like.

We've all seen people of both high status and low status. Whether we're conscious of it or not, our minds recognize the differences and responds emotionally.

So here is why social feedback is important.

RULE:

If in the ongoing process of "pinging" you get social feedback that tells you your status is increasing or diminishing, your mind will feel social pressure to react by assuming the identity that you understand to be most suitable to the situation at the time.

As social creatures, we are adaptive. If we're in an environment where we have or lack status, we will feel it, and feel pressured to step into the behaviours that our minds recognize as being suitable to the role.

It's for that reason that a girl from a small town where she's popular will often take on a totally different persona when she's in a larger town where she doesn't know anybody and pretty girls are everywhere in sight. Her confidence will change, the types of jokes that she'll laugh at will change, and the types of people who she's willing to hang around with will change as well.

Now, before we go too far down this path, it has to be understood that all people react to social pressure differently. Some people react very obviously while others don't react at all. It depends on a concept in their minds called their "entitlement criterion."

DEFINITION: "ENTITLEMENT-CRITERION"

Your "entitlement-criterion" is the criterion that you think you need to meet in order to feel allowed to take on a high-value identity, and act in a way that women find attractive.

Depending on how your mind is wired, your entitlement-criterion will be made up of one or several of the following:

Superficial social standards: When you think that you've met the typically unrealistic standards of social conditioning (looking good, making money, having success, owning nice things, etc...)

Alliances: When you have guaranteed acceptance because of alliances (being friends with high-status people, having a hot girlfriend, having a lot of friend

around, etc...)

Competencies: When you have anything that makes people want something from you (having access to something exclusive, having knowledge or expertise that people want to learn from, having entertaining jokes or stories or skills that engage people for a period of time, etc...)

Role-plays: When a temporary circumstance calls for you to assume a role that doesn't reflect who you normally think you are (being the teacher in a teacher/student situation, being in a respected or professional role, being surrounded only by people of lesser status so filling the role of high-value by default, etc...)

Identity: When you have an internal belief of entitlement as being a part of who you are.

When your entitlement-criterion is met, your mind tells you "You are now allowed to take on all the subtle high-value behaviours that you've recognized in others."

Your mind communicates this by the emotional state that it gives you. This phenomenon is often called "going into state."

Being in state is a powerful experience. Often, the thing that literally addicts guys to improving with women is the state that they get out of it.

When you're in state, the world is your oyster. Your mind quiets, and everything you do just works. Your humour hits, your stories rock, and people follow your lead. The guy who is the most in state usually has the strongest "magnet" of attention --, so to speak.

There are different ways of thinking about why state has this impact, but a cogent explanation comes down to this: State is a reflection of identity, and your identity is a reflection of social value. Therefore, whoever is the most in-state must be the person with the highest social value.

Beyond that, as a part of human nature there is inherent value in people expressing their personality from a place of authenticity.

Your personality is a reflection of your life experiences. There is something to be learned from that. Your choices of humour or style, for example, are reflections of the way that you make sense of the world and the emotions that you want to evoke in it.

When you're in state, you are expressing your personality without all the impurities of agenda. You are not trying to impress or persuade or conform. Your communication is more real, so to speak. People value that.

It's often said that when you're in state you are most connected to your authentic self. You aren't reacting to how you think other people want you to be. You're just expressing your personality and sharing your energy with people, and they can feel that you're only offering value because you're above needing a reaction from them.

For all of these reasons, being in state implies social value.

Another way to think about your state is as an emotional system that tells you whether or not you have acceptance. After all, a reason we need to have an emotion that tells us whether or not we're entitled to take on a higher value identity, is to tell us whether or not we'll gain or lose acceptance for it.

DEFINITIONS: "SENSE OF ACCEPTANCE" AND "STATE"

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Your “sense of acceptance” is an emotion that self-indicates to you when your value within a group is increasing or decreasing. It is feeling of validation, of being “in state” or “out of state,” that tells you whether or not your identity is working for you to secure acceptance.

In the same way that we feel pleasure from being accepted, the lack of social acceptance can cause us to feel an emotional discomfort or even paralysis that is similar to a threat to our physical safety. While in modern society it's not always relevant, we are hardwired to understand social acceptance and survival as being interrelated.

A useful way of conceptualizing your sense of acceptance is as a feeling that exists within you at all times.

It is an emotion you experience, like happiness or sadness or any other feeling. The only difference is that it isn't a feeling you're usually taught to recognize, so you won't be aware of it unless it shifts significantly up or down.

Like background noise in a nightclub, it isn't something that you'll tend to focus on because it's always there. It is only when the level of background noise gets louder or quieter that you'll take notice - which you will immediately.

This state-fluctuation is something that you'll feel depending on whether or not your entitlement-criterion is being met.

Again, we spoke of five entitlement-criteria that can affect your state: superficial social standards, alliances, competencies, role-plays, and identity.

Let's look at criterion more closely.

ENTITLEMENT CRITERION - SUPERFICIAL SOCIAL STANDARDS:

Think back a few years, to when you got a new haircut or shirt.

You knew that you looked sharp. Girls looked over at you and people seemed to give you more respect. Naturally, that made you feel good and you even played up the role.

At the time you probably thought that it was the new haircut or the clothes that got you the positive responses.

But think about it: time has passed and your style has changed. If you were to wear the same clothes you wore a few years ago, would you feel the same confidence?

Probably not.

People would respond differently to the exact same clothes, because the way that the clothes made you feel has changed.

At the time, you felt like you'd met one of the socially conditioned criteria of entitlement - looking good. As a result, your anticipation of social acceptance threw you into state, and your behaviours flowed from there. The way that people responded to you was just a self-fulfilling prophecy.

Let's imagine an alien from another planet coming to visit to Earth.

This alien looks and talks just like a regular human being, except that he's only three feet tall, bald, and flat broke.

Now what's interesting about this alien is that on his planet, being smaller is viewed as superior because it doesn't require you to eat as much food to sustain

yourself. Baldness, likewise, is a sign of maturity and on his planet maturity is an attractive quality in a man.

Moreover, by the value-system of his planet, travelling and having a wealth of experiences is more admired than sitting in an office all day and hoarding up more money than anyone could need. In fact, the latter is considered to be conformist and generic.

For all these reasons (which might not make sense to some people on planet Earth) our short, bald, broke, but well-travelled alien has had a lifetime of positive experiences that give him the belief that he deserves only the best. So, when he arrives on planet Earth and he sees that his only competition are these tall, hair-topped guys who brag to girls about how much money they have, he snaps into state and thinks to himself, "This is my lucky day."

That is what a sense of entitlement based on superficial social standards is all about - feeling like you've met the superficial standards of society, and feeling confident as a result.

ENTITLEMENT CRITERION - ALLIANCES:

Let's imagine a guy who had never had a girlfriend.

He was socially awkward, a bit insecure, and seemed sort of anxious most of the time. Eventually though, a girl takes a liking to him in spite of it and they become a couple.

Suddenly, our socially awkward shy-guy actually relaxes and even becomes a better guy to hang out with (we'll imagine that he isn't the type to ditch all his friends and isolate himself with her.)

He was previously walking around with a low sense of acceptance and it affected him on many levels. But his "alliance" (so to speak) with his new girlfriend gave him some positive "social feedback," and he started to feel more confident.

The great thing about it is that other girls begin to notice it and take an interest too, which works as an upwards spiral for his confidence. Of course, in the past, he was experiencing a spiral effect to his confidence as well. The spiral was just driving his state in the opposite direction.

Perhaps you've been to a party where you didn't know anyone. At the beginning of the night you might have felt disconnected from the environment. But as the night wore on you met a few people who reacted fairly well, and with every new person you talked to, you started to feel more certain of yourself.

While at the start of the night you struggled to think of the perfect thing to say, by the end of the night you were so "in the zone" that you could do no wrong. You could thoughtlessly walk up and talk to people and draw them into whatever you had to say. You could tell stories, joke around, or even pick girls up and spin them around... And everyone would love it.

That is what a sense of entitlement that comes from having alliances is all about - feeling that the people who like you give you a high value, and feeling confident as a result.

ENTITLEMENT CRITERION - COMPETENCIES:

When you know that you have something that people want from you, your inclination will be to assume a higher value identity.

That's why girls are often in state when they're out at nightclubs - they know that

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there are hoards of men who want something from them. (Though that's also why many of these same women have a hard time adjusting to the natural changes of age).

When you have access to an exclusive party, or a guitar that everyone wants to hear you play, or a story that everyone wants to hear, you feel more confident than do when you don't have these things.

Let's imagine a guy who has never approached a woman in his life.

He's too nervous to approach, because his sense of identity tells him "Don't start conversations with girls because you're not entitled to take up their time or attention."

So, to help him out, you give him what he thinks are the perfect opening lines and even a great follow-up to start a conversation.

This gives him a lot of confidence, because even though he might not feel entitled to approach girls, he has the lines of a guy who does. It's great, because it's not him that's on trial, but the lines. If something goes wrong, it wasn't him, but just some bad lines or maybe his delivery.

Luckily, he's not even thinking about that. What he's focused on is his new sense of confidence from having a competency that people want - entertainment.

In fact, having great stories and lines does give him value. They're entertaining, and for a period of time they will hold people's attention.

The problem is that once the lines run out, the guy's mind tells him "Stop talking - what you have to say isn't good enough to be said," and he gets what's known as "I-Ran-Out-Of-Material-Syndrome."

Of course, he has a lifetime of experiences to talk about, as well as an ability to relate to people. But because his state drops as soon as the lines run out, the women feel it and lose attraction for him.

He thinks that they left because he ran out of lines (his competency), but what he really "ran out of" was his state (his confidence).

That is what a sense of entitlement that comes from having competencies is all about - feeling that having something that people wants gives you value, and feeling confident as a result.

ENTITLEMENT CRITERION - ROLE PLAYS:

As social creatures, we are wired to assume the roles that are expected of us, and to take on the characteristics of who we think people want us to be.

Something fascinating and powerful happens when you take on a role that you don't normally play.

In the direst of circumstances - disasters or emergencies - there are often regular, everyday people who step up as unlikely heroes and take charge of the situation. Their courage comes not only from having a value-system that overrides their fear, but also from knowing who they have to be at that moment and stepping into the role.

There are certain roles that are universal in every society - the leaders, the followers, and everyone in between. As social creatures we recognize these roles, and gravitate towards the role that we think fits us best.

The problem with that, however, is that in a society where people are constantly

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vinging for dominance over one another, the social pressure that most people are under their entire lives is to accept a lesser role.

Regardless of any lesser roles that might you take on though, at some points in your life you're probably called upon to take on a high-value role.

Maybe you feel more dominant at work, or when you're teaching somebody something, or when you have a girlfriend who expects the best from you.

If you're out at a club, and your friend isn't as good with women as you are, you'll probably find yourself taking the lead and feeling in a great state. You'll be so caught up in playing the role that's expected of you - the role that your friend is literally giving you - that you won't hesitate or second-guess yourself.

On the other hand, if you're out with a guy who has more skill than you, you might find yourself watching what he is doing, and have a hard time playing your own game because you're trying to keep up with him. In doing so, you'll be reinforcing his state because you're giving him social feedback that he's entitled to assume a more dominant role.

Roles are constantly being exchanged.

If two guys are talking to the same girl, and one guy has a firmer grip of the dominant role than the other, the other guy will feel his state drop because he feels that the high-value role has been stripped from him. His state will tell him the role he was playing before has now been occupied by someone else, and he'll react by taking on a role that's more submissive.

People often become dependent on the roles that they play to stay in state. They need social feedback - be it from girls or their friends - to feel like they're the person who they want to be.

That is what a sense of entitlement that comes from playing a role is all about - feeling that the social environment is placing you in a high-value role, and feeling confident as a result.

ENTITLEMENT CRITERION - IDENTITY:

The final entitlement criterion is identity.

When you feel a sense of entitlement because of your identity, certain things happen:

- You don't need to think you've met the superficial standards of society to feel confident.
- You don't need for people or friends or girls to be nice to you to feel confident.
- You don't need to have something that people want from you to feel confident.
- You don't need for other people to place you in a high value role to feel confident.

All of these are forms of situational confidence, which is an inferior and inauthentic form of confidence.

Situational confidence can attract women temporarily, but it is never totally stable because it fluctuates depending on the circumstances. As a woman waits to have sex with you until she's judged your character, it is inevitable that your state will drop at some point and your incongruence will come to the surface. And when that happens, she will lose attraction and walk away.

When you have a sense of entitlement that comes from your identity, you have instead

what is known as a core confidence.

DEFINITION: CORE CONFIDENCE

“Core confidence” comes from an unshakeable conviction of who you are and what you deserve out of life.

It is a confidence that doesn't fluctuate - that holds your state steady at all times regardless of the situation - because you know that your acceptance in any particular situation is never a threat to your overall well-being.

Core confidence can be hard to find, and it's something that you cultivate by the way that you live your life from day to day.

Most people walk through life in a trance, rarely pausing to think about the real reasons behind their actions. They ignore the uncomfortable truths of their existence and react to world on emotional autopilot. Instead of conceiving a crystal clear vision of how to be the person that they want to be, they look to others to determine it for them.

Life is full of pressures - pressures to act in a certain way, pressures to appear like a certain type of person, pressures to adopt the tastes and values of other people.

There is always a temptation to be drawn in by these pressures and place more value on what other people think of you than on what you think of yourself. But ultimately, when you give away your power like that you sell yourself out.

You are an individual. Your value starts from there.

Core confidence comes from the knowledge that there is only one you, and therefore there is only one person who has access to your outlooks and experiences.

You are unique, and for that reason nobody can strip you of your value. You can only forfeit it by your own decision. And that decision is made when you succumb to the easiness of living life as a generic and a conformist.

Your identity - your entitlement, your value, your authenticity - can only be determined by yourself. Other people can pressure you with their roles and their standards all they want, just as you can do to them. But there is nobody who can tell you who you are unless you decide to operate on their interpretation.

That's why when you decide that your outlook is fascinating, it becomes fascinating. And when you decide that your story is cool, it becomes cool... It's not the particular outlook or story, but the authenticity behind them that's fascinating and cool.

People are interested to find out what you think is interesting - what your outlooks and experiences are - not what you think will impress them. Your ability to express your personality from a place of authenticity is impressive in and of itself.

RULE:

You don't need things like superficial approval or alliances or competencies or role-plays to feel entitled. Your value lies in your ability to be unique and express it.

Value comes down to attitude. As an individual who thinks for himself, your story and your humour and your outlooks are fascinating and worthwhile. When you've cultivated a personality that you think is authentic and you convey this with power and conviction, others will think so too.

It just depends on how strongly you believe you're entitled - not just to play the role - but to be the guy whose identity it is to dominate and express your

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personality freely. Because when you carry that kind of powerful attitude with you, your confidence projects outwardly and draws people in.

That is how social dynamics work.

It isn't just an ideal or a way that things "ought to be." It's the real way that things actually go on between people.

Let's look at why it's so important to have strong sense of who you are and an unwavering state.

DEFINITION: "FRAME"

A "frame" is another word for an interpretation or a belief. It is a window through which people view and interpret reality.

"Your frame" is your interpretation of reality. And the "strength of your frame" is how fixed your interpretation of reality is - the extent to which your beliefs about yourself and the world can or cannot be affected by other people.

People's frames (or interpretations) are entirely subjective, and they are always up for grabs.

As social creatures, we are always engaged in a process of pinging each other to see whose frame of reality is more certain, and our tendency is to adopt the beliefs of the person who projects the most unwavering certainty and the least emotional reaction to other people's conflicting frames.

You can think of the pinging as being a web of electric currents, and people as fuses all interconnected to one another. The person with the strongest fuse (strongest frame) can take the most external pressure and direct the current in any direction they please, while the weakest fuse gives wayburns out as the current flows right through them.

Whoever has the strongest frame will usually have the most social influence - the most people reacting to their frame. That is why having strong sense of core value and entitlement is so important.

RULE:

A strong frame is self-fulfilling. The world is whatever you think it is.

To illustrate, we'll consider the following.

If you're complimented and your frame is that you're entitled to it, you'll probably take it as praise. But if you're complimented and your frame is that you're not entitled to it, you'll probably take it as condescension or manipulation.

Either way, your interpretation (or frame) will determine the way you react, and people will be drawn into whatever beliefs you have about yourself.

If they were being condescending but you took it as a compliment regardless, they'll start to accept your frame because you're more certain of who you are than they are your frame overpowers theirs.

Likewise, if you're teased and your frame is that you have nothing to be insecure about, then you'll probably take it as a joke and joke back. But on the other hand, if you take it as a reminder of how bad you feel about yourself, then you'll react and the people who teased you will see that they were right.

The funny way that all this works, is that even if the teases weren't meant as a joke, as long as you interpret it that way and joke back then you'll control the frame so that everyone thinks it was a joke anyway.

And because your interpretation acted as a self-fulfilling prophecy, it further

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reinforced your already existing frame - making the world whatever you think it is.

RULE:

When you have the strongest frame, you get to determine your own value and where you stand in relation to others. You determine who you are.

People's frames are always conflicting with one another to various degrees. As hierarchical creatures we are always engaged in a process of subtle frame-conflict to determine who is entitled to assume the higher value roles, and whoever has the strongest frame wins.

Like two people walking towards a water fountain for a drink, the person who is more certain that it's their turn will walk straight towards it and take the first sip, while the other person reacts by slowing down to wait.

An example of a conflicting frame between you and a girl with two different beliefs could be:

HER: I'm a hot girl, and you're the next guy of the night who places me on a pedestal and tries too hard to get sex from me. I'm too hard for you to get. But feel free to entertain me if you like.

YOU: I have no shortage of options, and I'm chatting with you because women are silly and adorable and fun to be around. If you turn out to be different from all the other girls I already know then maybe we'll hang out. But for now I'm just having fun talking.

These sorts of conflicting frames are unspoken.

People of value don't talk about who has the strongest frame or the higher value. They sub-communicate it naturally by their behaviours.

You can feel who has the stronger frame, not by who says they have it, but by the underlying context of who is reacting to the other person more?

1-who is screening, and who is trying to impress?

2-who is emotionally affected by other person's acceptance, and who is indifferent?

3-who is straining to keep up conversationally, and who is setting the tone?

4-who is losing confidence in their idea of what's "cool", and who feels no change?

5-who would be having just as much fun if the other person weren't there, and who would feel like they've been kicked out of the "warm end of the pool"?

Ultimately what all of this comes down to, is who is changing the way that they act to try to gain value from the other person, and who is being more "themselves"?

Some people confuse the idea of frame conflicts as being a battle of some sorts. That is not the case at all. In fact, needing to control the frame all the time to feel good is obnoxious and reactive in and of itself.

Having the stronger frame is not about asserting dominance over other people. It's about asserting dominance over yourself - being comfortable with who you are and not giving away your power to gain approval.

RULE:

You only experience emotional reactions to people who you perceive as having some

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kind of bearing on how you feel about yourself (often when you think that you need them more than they need you). When you have too strong of a reaction to someone, you situate them as having a higher value than you and give away your power.

As was said - your mind has access to the awareness of everyone around you, but you'll be inclined to filter out those people who have less value to you and to focus in on those who have more.

When you have too strong of an emotional reaction towards someone, it is a sign that that person is such a forefront part of your reality that you perceive them as having more value to you than you have to them. Otherwise you wouldn't have been sufficiently aware of them to have felt a reaction.

That's why it's important to live in your own reality - to never give someone else the power to dictate your identity to you.

Your frame has to be stronger than that.

A belief about who you are or what you're entitled to that's built on superficial standards - or who you know, or who you've had sex with, or what people want from you, or how entertaining you are, or the roles people give you, or how well people have reacted to you on that particular day - is a belief about yourself that is inauthentic.

These things are not who you are.

You will never base a solid sense of self on these things, and you will spend your life giving away your power and scrambling to get it back.

Your power lies in your authenticity - your deeper, core sense of who you are.

That is not just when people ask you about your best qualities or values and you have some kind of logical answer like most people do. It's when your authenticity truly "clicks" in your mind so that it's not something you have to consciously think about, and it becomes more a part of your ongoing and ever-present emotional reality than what anyone else thinks of you.

It is at that point that your state stabilizes, and you can express who you are with the kind of attitude that makes people love you for it...

And it is at that point that people are drawn in by your frame because you dictate your identity and that's something that they naturally want to make space for in their world.

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Your identity is the seed that influences your thoughts, which influences your behaviours, which influences the social feedback that you get from the outside world.

Your interpretation of that social feedback will influence what you feel you're entitled to, which in turn will influence how you formulate and revise your identity, which influences your thoughts and behaviours even further.

It is a recursive feedback loop that interfaces between internal and external reality, and through which your overall reality is built up and reinforced over time.

VERSION2:

Your identity is the seed that determines your sense of entitlement, which

influences how you act, which influences the social feedback you get from the outside world.

Your interpretation of that social feedback will further influence what you think you're entitled to, which will further formulate and revise your identity, which will further influence how you act.

It is a recursive feedback loop that interfaces between internal and external reality, and through which your frame is built up and reinforced over time.

BOOK V - COOLNESS AND CONGRUENCE

There are all sorts of subtle communication channels that tell you if someone is acting in a way that they think is in alignment with their identity, or if they're just reacting to pressures from others.

You can sense it in their subtle rhythms - the way that their patterns of thought flow into their behaviours. There's a certain vibe that all people give off that tells

you if their actions are an expression of how they feel or if they're trying to convince themselves and the people around them that they're something they're not.

This vibe is called "congruence."

DEFINITION: "CONGRUENCE"

"Congruence" is when your internal feeling of identity and your external ways of acting are in alignment with each other, both on the obvious and extremely subtle levels.

When you're congruent, you get away with things that other people don't.

At one point, you might have known someone who had the oddest of mannerisms, but who you still thought of as being totally likeable. There was sort of natural vibe about them that sub-communicated, "I'm comfortable with myself and my interaction with the world. I won't react to how others might try to get me to be, because this works."

When people acts congruently, it places a sort of an implicit social proof that the group accepts them for who they are. After all, they wouldn't be able to act so congruently unless other people accepted them for the personality and roles they've taken on, which pressures you to accept them too.

So for a guy who likes to start conversations and meet new people... or who likes to express what's on his mind... or who likes to date a lot of women -

because that's just the way he is - there won't be much social resistance to it because people will just sense that it's a part of his personality.

People can feel it by the way he moves, speaks, and carries himself... By the way that his voice projects and resonates, and how the things he says falls into alignment with his overall personality.

There's a comfort that he has with himself and the way that he interacts with others. He has a sort of ease with the world and the way that he has reached equilibrium with it.

He might be subtly pressed or even hassled about the way he acts. But to be any other way is just so far outside of his reality that he doesn't show any emotional response to it.

And because it's not a part of his reality, other people can't get in any external acknowledgement or "ping" that their questions about him have any validity - which places any thoughts of not going along with him outside of their reality as well.

DEFINITION: "INCONGRUENCE"

Incongruence is the opposite. "Incongruence" occurs when a person feels that their behaviours are not in alignment with the identity that gained them acceptance in the past.

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So because their psychology is constricting them from the new behaviour that has an uncertain outcome, they exhibit a subtle discomfort - a lack of alignment between how they perceive themselves and how they're trying to make others perceive them.

Perhaps there's a sort of disconnected unnaturalness to their rhythm or a lack of flow within their social environment. They're trying too hard. They're too eager. Or they're not eager enough. There's just something that's not quite right. They might show a slight hesitance in their voice or a slight jitteriness in their speaking. Perhaps they're too quiet or even too loud. There might be an aversion in their eyes, a tension in their facial expressions, or a rigid restlessness in their body.

Their movement in every aspect of their physiology reflects their own perceived value in the situation and their resistance to it. So they might say things unrelated to the tone of the conversation, and things that are obvious emotional reactions to their own discomfort.

It's obvious that they're acting in a way that they don't feel is a reflection of who they are. And for that reason, nothing that they do will impress... Because whatever it is, they're not congruent to it.

Congruence is one of the prerequisites on which we make snap judgement. That brutally honest gut reaction that one person makes of another within seconds of seeing them interact...

"Is he cool?"

DEFINITION: "COOL"

The term "cool" is a slippery one. The definition is elusive. It is in part an attitude that you can be yourself even when it's not necessarily the norm. But at the

same time, it also means having an intriguing quality about you that draws and fixates people's attention, while not coming from a place where the primary focus is reacting to what other people think.

To have qualities that stand out about you, that neither adhere nor submit, but instead play with and edge outside the generic norm in a way that's creative and interesting - that is infinitely cool.

Congruence alone isn't necessarily cool.

A guy who's totally bland and uninteresting could be standing around and "be who he is," but the mere fact that he was congruent wouldn't automatically project outwardly and make people think that he's cool. If a girl glanced over, his "congruence" probably wouldn't fixate the focus of her attention for very long, unless

there was something appealing about him to draw a reaction.

RULE:

When you stand out from other guys women will be attracted because it sub-communicates that you have social value and that your children will stand out too.

Women are attracted to guys who have intriguing characteristics or skills, and it is always better to be looked over than it is to be overlooked.

Many people will tell you that they're cool for "being themselves," when in fact they're just being congruent. Other people will naturally pick up a repertoire of characteristics, mannerisms, and personal style that makes them stand out, and being true to themselves is cool by default. Every person is different, and it depends on the individual.

But regardless of all the "be your self" social dogma, what it comes down to is this...

RULE:

Congruence without coolness is capitulation to an identity of low status. Cool behaviour without congruence is trying too hard. But when you are congruent to your cool behaviour, you are your cool behaviour.

Being cool means having characteristics about you that project outwardly and draw interest, while not needing to try too hard to make them come across.

That comes from experience in the world (both social experience and life

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experience), and from having gone through periods where you tried new things that were incongruent until you internalized them to a point of naturalness.

For a guy who lacks appealing qualities, he will have to stop walking through life in the reactive trance that has gotten him nowhere, and begin to proactively put pressure on himself to have the kinds of experiences that will make him a more compelling person.

And having cultivated those external qualities that make him stand out, his journey will still not have ended until his internal sense of identity has caught up. Because a guy with good looks, intelligence, style, or wit - can cultivate all these things, but he must realize his own value before he becomes cool.

RULE:

It's when you realize what you've got going for you - when it finally "clicks" in your head through and through and beyond any shadow of a doubt - that you become the kind of person who carries himself with the kind of attitude that immediately stands out.

Or more specifically, it is during the times that your value is actually a part of your ongoing reality that you'll project yourself as cool.

When you become cool it's when you approach a girl and you are now your own value, and you have a sense that people will have a good experience with you (similar to how guys who can sex girls properly have more confidence).

So let's look zoom in even closer, and deconstruct what all of this means...

There is an overarching principle of what is a cool "thought pattern" or "behaviour pattern."

In any situation, you can do one of three things. Act... React... Or not act at all.

A proactive pattern is "strong" and reinforces value automatically...

A reactive pattern is "weak" and scrambles to deflect the loss of value...

And doing nothing noticeably either way is just that - nothing.

When a guy acts reactively, it's usually an indicator that his sense of acceptance is being affected by other people and that bad emotions are pressuring him to react to make the bad feelings go away.

As non-rational creatures, a lot of what we do is more geared towards preserving the emotional state that we desire in the moment, instead of doing what actually helps us in the long term (especially when we were never taught what will actually help us.)

So a guy who wants his bad emotions to go away might try to impress people or convince them to like him, instead of acting in a way that he likes himself.

Of course, to feel accepted and self-justified he rationalizes this in whatever way necessary, which leads to more reactive behaviours and more reactive rationalizations down the line.

To be proactive, on the other hand, means responding to outside pressure by asserting your identity rather than adapting it.

RULE:

For the way you act to be proactive doesn't mean that it's inconsiderate of other people. It just means that it's more a proactive expression of your identity than it is a reactive attempt to gain acceptance. It's primarily focused in the present moment rather than being focused on how people will react in the future.

When you develop yourself proactively into a person that you like, most people will like you automatically for your unique outlook and experiences - and particularly because people respect those who respect themselves.

But when you're always reacting to how other people want you to be, it inevitably

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comes across and winds up making things worse.

So why are some people proactive and others reactive?

Whether or not you're inclined to being proactive or reactive is a logical extension of your world view.

**frames are always pressing against each other... the proactive frame is always stronger than the reactive one...

If you identify yourself as the cause of your emotions then you'll tend to develop a web of proactive patterns. Whereas, if you identify yourself as being at the mercy of how others respond to you, then you'll tend to develop a web of reactive patterns.

At a core level, proactive patterns are tied to taking on an identity that is of high value, and being an individual from whom other people base their sense of acceptance. A proactive person will naturally assert control over the frame and reinforce acceptance in a way that is cool, via people's instinctive emotional responses to them.

Reactive patterns, on the other hand, are tied to taking on an identity that is of low value, and being an individual who relies on others to keep themselves emotionally afloat. A reactive person will pursue control over the frame and chase acceptance in a way that is trying too hard, via logical persuasion.

You may have known a guy who should have had a lot going for him, but who pursued more status by trying too hard to impress others. Most likely, he held a worldview that assumed people wouldn't like him unless he impressed them with favours or his accomplishments, and so he felt reactive and acted needy.

And you may have also known another guy who should have had less going for him, but who naturally asserted status just by his presence. Most likely, he held a worldview that assumed people would like him as long as he was reasonably confident and positive, and so he felt proactive and acted cool.

Both the proactive and reactive guy's patterns were designed to yield positive social responses that would reinforce their senses of acceptance. The difference was that proactive guy's choices yielded results that were verifiable in the external world, whereas the reactive guy's choices yielded results that had to be rationalized in his mind.

Ultimately, it could be argued that as social creatures, all interactions are reactive by definition.

But pragmatically, being proactive works far better than being reactive at giving way to positive social feedback over the long term.

And philosophically, being proactive represent a bridge between internal and external pillars of reality, creating a worldview that is not validated too extremely on either side.

BOOK VI - IDENTITY STABILIZATION

"Social pressure" is something that you might experience if you feel as though your acceptance in a social situation is at risk of being diminished. That could happen when you feel a fear of reprisal for breaking social hierarchies and norms, or when something happens that could reveal you as having lower value than what you are trying to project. Conversely, you might experience social pressure

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when you find yourself in a situation where you have taken on a higher value role than you feel that you can handle. Social pressure can occur whenever you break character from the identity that has gained you acceptance in the past.

As you mature into adulthood, you will try on and test out various different identities until you discover the best ones for you in a various situations. Once you have come into emotional alignment with your identities, you will learn to be consistent to them so as to ensure your continued well-being.

Our minds are driven to be consistent to what we perceive as our identity at the time.

Is having a low status identity really as bad as it seems? There are many people who lean towards a low value identity. In fact, most of them will tell you that they "want" to be the way they are, that they have "good reasons" for being the way they are, and that they are "just being themselves" by being the way they are.

A low value identity does yield certain short-term benefits to the person who assumes it.

To project a high value identity could demand a higher level of charisma than the person perceives themselves as being capable of handling. People want their identities to be questioned as little as possible. Often, to be the most visible means to be in line of the most criticism and few people want to risk appearing incongruent. To project a low value identity demands very little exposure to social pressure or people trying to takeover the role. And while it yields no substantial social advantage, it guarantees acceptance within the group.

So for example, it is easy to understand why a person would be apprehensive about wearing a clothing style that is less fashionable than they are accustomed to. And yet, it would seem bizarre that many people are even more apprehensive about wearing a clothing style that is more fashionable than they are accustomed to. But they are.

Their fear is a rational extension of their worldview. They do not perceive themselves as having the personality that would be expected of them if they wore more fashionable clothes. They are more inclined to stay within the range of what they are accustomed to in terms of their style, environment, status, and other social roles, because by doing so they ensure that people will be there to reinforce their sense of acceptance.

On some level they might resent the limitations. But they benefit by avoiding any temporary bad emotions in the short term.

When a person enters into a new social situation, they again find themselves in a struggle to project their frame onto others - to get others to accept, react, and adapt themselves around their identity. To project a high value identity within a group requires a person to expend energy. They will be subjected to more attention and social pressure, and they will have higher expectations demanded of them in order to keep their status.

It isn't unusual that people will be addicted to positive social feedback. In the same way that a person might avoid looking at an unflattering picture of themselves or might angle their face in a way that looks good when they look in the mirror, people will unconsciously pick up behaviour patterns that make them feel as though they are being perceived in the way that they want to be perceived.

An example of this could be their need to always have people around them, such as friends, admirers, or a co-dependent relationship. Or, they might need to be dressed in a certain way. They might even need to tell people about their accomplishments or their social connections or their areas of expertise before it is

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naturally brought up in conversation. And on a more subtle level, they might need to assume behaviours that are thought of as proactive, such as controlling the frame, but in a way that is actually reactive because it is too overdone and extreme.

There are people who will not go to a movie or a restaurant or a club by themselves.

If they go to a movie theatre, they might scurry in and out so that people won't notice that they're alone. If they go to a restaurant, they might feel the need to talk on their cell phones or to have some work with them so that they look busy. If they go to a club, they might drink or bop their heads when they aren't in the mood. And if they want to meet girls, then they might need friends to be there so that they can look over and get reassurance from them if it doesn't go well.

Of course, it is healthy that people want to go out to social gatherings with their friends and enjoy each other's company. But many people can't go out alone even when they want to. They can't tolerate the nakedness of just being there and not caring what other people think.

what they have is situational confidence, not core confidence.

Most people will do well socially in a situation where everyone likes them. But many of those same people will do poorly in a more neutral environment, because they feel as if their identity is up for grabs.

A person with core confidence will not feel as though their identity is in question, whether it is socially reinforced or not. They neither need to project their frame onto others nor to supplicate to them in order to feel comfortable. Instead of relying on social acceptance to feel entitled take on a certain identity, "core confidence" is when a person feels a conviction about their identity that gives way to a sense of social acceptance automatically.

When a person has a strong sense of core confidence, they will be able to take on a situational confidence (competence) more easily, because it only requires them to assume and internalize a few new behaviours. But when a person with situational confidence lacks a sense of core confidence, they will often be required to completely overhaul and internalize a new worldview.

In terms of meeting women, the guy who is strong in core confidence but weak in situational confidence could be characterized as the guy who is comfortable and confident around women in general, but who does not have the specific skill-set to approach a random woman he doesn't know.

His core confidence over the course of his life has given him a set of social skills, and an identity that is not dependent on women. The girls in his social circle

like him and ask about him, and he's had some great girlfriends. When a girl likes him, he has no problem calling her and hanging out with her and escalating from there. But when it comes to walking up to an attractive stranger that he's never met, he doesn't know what steps to take.

The guy who has strong situational confidence to approach women but a weak core confidence is more unusual. He is an anomaly for having taken time to learn the steps of walking up to a stranger, getting her attention, attracting her, and even getting her phone number. But in the course of his studies he never learned a strong set of social skills, because that is something that takes a longer time to internalize.

He has situational confidence in meeting women. He knows how to get them laughing and intrigued. He will feel comfortable in the situation as long as he sticks to his game plan and everything goes as he expects. He will feel cool and assume the role. But his sense of acceptance starts from scratch with every interaction. And without continual reinforcement, he slips back into his old behaviours.

So if he approaches a girl and she likes him right away, then he will interact with her proactively. But if he approaches and she is initially indifferent towards him, then he might not stay congruent to the role long enough to hook her interest. He will look at her, and all of a sudden it will hit him: "She is so beautiful. Why would she choose me?" He will feel her social value and realize just how many options she really has. And because he isn't getting the continual reinforcement that his confidence requires keep his self-doubts at bay, he will try too hard.

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Or perhaps his sense of acceptance is stable enough to make it through the difficult initial approach. But it becomes unstable as soon as he realizes that the girl really likes him. Ironically, he can meet and attract her competently, but as soon as he realizes she might like him he doesn't know what to do. He feels an emotional boost because of the girl's positive reaction, but he fears losing the boost more than losing the girl. He doesn't think he has the social skills to maintain her interest, so he leaves with her phone number when she wanted a lot more.

And if he calls her the next day, he feels anxious because his confidence hasn't built up steam. He gets her on the phone, but his personality doesn't reflect the guy that he was the night before. To make things even more difficult, the girl is distracted and not as responsive as she was the night that they met. She's being neutral, and his social skills aren't prepared to deal with it. He chokes. And the girl decides not to meet for a second time.

His confidence may even hold out through all the processes. But it doesn't hold up on their next meeting. Perhaps they make plans to get together, or he bumps into her unexpectedly while he's out. It's the middle of the day, and he's not in the same headspace as the night they met. So as he walks up to her, his heart pounds and his palms sweat because he doesn't think he has the social skills to handle a less outcome-controlled situation.

The guy with strong core confidence will socialize with others more naturally. He will be more proactive, because he simply expresses what's on his mind and others will react around that. The guy with weak core confidence will socialize with others more awkwardly. He will be more reactive, because his urge to satiate his need for acceptance will be transparent and telegraphed by his needy vibe.

Unlike situational confidence, core confidence is not something that can be acquired as a skill set. However, situational confidence can be a stepping stone that generates temporary positive social feedback and begins an upward spiral towards it.

Every person has a fairly static level where their confidence usually stands - a medium point that it comes back to as external stimulation subsides. If a guy walks through life with a low sense of acceptance, then he will experience a continual mild anxiety and evolve a weak identity that is designed to guard his state. But if he exposes himself to have new experiences sufficiently meaningful to inspire his self-concept at its core, then his sense of acceptance will come to flow from the seed of internal identity instead of the spiral of external reinforcement as it had before.

If a guy can learn how to get a positive conversation going with a woman, even for five minutes, and then later ten minutes, and then later fifteen, it can give him the opportunity to be on the receiving end of a new kind of feedback and to see that it's OK.

As he grows accustomed to being treated in a new way, his mind slowly comes to recognize the social benefit of high value behaviours and he will want to be consistent to his new identity. He will seek out the subtleties of a high value identity in himself and others, and he will develop an aptitude in projecting it over time. It will become effortless, and natural. He will no longer require external reinforcement to maintain his confidence at a high level, because his new identity will have stabilized.

You may have seen this happen in high school (a classic time for young people to test the waters of new identities). A nerdy kid gets accepted into a new group. At first the kid just hangs out with them. Then maybe the kid starts listening to some of their music and participating in some of their activities. And eventually, the kid amasses new clothing and mannerisms that identify with the group and looks completely different than before.

It is no different for guys learning to get better with women. They test the waters

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of approaching women and being more confident. They don't really know what's attractive and what's not - but if they can get a rough idea then they can have a few positive experiences with it and ride out the short-term negative experiences. Eventually they start carrying themselves better and looking for better clothes. They start picking up on humour and great stories and cool places that they can share with women, and over time they develop the subtleties and lifestyle around it.

At first it's a struggle to think and act in a new ways. You're trying out any new idea that you can get your hands on. Some of them you like, some of them you don't, and some of them you don't know until you try. You wind up eventually shelving most of them, but in the process of trying new things you find sides of yourself that you didn't know existed, and sort out your reactive qualities from the qualities that were really worthwhile. Over time you cultivate a critical mass of attractive qualities that you really like, and develop the confidence to be who you really are.

Change is something that is always happening to you whether you like it or not. It can be active or passive, and you can sit back and react to it as it occurs or take a hand in guiding it in a direction that's worthwhile. Learning to be better with women is not about compensating for shortcomings or outstripping your lot in life. It is about expanding your range, developing yourself on a core level, and learning how to convey it.

So let's think back to our story of the poor guy who lost his girlfriend. After losing her, he threw himself into improving his job and his body and his material possessions. He thought that he would attract more women. But it didn't work out.

Our poor guy cultivated situational confidence in the superficial areas of his life in reaction to wanting acceptance from others. It was a natural extension of his worldview that there is some sort of specific external social standards that he had to reach. But even when he did, he wasn't congruent to all of his new stuff. The work he put in drew positive attention and admiration, but on an identity level that wasn't him.

He wasn't this new confident guy who was comfortable with himself and who happened to have all of these cool things that made him even more attractive. Rather, he was still an insecure guy who did a bunch of things in the hopes of hiding behind them and gaining admiration from others. He thought that he would become this cool guy. But nobody bought into it. Not even himself.

Ultimately, what happened to our poor guy was that he had used his girlfriend as an external pillar upon which he could validate his identity. She was a keystone upon which he built an elaborate structure of reality.

Once she pulled herself out of the foundation, the structure collapsed. So he was left an emotional wreck, as the standing level of his emotions spiralled downwards, and his mind struggled anxiously to reach out for some other external pillar to make him feel OK.

He rationalized his emotional collapse as a result of losing his one true love. But were his strong feelings a sign that he loved her, or an emotional reaction to the fear of losing the sense of acceptance that her love represented? Perhaps it was a bit of both.

Whether or not he falls into another pattern of failure will depend upon whether or not he rebuilds his identity on pillars that are more stable. And that will involve not only improving his life externally, but also his social skills and his worldview.

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Sex is not only a source of pleasure, but a source of validation. Let's imagine a guy walking into a room by himself. Now imagine him walking in with a cool guy friend. Now imagine him walking in with two gorgeous girls on his arms, and they're giggling and giving him their attention. Of all these guys, which do you imagine as attracting the most attention? Which do you imagine as being the least in need of meeting the other people in the room?

In our society, there is an association between a man having a lot of women and having power. Our culture is saturated with iconography of powerful men surrounded by beautiful women. The football player with his cheerleaders. The business man with his trophy wife. The rock star with his groupies. The boxer with a woman on each arm.

Why is it that when a girl finds out that a guy has other girls interested in him, she will feel even more attracted?

A man who has the choice to be with many women will have offspring who have that same choice as well. And while a guy can quickly assess a girl by her looks, for a girl to assess a guy's social value takes more time. So instead, she can consider how she thinks other girls perceive him as a reliable indicator of his value.

Women are not necessarily attracted to men who are known to be promiscuous. Rather, they are attracted to men of high social value. And because a high social value means that a man will have many options when it comes to women, women will often be attracted to men who convey that know how to handle the opposite sex.

Sex can be seen as a woman's ultimate act of giving a man her acceptance. When a girl "gives it up" to a guy, it can be interpreted as her willingness to risk lowering her own value in the eyes of others, to gain value from him. That value could be in the form of sexual pleasure, the validation of his acceptance, or the belief she will gain his alliance. The expression "giving it up" is a phenomenon of social conditioning. It means that when a girl has sex, she is essentially "giving up" her most highly valued social asset.

Imagine a guy with a great girlfriend. He's in love, and he invests his time and emotional energy into their relationship. But one day he discovers an unusual detail about her sexual past. As it turns out, she had sex with a member of the football team in the locker room after the game. Though it's not rational, he feels

a bit insecure. So he probes more deeply. And he discovers that it wasn't exactly an isolated incident.

Because his girlfriend didn't just have sex with a football player after the game. She took on the entire team. At the same time.

He gets upset and looks for ways to rationalize how he feels. "If she had sex with all of those guys, then how can I trust her in a relationship?" Of course what he's not focusing on is that she was not in a relationship at the time. Or that what she did in the past has nothing to do with the great relationship that they have in the present. He can't see any of that.

All that he can focus on is that he no longer feels validated by his girl. His knowledge of her sexual past has devalued the meaning of her sexual approval, and he doesn't get that same emotional boost from her that he did before. Her validation is no longer meaningful to him. "If any random guy could have had sex with her without having to invest anything, then how could she be girlfriend material?"

The absurd structure of social value can be traced back to social conditioning. If a girl is perceived as being "easy to get," then she won't her validation will no longer be meaningful to a man who is interested in her for the long term. Her social value will decrease because men will feel as though any other guy could have her. For that reason, most women will learn to act as though they aren't attracted to most guys they meet. They will learn to behave as though they are "hard to get," to project a frame that they have a high social value. Men, on the

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other hand, have no such constraints. If they have sex with a lot of women, it will be accepted as a social norm. And moreover, because they have their choice of women, their validation will be more meaningful to the woman.

For some people, there are insecurities at work here. The man isn't disappointed that his girl's actual physical value is lower than he had originally perceived. Rather, he is insecure that the most passionate night of sex in her life might have been with another man. And the girl doesn't believe that she has actually become less of a person. Rather, she is insecure that guys might only value her if she's hard to get.

Interestingly, their insecurity is not entirely unfounded. While a person may have an inherent value, social value by definition is a value that is both relative and conveyable to others. In the case of the man, he wants to create the perception that he is the only one who can give her powerful sexual experiences. And in the case of the woman, she wants to create the perception that she is hard to get and that she is the only one who could make the man feel so strongly validated.

This comes back to our fundamental principle, that we will only experience emotional reactions towards those people who we perceive as being higher value than us, or who have the capacity to increase or decrease our value. Both men and women feel an emotional reaction of attraction towards the people who they perceive as offering the biggest boost to their state.

When a girl has sex with a lot of guys, the sub-communication is that she perceived many guys as having a higher value than her. So if that's the case, then she will project a low social value and thus be a low source of potential validation to men. But when a guy has sex with a lot of girls, the sub-communication is that many girls perceived his value as being higher than theirs, and that he is a high source of potential validation.

When a man represents a source of validation to a woman he then becomes attractive to her.

The attraction that the woman will feel for a man of higher value is not always exactly the same as what she will feel for a guy who is physically attractive. When a woman sees a man who is physically attractive, she will be physically aroused by him and feel "sexually aggressive." But when a woman sees a man whose value is high, she will be lead by him and buy into his frame and allow his advances and feel "sexually receptive."

When a man projects higher value, women will find themselves reacting to him and taking on his frame. Their attention will be very focused towards him and they will feel a strong emotional reaction. That reaction is "attraction," which means several things. Firstly, they will perceive him as a source of validation. Secondly, they will want to be around him. Thirdly, they will be more receptive to his advances.

While the being sexually aggressive or receptive are distinct concepts, they can also be non-exclusive or even causal. Either or both can lead to sex. When a man is physically attractive he will draw a level of attention because of his looks. If from that he derives a strong sense of confidence, then he will project a high value by his behaviours and girls will become sexually receptive. And whether or not a man is physically attractive, when he has a high value he will elicit an emotional reaction from women. So because contact discharges emotions, girls will feel a stronger physical chemistry for his touch, and will they become sexually aggressive in response to the physical sensations that they feel from him.

The woman's logical mind is conditioned by society to believe that she should be attracted to a man who will want a relationship with her. But the woman's emotional mind recognizes that when a man who she just met wants a relationship with her, it is in many cases a sub-communication that he does not have many options. So, we find an irony here - because the woman will not feel attraction for the very men who she is socially conditioned to believe are her best choices.

It is amazing to watch as men will spar with each other for dominance, as the woman stands there oblivious to what's going on. But while her logical mind is not processing it, her emotional mind is. And when one man is determined to have a

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higher value, her attention fixates onto him and the man of lower value fades out. As she walks off with her guy, she even says to him, "Wow, that guy was so weird. He was hitting on me, and I wanted to get out of there. My stupid friends wanted me to stay."

Of course, the guy who she left with might not be the nicest guy. But there is always something about him that she can focus on so that she can backwards rationalize her attraction in terms of her social conditioning. Perhaps he threw his tissue in the garbage after he blew his nose. "Wow, he really respects the environment. This guy is great. There's definitely a sensitive side to him in there somewhere. Maybe fate brought us together so that I can help to bring it out of him!"

Ultimately, there are many women who understand and embrace their tendencies. They enjoy dating a man who excites and challenges them, because when he is "nice" it actually has meaning unlike the fake nice that is so common of other guys. They will even talk about it openly and directly with most of the men they meet.

But it is only the men who are ready to hear it that will even understand what it means. And those men are usually the ones who do it naturally anyway. Most men will be too preoccupied with getting her validation. To really see the absurd structure of social value would bare implications that they are not prepared to deal with.

BOOK VIII - BLIND SPOTS

Few people can see themselves as they really are.

Let's imagine a guy who every morning wakes up and scrutinizes over his collar and his tucked in shirt and other little details of his appearance. He gets nervous about how people will see him, think of him, and talk about him. But deep down, what he won't acknowledge to himself is that nobody cares. He's invisible. Nobody even notices him, let alone the details that he worries about.

What if something happened that made him realize that he had been wasting all of his time and energy investing into a ritual that was completely meaningless?

He has a close female friend for whom he has a secret crush. Every weekend they get together, and he puts on his best cologne and cleans up his room... just in case.

Someday he's going to make a bold move. She always says that she wants friendship first. And she's always complaining about how the guys that she dates don't treat her right. But he would. He's the nice guy she's been waiting for.

Tonight, they have a hot date. She's been having boyfriend problems, and he's the only one that she can trust to talk about it with. He takes her out and treats her to shopping and dinner, and then they go out for a few drinks. Then some random guy that neither of them ever met comes over and strikes up a conversation.

He tries to keep up with the conversation, but his girl seems to be focusing in on this new guy and filtering out everything he says. She doesn't seem to hear him. So he buys this random new guy some drinks and laughs at all his jokes. The new guy even rewards him for this, by telling him how cool he is.

A few minutes later his world collapses around him, as he watches his girl making out with this other guy. They come up for air every few minutes, to sip from the drinks that he bought them. And then she tells him, "I have to go home early, and this guy is friends with one of my friends and I've known him for a while and my house is on the way to his house so he's going to drive me home. I'll call you tomorrow. Thanks for everything, you are such a sweetheart."

He has two possible interpretations in front of him.

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Interpretation number one. "This guy has known her for one minute! I've invested six months! She's acting like a total ditz in front of him! Whatever, I'm just glad that I was here to find out what a slut she is! This guy is a total player, and he doesn't even care about her! He's misguiding her and she doesn't even see it!"

Interpretation number two. "This guy owned me. I've been indecisive for six months. He came and took what he wanted. She's attracted to him because he's more charismatic and interesting than I am. He's taking her on a wild ride, that's the fun of the flirt, and she's going to go along with it."

He chooses number one. It may be years and years before he chooses number two. Or he may never choose it. Blind spots can be a real bitch.

We do not act according to reality. We act according to what we believe is reality.

Our construct of reality comes from what society has taught us, and what we have learned through our own experiences in that context.

A sense of psychological certainty is a part of our identity and our entire world view. Without some sense of psychological certainty our minds could not cope with even simple decisions on a day to day. But because psychological certainty is not always built upon empirical facts, things can arise that threaten that certainty. And so we develop "blind spots" to anything that falls outside of our world view.

Blind spots are very powerful. As we discussed, although there is always an entire situation, we will tend to focus our perception mainly on aspects that have value to us. And as we also discussed, that value can also be emotional value, such as any beliefs about ourselves that make us feel good. So in the act of focusing on a self concept and reality that makes us feel good, we will slowly accrue blind spots to that which consistently falls outside of our focus.

If something threatens the way that we perceive ourselves, then the bad emotions will kick in. To make the bad emotions go away, we will rationalize the threat in a way that allows us to still see ourselves in the way that we want to be seen.

No matter how irrational it is on the surface, our way of looking at the situation will make perfect sense to us. If our blind spots are confronted, we will tend to be immediately dismissive or even react emotionally in order to maintain our psychological certainty. And in future years when we look back at our old certainties, we may see things under a different light that is so disturbing that we can hardly grasp what we once believed.

A "recalcitrant experience" is an experience that shatters the web of beliefs that a person has built up around themselves as a way of maintaining their worldview.

A person has to be of a certain mindset to sense a misalignment between their psychological certainty and their experience of the world. Perhaps they experience a disturbance, or feeling of dissatisfaction - some kind of sensation that motivates them to question their social conditioning and see the strings behind the show.

They have to be at a point where internally the pillars of their reality are not so dependent on psychological certainty, and where they can look at something from a point of interest and curiosity. Or at a point where their psychological certainty has been entirely deflated, and it has become easier to see things as they are than it is to hang onto the beliefs that have brought them pain.

At that point, they are ready for a recalcitrant experience, and to open their eyes to new channels of input that they had ignored before. But you cannot bring these realizations to somebody else. They have to want to find it for themselves.

Women can be one of the most major blind spots in a man's entire psychology. For a man to acknowledge that he could improve with women could shake his world view.

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He would have to acknowledge that his identity doesn't work and that his social conditioning about how to get a girl was wrong. He would have to think about how he hasn't been doing as well as he's been telling himself, and about how the superficial things he was focusing on were for the wrong reasons. And on top of all of that, he would be putting himself in a position where he would be evolving the personality that his friends are used to, which many of them wouldn't like.

A man could be completely fearless in every other area, and have success in every other aspect of his life. But in spite of that, he might have a blind spot about women. As we said, women can be to a validation of a man's value. If a man believes that he has his life together, and suddenly a woman rejects him, it could de-validate all of that success in his mind.

That goes especially if he buys into the socially conditioned idea that if he is a successful man, then he shouldn't have to try. To actually make a conscious effort have it fail would be a harsh blow. Particularly when he's never actually tried, and always just assumed that if he did that he would be successful at it.

Fortunately, there is always a reason for him not to try. "None of the girls in here are hot enough. And look at how they're dressed and how they're acting like total sluts. If I wanted them I could get them. I just don't want to."

So he waits complacently, until a woman takes a liking to him. She is the chooser. She gives him very obvious hints, until he finally clues in and works up the nerve to do something. Then, once he does, he rationalizes to himself that she was his first-choice and that it was his prowess in courtship that won him his prize. Should you ask him, he would proudly tell you he picked her up. "Every time I've ever liked a girl and tried to get her, I've gotten her."

Commonly, there are two types of guys who do well with women. The first are guys who see past their blind spots and develop a strong sense of social intelligence and calibration. The second are guys who have strong blind spots which they use to work in their favour.

The "response generator guy" sees past his blind spots, and so is in a position to cultivate an emotional awareness of how people are responding to him. His over-awareness makes him a bit insecure, but unlike the guys who react by becoming introverted, he responds more proactively by developing a sharp sense of what is cool, what appears natural, and how what he's doing is affecting his value within his environment. His strength is social calibration.

He has learned to build value for himself in any situation, with behaviours that draw positive responses. Rather than developing blind spots to dismiss negative social feedback, he actually uses the feedback in an artful manner to continually develop behaviours that get better and better results. His confidence comes from continually positive social response, and so long as people are reacting well to him he feels great.

On the other hand, the "delusional confidence guy" has blind spots that work in his favour, and so he projects his psychological certainty onto others regardless of their response and eventually sucks them in. He believes that people who think too much are assuming a lower value and diminishing themselves for needing to try too hard. In fact, if he were to focus too much on calibrating himself to others, it would force him to lower his blind spots and his entire frame would collapse (because his sense of certainty is built on certain blind spots). It would also make him feel reactive in general. So instead of calibrating to others, his strength comes from his ***** His strength is a phenomenally strong frame.

He has learnt to assume value in any situation, with behaviours that project assertiveness and dominance. Rather than developing blind spots that allow him to dismiss his fear of approaching women, he will develop blind spots that allow him to dismiss failure as being either impossible or as having no negative

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reflection on him. His confidence comes from having intermittent success, and then continually focusing on past successes to affirm his certainty in his beliefs.

When a man approaches a woman, there are commonly two things that will attract her: when what a man is doing is actually cool, and when what a man is doing he believes is cool. Usually, things work out best when there is a balance between the two.

So let's imagine a group of girls sitting in the corner table of a restaurant. They are approached by two guys that night.

The first guy approaches, and senses that they aren't interested in him. He calibrates to the situation and changes up his approach, but still finds that they aren't receptive. He is well calibrated, but is also a response junkie, and needs their positive feedback to feel comfortable in the interaction. So because he's socially aware enough to know that they aren't being receptive, his sense of acceptance decreases and he bows out.

The second guy approaches, and doesn't sense that they aren't interested. He always assumes attraction and is convinced that the girls like him even when they don't. The girls aren't that interested in him, but because his sense of acceptance stays strong regardless has no reason to leave. So within a half an hour of sticking around, the girls eventually warm to his unshakeable confidence and he winds up getting the girl that he wanted.

Now let's imagine a second group of girls sitting in the corner table of another restaurant. They are also approached by two guys that night.

The first guy approaches, and senses that they aren't interested in him. He calibrates to the situation and changes up his approach, and because he conveys social intelligence and doesn't make them feel pressured, he winds up getting the girl that he wants.

Later, the second guy approaches, and doesn't sense their lack of interest. He babbles on for a while, but because what he's doing is just too far off the mark he comes across as being weird. Although having a strong frame can impress some people, being too far disconnected from the reality of social feedback can also be psychotic. And because he's so convinced that what he's doing is cool, he doesn't calibrate his approach and the girls eventually walk off.

Obviously, there are pros and cons for both guys.

But there is a third, less common type of guy who does better than the guy who relies on his social calibration and the guy who relies on his strong frame. That is the guy who has both.

Some guys are able to see past their blind spots and develop social awareness, while at the same time being unfazed by negative social feedback. They can be responsive to social feedback and adjust their behaviours, without being emotionally dominated by it.

So they don't need a specific social response to feel confident, but they don't need to be delusional to feel confident either. They can try, but don't feel like any act of trying is diminishing or trying too hard. They can let a bad response roll off of their backs, without having to conjure rationalizations to do so. They are unencumbered, and yet socially aware at the same time.

Few people ever attain this level. And yet, it is an ideal for which all people ought to strive.

BOOK IX - PILLARS OF REALITY

In social dynamics, the first way to notice whether or not you are feeling confident or anxious is to determine whether or not your thoughts and perception are focused inside or outside of your head.

When we feel insecure, we will tend to focus inside of our heads and try to logically “micromanage” our emotional reactions and the reactions of other people.

But when we feel that our status is assured, we will tend to focus outside of our heads because we have no reason to micromanage, and so our thoughts will be more emotionally “in the moment” and pure.

It’s like the sports team that’s being dominated and scrambling to regain momentum - the more that they scramble the more that they wind up getting dominated. But if they regain composure and just play their own game, then they will regain control.

The irony here is that being preoccupied with trying to affect the way that people see us is exactly what winds up sub-communicating a lower value. When we are stuck in our heads people can sense it, and it makes us seem inauthentic, needy, and contrived.

Micromanagement causes all sorts of physiological caps. When a guy is inside of his head, his eyes will not keep eye contact as easily and they will avert themselves or blink a moment too long on points where he is trying to act dominant. His voice will not be as crisp and it will waver on points where it draws attention. His movement will not be as fluid and he will hesitantly flinch as he goes to touch people.

When a guy is outside of his head, he will not feel emotionally reactive to other people. He will feel as though everything that he does will be accepted, and when it’s not it won’t faze him. He will be focused outside of his head, and the internal dialogue that was micromanaging everything in his social environment will be silent.

He will have a more natural voice, eye contact, and body language in relation to others. He will converse more naturally, authoritatively, and on point. And he will be more in touch with the vibe of the environment because he has less emotional background noise to distract and move him away from it.

When you are outside of your head, you may tend to experience:

- Comfort being in the moment.
- Comfort with detachment from social outcome.
- Comfort listening and being attentive and an organic part of the interaction.
- Comfort taking up space, touching, and being touched.
- Comfort to tease and joke around.
- Comfort being blunt and honest about whatever is on your mind.
- Comfort to take advice from others and to make them feel good.
- Comfort in your own skin.
- Comfort in all environments.
- Comfort owning a situation and being the centre of attention.
- Comfort being laid back and taking things as they come.
- Comfort to treat everyone like good friends.
- Comfort being sexual.
- Comfort being open and letting your personality come out.
- Comfort to allow your emotions to guide you to say the best thing.
- Assumption that what you say will be accepted and add to the vibe.
- Assumption that you are cool.
- Assumption that you are admired and selected.
- Assumption that you belong, and that everyone else is cool but belongs a little less.
- Assumption that most girls are attracted, and if you find out about it it’s not a big deal.
- Assumption that there is an abundance of people to meet and connect with.
- Indifference to losing rapport with people.

-Indifference to approval.

And when you are inside your head, you may tend to experience:

- Feeling the need to self-monitor and view your self through the eyes of others.
- Feeling so stuck in your own mind that you can't pay attention to other people.
- Feeling that you need to fit in.
- Feeling that you need to impress and entertain.
- Feeling flustered by all of the things that you think you need to be doing.
- Feeling that an interaction must work or you may not have another chance.
- Feeling lack of deservedness, and that an attractive woman couldn't be attracted to you.
- Fear that what you have to say isn't adding to the vibe of the interaction.
- Fear that you are being judged.
- Fear that you are boring.
- Fear that you appear insincere.
- Fear of expressing passion, confidence, or sexuality.
- Fear of losing your composure because people won't like what they see.
- Fear that you need to impose your personality onto people or they won't like you.
- Fear that you need to entertain everyone or they won't like you.
- Fear that you are being judged for acting higher value than you perceive yourself.
- Fear that you are being judged for approaching women.
- Fear of breaking rapport with other people.
- Fear of rejection or failure.
- Fear that if you accept feedback from other people that you will lose status.
- Fear that people who compliment you are insincere.
- Fear that if a woman shows interest that she might be the only one who likes you for a while and so you have to make sure it works out.

If a guy tends to be focused outside of his head, it is often because his reality is reinforced by internal pillars and so he has no need to focus inside his head. And if he tends to focus inside his head, it is often because his reality is reinforced by external pillars, and he needs to focus internally because he's pre-occupied trying to make people like him and rationalizing the times when they don't.

So what, then, are internal and external pillars?

To determine a criterion for how we should feel about ourselves, we create reference points. These reference points act as our "pillars of reality," and serve as our chosen criteria to determine how we should feel about ourselves and the world.

If a guy's sense of reality is founded on the pillar of how other people respond to him, then he will always be comparing himself to others, and be at the mercy of their responses in order to feel good. If someone calls him a "loser," then he'll think "Oh no, I'm a loser," and his sense of acceptance will be diminished.

If a girl rejects him, then he'll think "Oh no, I'm not good enough to get girls," and his sense of acceptance will be diminished.

He'll be pushed back into his head, and his emotional state will be shot. The reality of the other people will have become his reality, and he'll take on the characteristics of a loser by becoming awkward and shy. He won't be able to socialize naturally until someone is nice to him or until he shakes it off, and when

someone is nice to him and he becomes more dominant, he'll be at the mercy of their continued responses to keep to feeling and acting that way.

Sometimes a guy who founds his reality on acceptance from others will actually respond a better than the shy guys, because he is super motivated to do well. He picks up on ways to gain admiration that are more proactive and creative than average, but he has his downfalls because his neediness becomes tacky and transparent over time.

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He will always need for the social energy to be flowing in his direction. If another guy is dressed in a way that gets attention, he'll have to make fun of it. If

another guy has a girl with him, he'll have to hit on her and try to get her attention. If another guy is the center of attention, he'll have to get the focus away from him or at least talk to somebody else or leave the room. And if he's in a monogamous relationship he'll have trouble being faithful, because he feeds on continual admiration from new girls.

A guy whose pillars of reality are too externalized will have to create blind spots towards the external to rationalize when things don't go his way. And as new facts inevitably arise to reveal his rationalizations as being untrue, he will have to chase after new rationalizations to protect his reality. Over time, the internal wiring of his mind will become so criss-crossed, that his entire thinking process will be filtered through layers upon layers of past rationalizations.

It is ironic, because the input channels that he cauterized to avoid feeling bad are often the very same input channels from which he could have learned to improve.

So perhaps he meets a person with great skill and expertise, and realizing how much work it could take to replicate their level of ability he is forced to recognize his own inadequacies. And instead of focusing on the things that he could learn from them, he continually downplays them by seeking out their flaws or unfair advantages that he thinks he doesn't have himself.

A guy who feels inadequate will tend to have a talent for finding others that he can portray as being beneath him. In this way, he can create artificial reference points from which he can derive a sense of having a higher relative value. He can rationalize, "If he is South then I must be North," so to speak.

This kind of guy is commonly referred to as a "hater." His focus on the negative and the unfair is a reflection of his belief in his own limitations. Rather than facing the complex nature of his inadequacies, he finds comfort in focusing his frustration towards a more comprehensible oversimplification for how he feels.

It is like the businessman who lacks a clear vision for the direction of his company. He lacks a set or proactive habits to progressively grow his business, and policies for what he will and will not accept. So all day he sits in his office, dwelling on the various people who he thinks are causing him grief, and reacting emotionally to everything as it comes up.

His mind is so caught up in the immediate reality of people abusing him or taking his ideas that his energy for growing his business winds up expended demeaning what he perceives as his competition. He thinks that if he could vanquish them that all of his problems would be solved, and he even derives occasional satisfaction from the small victories that he gains by harassing them. But meanwhile they continue to surpass him, by ignoring him and progressing proactively over time.

Of course, some of the negative qualities he focuses on are probably legitimate. But in the end it's his own life that he's wasting by dwelling on it. Like the confident guy who makes people react well to him just by being positive and expecting it, his bad attitude brings out the worst in people and becomes a self-fulfilling prophecy. And what everyone knows about him, but what he never stops to consider, is that his negative perception of other people is a reflection of the way that he feels about himself.

The trouble with external pillars of reality is their unstable nature. Because they are ultimately impermanent, the guy who relies on them to feel good will be left

with his reality exposed to blow around like reeds in the wind.

Like the stock broker who loses all of his money and commits suicide. Realistically, he was a smart guy who hit a string of bad luck, and many people would have traded places with him even on his worst day. But his reality was so founded in being successful, that he couldn't step back from it.

Or like the guy who became obsessively depressed after his break up. Realistically, he was fine before his relationship, and he should have known that he'd be fine in the future. But his reality was so founded on his relationship, that all he could think about was how empty his life would be without his girl.

What these guys lacked was an internal sense of reality that was not at the mercy of external events.

A guy whose pillars of reality are internal, on the other hand, has a wealth of things that allow him to feel secure in adversity. His mind is wired to interpret and respond to the world through the context that these pillars support, and they are more a part of his reality than the inevitable floods and droughts of his life.

He trusts in himself always to find a way to get by, knows that he isn't in any real danger whether people like him or not. He knows that even if other people don't see his best qualities that those qualities do indeed exist. He does not delegate his concept of what is a worthy existence to society, and determines his entitlement by a criterion that is his own. And he believes that as a human being his life has inherent value, regardless of whether others acknowledge it or not.

He thinks for himself, and knows that people of status, while charismatic, are fallible just like him. He respects and even learns from them, but knows that they have their own insecurities and that they're presenting an image like everyone else. So while other people may view them as being cut from a different cloth, he never fully buys into the frame of being beneath them or anyone.

Beyond that, he might also have some fairly stable external pillars, such as the many people who already like him (as opposed to one specific person), the social skills that will make people like him in the future, and the superficial things like possessions and skills and appearance that he appreciates while not needing in order to feel good.

Because like a building with several pillars, so long as they are not the key pillars that stabilize the entire construct, their impermanence can be enjoyed so long as they are not crucially needed. And with internal pillars in place, a guy can truly appreciate the external pillars, without the perpetual fear of loss.

At the same time, if a guy's sense of reality is determined too internally, then there can be problems as well. Because while he might always feel secure, he may also feel unmotivated and uninspired to achieve anything because he feels fine no matter what.

Like the guy who understands that it's all a game and never feels beneath anyone, but who takes it too far. He thinks he has it all figured out, but deep down he feels an incongruence and bitterness for never having done anything that does himself justice.

There needs to be a balance between the two.

And beyond that, there needs to be a belief in the inherent value of actual results as being beyond the acknowledgement of others - or as they say, "Doing it for your self."

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Most people have pillars of reality that are both internally and externally founded. And likewise, most people have times when they are more internal and times when they are more external. The question is whether or not the person has found the right balance.

Both aspects of our psychology exist for good reason, and the strongest structure is founded upon moderation not excess. Of course, few people can ever be perfect with this. But truly, perfection is not an ideal that is ever attained, but an ideal that is striven for by continually improving and doing as best is as possible at the time.

BOOK X - ATTRIBUTION AND STATE

- focus and conditioning
- randy, geoff, woody description
- importance of positivity
- more on the THEME of ATTRIBUTION, as throughout the entire chapter

To lead a woman, you must first be able to lead yourself.

We are all responsible for our own states of mind.

A guy who is internally strong attributes himself as being responsible for his state of mind.

A guy who is internally weak attributes the world as being responsible for making him feel all sorts of different things.

The way that we feel internally will project outwards and have an affect on the people around us.

Moods are infectious, and if you want people to be in a good mood around you then the way to do that is to be in a good mood yourself.

If being centered comes from having a balanced sense of reality, then being positive comes from conditioning yourself to feel that way in your every day life.

So let's look at how we condition ourselves.

As adaptive beings, we condition ourselves to our circumstances by learning to access our most important states of mind. The more often that we access a particular state, the more track is laid down to strengthen our mental pathways to it, and the more easily we can access the state again.

Over time, the states of mind that we access the most often will become habituated. They may or may not feel good, but they feel familiar. So we become accustomed, and to some extent addicted, to our most familiar states of mind.

Our minds are wired so that many of our thought patterns loop.

So if we're upset, our thoughts might loop on the stream of, "I feel really bad. why? Because of events x,y,z. And because of those, probably even more things will happen to make me feel even worse. Wow, that sucks. I feel really bad. why? Because of x,y,z..."

People will "road rage" for example, might be accustomed to being angry and manifest it by putting themselves into situations where they can get mad.

Logically, they know that they that they can't control everyone else's driving. But emotionally they are familiar with the state of anger, so they will tail people and yell at them to get out of the way, knowing full well that when they pull up to tail the next car that it will be exactly the same.

workaholics can be the same. They're always in a rush, and somehow always have a never ending workload on their plate that must be attended to now!

Likewise, couples in rocky drama filled relationships. They always seem to be able to find something to bicker about. And when finally their relationship starts to go smoothly for a while, they wind up breaking up because they don't get their fix of drama from it anymore.

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Negative people will always have something to complain about to backwards rationalize how they feel. Over and over, their conversations will come back to topics that reflect their inner state. They will tend to talk about their problems and the problems that they see in others, and continually gossip about all the people that they think are bothering them.

What they misunderstand is the causality or sequence of the events. First, they have a tendency to fall back into a familiar state, and when they do they will seek out ways to rationalize how they feel. And second, because memory is state access dependent, they will be more likely to access the old memories that they felt when they were in that same state.

They believe that there was something external that made them feel that way, when in fact they were using the thing that frustrated them in the past in order to keep themselves feeling that way.

One of the most common states that people become addicted to is depression. They get caught in the loop of feeling depressed by their situation, which leads to apathy and inaction, which gives them a justification to feel even worse.

Some people will become depressed as a way of numbing themselves from feeling helpless or abused. Depression, particularly, can work as a thought looping pattern that drives emotions in a downward spiral to a point where they are numb and thus re-stabilized.

Dwelling on problems can be a way of disavowing responsibility for them. Cases of clinical mental illness aside, depression can be used as an excuse to disavow accountability. Life can feel much easier when something is not your fault.

A person with a "little kid mentality" will dwell on why it isn't fair that they didn't get the outcome that they feel that they deserved. In doing so, they'll put themselves through an array of emotions in order to avoid dealing with the emotions that come with accountability.

Our upbringing can nurture our confidence as well as indoctrinate us with beliefs that hold us back. Many of us were raised to believe that if we did our best that things would always work out. And in an unfair world it can be difficult to reconcile the beliefs of our upbringing to the reality that we are thrown into. It can be tempting to emotionally resist a situation and to get caught up in dwelling on what's fair, instead of working to take progressive action within the parameters of the given circumstance.

But to be caught up in what's fair is a "little kid mentality." To let that part of yourself go means to accept that not everything can be controlled, and yet at the same time, to accept responsibility for your outcomes. You cannot control the situation or attributes that you were born into. But no matter who you are, there is

someone out there who started in a worse situation than you that's out-gaming you. When a person requires permanence and certainty to feel comfortable, they are setting themselves up for failure and bitterness. They might feel that it is unfair

that they can't meet a permanent girlfriend "right now." They complain about not being able to find "quality" women, and that they can't trust girls not to cheat or break up with them. But the man who looks for the qualities in a woman that he can fall in love with is different from the man who looks for the qualities in a woman that he can control.

This is a default pattern of weakness of men who don't want to admit to themselves that their girlfriends have more options than they do if the relationship fails. And what they don't admit to themselves is that if they had those options themselves, then those things would be the last on their minds. And their only reason

for seeking permanence so desperately was because they don't feel secure to find another girl if their relationships were to fail.

It is easy to blame this on women. And for a born loser, there is always something that they can blame. But in the end, our emotional states are our own responsibility. Our capacity to be internally adaptive allows us the ability to transcend external circumstance.

A guy who believes himself to be at the cause of his life will look at the choices that lead him to where he is in the present and look at how he can improve it in

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the future. He believes that the world responds to him, so if he doesn't like it, then he can do something to change it. The guy who believes himself to be at the effect doesn't do anything about it, and instead looks to attribute the problem to something outside of him self so that he doesn't have to feel any bad emotions. The proactive guy believes that he is responsible and in control of his own state of mind.

The reactive guy blames external circumstances.

There is an entirely different thought process for people who do what they want, as opposed to people who hesitate. People who do well will see a situation and automatically focus on how to handle it. Or they may not focus at all, and just do it. People who hesitate see a situation, and allow their focus to be exhausted by thinking about everything that could go wrong and how bad that might feel.

while the guy who worries about how people will think of him just sits there, there is another guy who couldn't care less because he's more in touch with his instincts and is just having fun. He sees what he wants and immediately just goes in and takes it. He's being playful and isn't weird about it like the other creepy guys who make the girl feel like it's a big deal if she doesn't react the right way. He is congruent to it, and whether or not the girl is receptive to it, she

can tell that that's just the way that he is. So she giggles, and even if she rejects him, on some level she finds those qualities attractive.

The guy who hesitates can't do that. He's thinking of it as a "situation," instead of just socializing with women as a part of who he is. He's thinking about how he could possibly avoid the situation, or how he could handle the situation if he could just work up the nerve. Half of his mental energy is focused on the downside, and so half of his cognitive capacity is diminished.

At some point in his life, the reactive guy made a decision that he was not in control of his circumstances, and that he would do whatever was necessary to avoid bad emotions. He does not know that he made this choice. But he did.

So he does not socialize well with women. He knows that he will base how he feels about himself by how they react to him, and he will only approach if he is assured that it will feel good.

BOOK X - STRONG BEHAVIOUR PATTERNS

Preface with beliefs, and change weak behaviours to be prefaced with beliefs, then include mini prefaces with dashed-lists of the exact behaviours.

BOOK X - WEAK BEHAVIOUR PATTERNS

Thought patterns and behaviour patterns have a relationship that is symbiotic.

Your thought patterns are always sub-communicated by your behaviours, even in the most subtle ways. Whether you feel weak or strong, your behaviours will flow naturally from that state. Women are sensitive to this sub-communication, and will gauge your value based on your behaviours as well as how other people respond to you, or how she feels that they would respond to you.

You can consciously take control of your behaviours in order to convey value. In doing so, social feedback towards you will improve. And with improved social feedback, the strong thought patterns that you endeavour to internalize will come to match your experience and become your reality over time.

In social dynamics, not doing the wrong things is just as important as doing the right ones. Among the worst social errors that a person can make to lower their value is to qualify them selves. When you "qualify yourself," you are trying to logically convince other people to see your value, but instead create the opposite effect by inadvertently polluting the vibe of the interaction with your insecurities.

There are identifiable patterns of behaviour that are commonly indicative of people qualifying themselves. Looking at these behaviours is a thought exercise that helps us to examine our own behaviours. But to get caught up in them, can lead to an over-analysis that will do more harm than good. Because when you feel natural, natural behaviour will be automatic. And when you feel analytical, natural behaviour will come awkwardly.

A caveat emptor is that behaviour is not a digital science, and if someone is congruent, they could have many weak behaviour patterns and have no problems at

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all. The general rule of thumb is that whatever is done from a position of emotional neediness will appear uncool. And likewise, a behaviour that is typically needy can be cool, as long as it is done from a position of power. The sub-communication behind behaviours has more to do with the emotions that are behind them than the behaviour itself.

Look at other people in social situations to understand these things. Observe these distinctions for yourself. A person who tries to just copy the mannerisms from the book without understanding them risks looking robotic. As a rule, if you feel reactive when you exhibit a typically weak behaviour pattern, you probably are being reactive. And in general, if you feel fine, then you can often break the rules. It is a matter of common sense.

There are four principle ways that guys will convey lower value. They are conveying nervousness, conveying neediness, trying too hard to gain approval, and trying too hard to convey value.

CONVEYING NERVOUSNESS

If you feel too much nervous energy, you might feel your heart pounding, your palms sweating, and your mouth drying up. You will tend to discharge nervous energy through a variety of weak behaviour patterns.

-Talking too fast. This can make you appear as though you believe that if you just says one more thing, that you will gain acceptance.

-Moving your hands around in a weird and over-animated way. This can make you appear as though you desperately need attention. Being animated isn't bad.

Being animated from a place of discomfort is. If you find yourself flailing your arms to discharge nervous energy you would be better off just keeping them at you sides.

-Pacing back and forth.

-Fidgeting.

-Rabbiting around in conversation. Jumping from topic to topic, frantically trying to keep the conversation going.

-Confined, closed umbrella body language.

-Standing with your legs sewn together. This can make you appear as though you fear that you aren't entitled to comfortably take up space.

-Not sitting in a way that is comfortable

-Holding your shoulders with tension.

-Using a cracking, feeble voice.

-Mumbling.

-Freezing up, holding posture statically, or even not blinking.

CONVEYING NEEDINESS

If you feel needy, you will tend to be unnaturally eager to have rapport with others. You might believe that you are being friendly, when in fact, you are being overly friendly. It can be seen in the way that you hold yourself, the way that you respond when people talk to you, and in the way that girls walk away from you.

-Leaning in, or "hen pecking." Appearing as though you are too eager in conversation. If you find yourself too eager, you would be better to just lay back, and

allow people to lean into you. Almost all guys will tend to lean in unnaturally. You will be fine if you lean in normally, but not unnaturally. Even if you're tall,

or in a venue with loud music.

-Snapping to attention when someone speaks. Snapping your head or body around whenever someone speaks or comes up along side you can appear too eager and reactive. It's fine if you turn your head normally, but if you are unnaturally eager it will appear submissive. Slow down and take your time. Feel comfortable finishing your own sentences before jumping onto someone else's thread, and pause to allow people to wait for your answers if you feel inclined.

-Eagerly nodding your head or constantly raising your eyebrows to acknowledge every single thing that the other person is saying. Being friendly is not the same as being a "yes-man." If you feel more like the latter, then instead of always saying "Yeah, yeah, yeah, awesome!" try pausing and saying "Cool," or "Sounds

good," or "Makes sense."

-Going too far out of your way to hear what the other person is saying. If you can't hear the other person (in venues with loud music, for example), and you keep saying "what?" over and over, you can convey too much need to have rapport. Rather than asking over and over, you could just jump to another conversational topic and use the opportunity to appear less needy rather than more. Or, you could reframe it authoritatively as if the other person is entertaining you, by saying with a strong tonality, "Please repeat that. I want to hear what you're saying."

-Being too willing to reply to everything with well thought out answers, even to nonsense. So if someone were to ask you to qualify yourself to them with something like "why are you asking me this?" it's not always necessary to give a well thought out answer. You could just say "...I'm talking," as if the other person isn't making sense, and then keep going as if you didn't give it much thought. Even more powerful can be to just ignore conversational threads that you aren't inclined to respond to.

-Remembering too many details from past conversations. If you remember too much, it can sub-communicate to the other person that you viewed them as having a higher value than you. If the conversation came to a point where the person had done something that impressed you, then that is fine. But if it was just another encounter, and the only reason that you remembered it was because the person was particularly attractive, then you can wind up sub-communicating that it meant more to you than it did to them.

-Getting sucked into "traps of rapport seeking." Sometimes, you'll find yourself talking to someone, hoping that they'll be impressed. And if things don't go well, you may be instinctively inclined to keep talking and talking until you feel like they're impressed. But the more you talk, the less they'll be impressed. If you find yourself doing that, just stop.

-Waiting for people who aren't coming back. If a girl in a club says, "I have to go to the bathroom," it often means that she isn't coming back. Even if she does, and you're waiting like a puppy dog, your value will be lowered. It is better to be chatting with someone else, and have her come back and find you having fun. There is no reason that you can't always re-initiate the conversation later. Only if you have reason to believe that she is serious, or if she leaves you with one of her belongings, should you consider waiting.

-Always trailing instead of leading. If you always follow somebody, then you can create a dynamic where they expect that you will always follow, and they will take you for granted. If you are walking somewhere with a girl, and she wanders away from your side, don't chase her unless you believe that she won't come back. If you don't believe that she will come back, you can go and get her because you have nothing to lose. But if she'll probably follow, then just do your own thing and be secure that she'll come back. However, if a girl is obviously in your frame and wants to introduce you to her friends or drag you somewhere private, that is not a problem at all.

-Being unaware of needy body language. If a person's body language hasn't yet conveyed an interest in having rapport with you, and your body language is more interested than theirs, then you have created a value disparity in their favour. The direction that you point your feet is an indicator of where you are most

focused. If a person has not shown interest in gaining rapport with you, you can turn away or even withdraw. As you continue talking, you can say something that conveys value and hooks their interest. Then they will re-adjust their body in order to accommodate yours.

-Chasing when people withdraw. If a person walks away from you, and you are lured to chase them, you will drive them to pull away even further. If you say "where are you going?" or "Come back!" they will be even more likely to continue walking off, because you will have slotted yourself with all the uninteresting guys have done the same thing. Instead of chasing, you can project your voice with more volume, and continue talking as they walk away until something hooks their attention (usually humour). As you yell, you will see the girl scanning you to see if you'll chase. If she senses that you won't, she will turn around and walk right back. If you make it seem as though you aren't even aware that they're walking away, it will appear as though you are not the kind of person who people walk away from and you will have re-adjusted the value disparity. If you do

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decide to chase, you must get her laughing or hook her attention quickly to recover the value disparity.

-Giving more attention to someone you don't know than to your friends. If you are talking to someone and your friend arrives, most guys will just frantically nod at their friend and keep trying to talk to the other person. If you don't give your friend attention by turning in their direction, then you will appear unnaturally desperate to gain rapport with the person you're talking to. Instead, greet and possibly introduce your friend into the conversation. The same goes for frantically turning off your cell phone if it rings. However you choose to handle distractions is fine, but when you do it in a way where it is obvious that you are scared of losing the conversation, you convey neediness. Use distractions as an opportunity to show that you are comfortable with yourself, and the conversation.

-Reconfirming plans over and over. If you make plans and repeatedly reconfirm by saying, "So yeah, we're definitely on for Thursday, right?" then you can sub-communicate that people have broken plans with you in the past. Instead, be a guy who makes plans all the time and who wouldn't have to reconfirm.

TRYING TOO HARD TO GAIN ACCEPTANCE

Conversations have natural rhythms of give and take—a relation between how much effort each party is putting into continuing the interaction. Many of the mannerisms that we take for granted are actually a part of that give and take. Laughter, for example, is not only a stress relief mechanism, but also a social mechanism that indicates that a group is vibing well. When one person is putting forward more effort than the other to maintain the interaction two things begin to happen simultaneously—their feeling of acceptance drops and their desperation to restore the vibe and regain their acceptance rises. So to try to regain acceptance, they will try to force the give and take in a way that is unnatural and trying too hard.

-Laughing at your own jokes. If you laugh at your own jokes, you are sub-communicating that you aren't confident that other people will fulfill their end of the

conversational give and take. It is the same when someone says something that is funny, but the vibe just isn't there-- you may find yourself saying "That was funny," even though you didn't laugh. In that case, you were verbalizing the social give and take. And likewise, sometimes a person starts telling a story or a joke, and the group starts laughing before the delivery of the punch line. The person delivering the joke says, "Why are you laughing? I haven't even finished the

joke yet?!" and unexplainably they laugh even more at that. When the office boss tells a joke, everyone laughs. But when someone lower on the chain tells it, nobody laughs unless the humour is air-tight. So to fill in the perceived gap of social give and take, they find themselves laughing at their own joke. If you find yourself doing that, just stop. Allow a comedic moment for others to laugh so you can laugh with them. By laughing too soon, you allow for a relief of the tension in the vibe, and nobody winds up laughing. If you wait even 10 or 15 seconds, you will usually get a reaction. If nobody laughs, and you don't acknowledge it, then usually nobody will notice that you were trying to make them laugh in the first place.

-Saying "right" or "you know" after everything that you say. Doing so can convey need for approval. You are not allowing for the other person to acknowledge what you're saying on their own.

-Using space fillers like "ummm," "like," "sooo," "yeeeah." Doing so can convey too much eagerness to hold attention.

-Trying too hard for verbal acknowledgement. If a person is not initially responsive, people may try to force verbal acknowledgement to make them comfortable. They might say, "So yeah, that was funny, huh?", or, "Pretty interesting, huh?" instead of just allowing the other person to say it themselves.

A guy

trying to talk to a girl might lose value by engaging with something good like, "I need a female opinion..." but when he's not acknowledged following up with, "And...ummm... you guys are females... so I thought that you guys would be good people to ask." Since he isn't getting nods at "I need a female opinion," he is

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trying to get nods at the fact that they are females. Instead, just barrel through as if you were acknowledged, and keep the conversational content tight until something hooks. Don't repeat or try to reframe until it hooks. Just keep moving forward until something does. If you want a reaction, you could tell her authoritatively what you are specifically looking for, by saying, "What is your perspective on that?"

-Repetitively using the same type of humour after it stops working. A guy might try to tease a girl or tell stories or playfully tickle her. But as soon as the girl realizes that it's not spontaneous, and that he's trying to get a reaction, it appears as though he's hitting a one-note piano. And as soon as the girl senses that you

are trying to get her reaction, the humour stops working. Instead, switch up the type of humour. Make it unpredictable, and don't be predictably unpredictable.

TRYING TOO HARD TO CONVEY VALUE

The act of "trying" to logically convince someone to like you will decrease their emotional response to you. Socially, it is amongst the worst things that you can do. The rule of thumb is that if you can interest someone by using powerful social skills to create a great vibe, then the other person will start asking questions to try to gain rapport with you. The process will create a role reversal where they want to know more. But if you always try to impress someone by offering it eagerly, then people will be repelled.

-Name dropping, status dropping, and being too eager to offer up your verbal resume.
-Taking too many sentences to state an idea that could have been stated in less. If you talk too much, it can convey a scattered mind. Oftentimes, if you allow a person to think in order to process what was said, the idea will seem more profound because the articulation was clever and poetic and allowed the realization to come from within.

-Trying too hard to reinitiate conversational threads that were cut off. This is very typical behaviour when someone was hoping that their thread would impress the other person, and became frustrated that it was cut off. If the thread was interesting, the other person usually would have reinitiated it by saying, "What was

that you were saying before?" If a thread is cut off, try either waiting for the other person to reinitiate it, or jumping to another topic and deciding whether or not

you want to return to the original thread at a later point. Or, reinitiate the thread with a different beginning to the sentence, and they will never notice. But generally, it is better to be less anxious and to just let go of the idea. Consider that if the thread was not reinitiated by the other person, it is possible that it may

not have been that interesting anyway.

-Overcompensating for insecurities. Under social pressure, people will often immediately think about their insecurities. The social pressure will tend to push their insecurities to the surface. It is like a tall girl, who meets a shorter guy and immediately says that her shoes are making her taller tonight. And in the same way, if you have a low status job, you might say something like "People are so commercialistic. They're obsessed with money. What's important is being happy with your life." Meanwhile, the other person wasn't asking for your philosophy on life-they were just curious about your occupation. Other people are probably comfortable with your job. Are you? It is like how a bald guy will make jokes about how "Bald men are sexy." They're trying to make light of it to cover their insecurities. In fact, they had no need to bring it up at all. By holding the stronger frame, they could have ignored it and made it as if it didn't exist-a

non factor. If the issue doesn't exist to you, it won't to other people.

-Overcompensating for failures. When a person falls short of how they want another person to perceive them, they will often try to compensate with a verbal cue to fill in the gap. They'll say things like, "I'm tired," or "I wasn't that into it. If I wanted to I could have." Doing so only communicates that you are dwelling on what the other person thinks about you. If you say "I have better clothes at home," or "I haven't had a chance to clean myself up yet," the other person won't think "wow. I bet if he'd had those clothes he was just talking about,

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he'd be pretty money!" They will only perceive that you are insecure.

-Trying too hard to be unimpressed. When a guy feels insecure because someone is making him feel outmatched, he will often overcompensate by making a big deal of how unimpressed he is. He might say how easily he could do what the other person does, how unattractive they are, or how he's done better than they have. But coincidentally, his choice to bring it up in conversation just happens to be exactly when he feels insecure. He anticipates that the other person probably wouldn't like him, so in his own mind he pre-emptively downplays the other person to make himself feel better and maintain his feeling of control.

-Responding to criticism with lengthy excuses. Some guys will take criticism poorly, and will make themselves look insecure by trying too hard to explain themselves. If someone criticizes you, an easy option is to pause and nod and say "Cool," or "Makes sense." To control the frame further, you could tease them on what they said in a playfully misinterpreted way, and then repeat "No, really, that does make sense though. Thanks." That way, the person will feel like you listened to them, and that you were not putting up walls of arrogance. But, you will have still owned the frame and gotten a laugh out of it.

-Trying too hard to demonstrate detective skills. When a person is negative and guarded, they might feel paranoid that other people are trying to manipulate them and lower their value. They feel a need to verbalize their suspicions because if their perceived fears were realized, it would lower their value. So to qualify themselves, they state their fear to prove that at least they are clever. A guy might say, "I know that you won't show up for our date!" Or, an insecure girl might say, "I know that was a pickup line. Don't you have a better one?" A guy who normally doesn't get stood up wouldn't feel the need to prove how clever he is. Nor would a confident girl anticipate that a guy was trying to manipulate her just because he came over to chat-rather she might believe that he likes her and is curious to see where it might lead.

BOOK XI - SOCIAL VIBING AND CALIBRATION

Instead of qualifying yourself, a more proactive way of meeting people is to create a good vibe around yourself, so that they will want to get to know you. Your "vibe" is the emotional impact that you have on the people around you. People, and particularly women, are attracted to people who put out a positive vibe.

The vibe that you project will tend to be a result of the way that your mind is wired. Your thoughts are processed through emotional filters, and the behaviours that you manifest will infect the social atmosphere with a positive, cool, confident, fun, negative, or even creepy vibe. As a result, "the vibe" of an interaction will be saturated with a particular emotion, and that will tend to determine whether or not people want to be there.

Social "vibing" is when we interact with each other, not just for functional reasons, but to enjoy each other's company and mutual acceptance. We do it as a low-key way of recharging our batteries. Vibing can include anything from joking around, to telling stories, to discussing interesting topics, to rough and tumbling around, to breaking rapport with each other in a playful way that demonstrates personality and reinforces the bond.

When friends say "Let's go out for a drink," they aren't convening to discuss and resolve a particular issue. That would be closer to the structured office meeting that they had to endure earlier in the day. Rather, they hang out for the enjoyment of it, both from the validation they get from being around people who are worth their time, and from the positive emotions that they get from the interaction itself.

Let's think about the essence of being a nerd. What activities do we think of when we think of nerds? Video games, fantasy role playing games, internet chat rooms, and science projects. Why is it that these activities are stereotyped as being nerdy?

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People who lack social confidence will oftentimes try to formalize their interactions in some way or other. What nerd-activities have in common is that they can act as social crutches that allow vibing to occur in a structured way, because the activity is doing the work for them.

It's like the classic ninth grade study date, where the awkward young couple buries their noses in their books, emerging only when one or the other can think of something to say. And when the conversation depletes, they go back to their books to keep a level of comfort until they can think of what to say next.

Why does vibing sub-communicate a high social value?

When a guy is stuck in the back of his mind, he's too focused on micromanaging to take notice of the vibe and play with it. But when a guy is confident and focused outside of his head, he'll tend to be aware of the vibe and be an organic part of it.

Many guys would have a hard time getting their new boss to laugh at an important interview. And most guys would find it impossible to get an officer laughing if they were under arrest. When a guy can vibe with people in spite of social pressure, it sub-communicates a high value because it implies that he is completely comfortable with the situation and his social value in relation to the group.

Since most people are drawn towards good emotions, a guy who vibes well will have value in almost any situation. And with people laughing and showing interest, they visibly offer their encouragement, acceptance, and social proof.

For that reason social skills are fascinating, in that they can give a person external value, while being completely attributable to their internal identity - unlike the superficial things like wealth or looks or other skills which a guy may not attribute as being a part of who he is.

So why do so many guys have trouble vibing?

The reason isn't that they have nothing to talk about - their wealth of life experience is an infinite conversational resource. Rather, it's because they have a filter of insecurity that makes them feel like what they have to say won't add to the vibe.

If a guy perceives that he has a higher value than the people around him, then he'll naturally say whatever comes into his mind. But if he perceives that the people around him have a higher value than he does, then he may feel like nothing he says is cool enough to warrant their attention.

Social pressure tends to bring people's insecurities to the surface. And without enough confidence, social pressure will paralyze people's social intelligence and push their focus back into their heads.

Some people will react to their insecurities by forcing unsolicited advice down the throats of everyone around them, based on whatever topics are brought up in conversation. And other people will jump on every opportunity to show how whatever comes up in conversation has a correlation to their own life, and then use that as a window to qualify themselves. And others still will interpret conversational threads as tests of their intelligence, and respond in ways that qualify their intelligence to the people around them.

So for example, a guy's friend might say, "I just bought this jacket. Pretty cool, huh?"

If the guy is secure with him self then he might respond with, "Yeah, nice jacket. It looks good on you."

And really, there's nothing particularly great about his answer. But there's nothing insecure about it either. So it's a good answer. What many guys trying to learn about social dynamics don't realize is that cool is a subtle thing, and they don't always need to be controlling the frame to be cool.

So on the other hand, if a guy is insecure, then he might want to impose himself into the situation by saying, "How much did you pay for it? I could find you the same jacket for much cheaper I bet. You know how to wash that thing right? Here, let me show you."

Or he might be too eager to prove himself and say something like, "I saw a jacket like that in Italy. You know, I was there last winter, and I made so much money. I was the man over there. I was living the high life."

And going further, what if the guy's friend were to say "Guess what I paid for this jacket?"

The secure guy might just say, "It's pretty nice man. I don't know, but it looks expensive." Or he might just guess something high to indulge the guy, because he understands that the conversation is rhetorical and that they were just creating a vibe. He understands that the social interaction is not always a means to an end, but rather is an end in itself.

The insecure guy, on the other hand, might instead interpret the conversation as a test of his intelligence. He might think to himself, "well, if he got a great deal then it must be cheap. I'll guess something low, so he can see that I'm perceptive." So he replies with, "I'd say about fourty bucks." And when his friend tells him that it was sixty dollars, he says, "Oh yeah, umm sixty. Still pretty good." So the excitement falls flat, the vibe drops, and the conversation stalls out.

"Social calibration" is awareness of the social energy that is going on around you, understanding how what you're doing affects that social energy, and ability to shift and synchronize your behaviours to achieve your desired social outcome.

A guy with strong calibration understands that what they do and say represents them. They understand how to convey ideas and have them effectively register with other people. And internally, they have a sense for where they stand in relation to:

- The value that they have already established within the group.
 - The things that the group already knows and presupposes about them.
 - The other people's model of the world and their social environment.
 - The current emotional state and thought loops of the other people.
 - The emotional effect that they are creating in real time.
- ADD: RECOGNITION OF AUTOPILOT RESPONSES

Guys who are uncalibrated will tend to make social errors stemming from their misunderstanding of the above.

So for example, a guy might think that when he first meets someone that if he talks about negative topics or his insecurities that he's demonstrating confidence by just being himself. He might even be imitating other confident guys that he thinks he saw doing the same thing. But what he doesn't want to understand is that the other guys had probably already conveyed other parts of their personality before they acted like that.

And the same problem can happen when he's trying to flirt. He might know that teasing and touch can be flirtatious and amplify a lesser initial attraction that's already there. But if his value isn't already established in the girl's eyes, then

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she finds herself in a situation where this uncool guy is teasing her and touching her. So instead of it being something that amplifies her attraction, it becomes something that amplifies her discomfort and closes her off.

Are you aware of the energy of a room? Can you sense the difference between needy and comfortable energy? Can you feel the difference in male or female energy? Can you recognize the shift in energy as a girl comes into a room that's full of guys, or vice versa? Can you tell who is controlling the energy? Can you see how people react differently around different energy? Can you feel how something adds to the energy or takes away from it? Can you look at a group and tell whether or not the energy is cool or uncool? Can you feel what is cool and uncool, in general? Can you feel when the vibe has been there long enough and it's ready to change?

Calibration includes all of these things, and calibration includes when to chill out and stop calibrating, which is most of the time.

Autopilot responses - recognizing people's autopilots.. not saying things that trigger bad autopilots.. when you talk to enough people, you begin to see the patterns.. most people say the same things all the time.. once you've heard it all, you know almost always know what everyone is thinking.

BOOK XII - ANALYTICAL AND EMOTIONAL STATES OF MIND

There is a polarity between the logical and emotional sides our minds.

Analytical/logical states of mind actually suppress emotions. And emotions, likewise, suppress logical thought. When we get more emotional, we become less logical. And when we are logical, we become less emotional. Emotion clouds judgement, and judgement clouds fun.

When a guy works at an analytical job all day, it is common that he will condition himself to thrive in an analytical state of mind for hours on end. In the process, he becomes accustomed to focusing inside of his own head, and less accustomed to high levels of external stimulation.

Some guys will respond by learning to "work hard and play hard." But many others will respond by developing personalities that are dry and uptight.

In a social setting, they'll feel stuck in the back of their minds and separated from what's going on outside of them selves. They'll feel a bit weird amidst the stimulation of the social energy - the chatter and the yelling and the music that's going on around them.

So they'll be out of synch with the energy levels of the other people, and their interaction will be a little off because they're filtering it through analyses. They'll feel uncomfortable having attention drawn towards them, and they'll feel awkward trying to joke around or think of things to say because they aren't accustomed to being in a social state.

All of this will convey undesirable qualities about them. Analytical states of mind tend to suppress sexuality, and for that reason, people who are too analytical in a social setting can be perceived as non-sexual beings.

Thought of analytically, sex could be viewed as absurd and unappealing and possibly risky behaviour. But emotionally, sex is thought of as natural and erotic and extremely desirable. Our sexuality is based around our emotional core.

People who are more in touch with their emotional side may not possess any more authentic sexual currency or be more worthy of reproduction than their analytical counterparts. But their lack of self awareness gives them a stronger connection to their sexuality, and that sexual aura makes them much more appealing.

To the many successful guys who take an analytical approach to life, this can feel very castrating.

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Their cooler friends might tell them, "Man, just be cool. Chill out. Just be yourself and have fun." But they can't wrap their heads around the meaning of it, because they're already being themselves (a certain part, at least), and they're already confident in the other aspects of their lives. They might try to relax and tell themselves to feel more confident as their friends suggest, but it doesn't change a thing.

When their friends are telling them to "just be cool" and that things will come naturally, what they're trying to tell them is to stop analyzing everything and micromanaging how other people perceive them. They're telling them to become a part of the interaction and to enjoy it for what it is.

Often, the guys who are too analytical have addicted themselves to logical states as a way of suppressing their unstable emotions. Their thought patterns are troubled by filters of insecurity, and if they slow down or feel their emotions then thought loops that stress them out will start to run amuck inside their minds.

They've become accustomed to being in that state, and they need the structure that it provides to stay in their comfort zone. Similar to the negative guy who always brings his conversations back to issues or people he thinks are bothering him, the analytical guy will continually turn his conversations to logical topics so that he can feel comfortable. It is a reflection of his internal state.

There is a time and a place for everything. When you first meet someone, you are both screening, whether you realize it or not. You don't know whether you want to talk to each other briefly or to hang out for a while longer.

The casual banter at the beginning of an interaction is what demonstrates to people that you are really in the conversation and not using them to pull yourself up. It shows them that you can socialize properly, that you are probably a link to other interesting people, and that you're someone that they'd want to get to know more.

In a social setting, the people are there to have a good time. The value in the situation is having fun and meeting cool people, and the women are screening the men to see what emotions they can get by being around them.

The way that you first interact with a girl here is preview of how she'll feel being around you over a longer period of time - whether for that night or for her whole life. If you can't vibe with her, then she'll usually screen you out. So it's not the time to be too analytical or to try to impress anyone. If you can vibe well, then people will assume that you have other things going for you, and the girls will naturally respond.

Most guys will try to engage women with boring, interview-like topics that won't hook their attention. They'll do what the other guys do - pressure the girl when the vibe isn't there, show too much interest despite not knowing anything about her, try too hard to get to know her as an excuse for why they're interested, and come from a place of lower value where sex would mean more to them than it would to her.

A guy who does better will tend to be more confident, outgoing, and good at creating vibes. People will be responsive to him, which will give him status and social proof. And when he speaks to a woman, he'll know how to engage the emotional side of her mind, show interest from a place of higher value, and sometimes even flirt by playfully screening her as she tries to get to know him.

All of this comes naturally, and he "knows what to say" not because he always has the perfect thing prepared, but because he's having fun and acting without outcome and that makes the girl more receptive to whatever he brings up. Being outside of his head and in the moment is what allows him to access the

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emotional side of his own mind, and that's what gets him the emotional response from the girl.

To be playful is not analytical - it comes from and is responded to on an emotional level. To be playful and spontaneous you have to just let your mind vibe. You have to be comfortable in the situation so that you feel a kind of relaxed excitement where you can just run through all sorts of combinations and images in your mind, feel them, and convey them. Like leading a person's mind along a certain path, and then diverting it when they don't expect it. And when you divert it, it is your way of creating a vibe with them. So they laugh and show their acceptance, and it is rhythmic.

Playfulness is a synergy of many emotions, connections, recognitions, and rapport. The way you use humour is more important than your content - though good content certainly never hurts. One guy can say the same thing as another, and get a totally different response. Your humour comes from your confidence, your conveyance of your internal state, and the imagery that you use to play with people and connect with them.

To be playful you must believe in what you're doing. You must feel the same energy spike that you want the others to feel. If you're giving the key piece, and for even one second you fall back into your head and doubt that it will hit, then you will trail off and it won't work. But if you believe in it, and you feel it the

whole way through, then it will always hit.

What does it mean to be "playful"? The range is pretty wide. It could include anything that plays with the imagination, the emotions, or the social dynamics of a situation.

To joke around about imaginary situations, going back and forth and adding spins and expansions and consequences to it - that is playful.

To misinterpret in a way that spikes emotions, like making silly comparisons or accusations or making funny impressions - that is playful.

To send mixed messages, cross hot and cold signals, both verbal and non-verbal - that is playful.

Like saying "I hate you" while smiling at the girl and touching her shoulder. Or like saying, "You're very energetic. You could be my bodyguard. We could work something out." Or going back and forth with teasing, letting her win and pouting so she feels bad, and then surprising her by turning it back around when she doesn't expect it. Like a little kid, you can just play. You can pick her up and spin her around and put her down behind you and talk to her friends. And when she jumps back out in front of you, you smile and say, "Where did you go?" It's like when you say, "You're amazing. I can't talk to you anymore," and you turn away so that she has to pull you back and find out why. Or when you refuse to answer her questions, and give silly answers that make her even more curious. Perhaps you even stay totally serious, and you wait for her to laugh first before you laugh along with her. Or perhaps you don't answer at all - but just tickle and poke her and smile.

Anything involving innuendo can be playful if it's done right. Like if it's done classy and it's vague and clever and imaginative - and if she's not sure if you're serious. Or even if you are, it's fun and cool and you visibly won't mind whether she responds to you or not.

It's like saying, "I'm so bad for you," and then describing the exciting things that you'd make her feel and how it's wrong and not allowed. Or misinterpreting a question as a proposition and rejecting it, like if she innocently asked you where you live and you answered with, "You're really cool, but we can't do that yet."

Or saying "I had to come and meet you. There's something I just don't understand."

And of course, this all requires calibration. Because there is a time and a place for everything and it is the emotions that you feel within yourself that are your best guide to whether or not something will add to an interaction or mess it up.

Many guys will use being playful as a substitute to compensate for not being able to lead a conversation or put their real personality on the line. And many guys will also try to be playful for too long and over-talk themselves out of a good situation.

Like if the girl is bored or annoyed with the same humour or trying to figure the guy out. Or if the guy has spent a few hours with her, and she wants to know

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where he lives and he says, "Sorry. We can't do that yet," and it just makes him look like he can't handle the situation and act normal and be himself.

Like foreplay before sex, there is a time to lay-off of one thing and escalate to the next. Because when a guy is clueless and the girl waits too long for him to escalate, it can be a turnoff.

To be playful is childlike, because it comes from a place where there are no concerns or insecurities or outcomes in mind. And yet, to be playful is very adult,

because there are such important things being conveyed.

You are showing each other that you are not needy. That you are clever. That you are fun. That you have wit. That you are socially aware. That you are centered and not easily thrown off. That you are a sexual being. That you are someone who people want to be around. And most importantly, playfulness is a two way screening process through which the way that you both feel about yourselves is revealed to each other.

So let's imagine two groups of guys going out to meet girls.

The first group of guys are uncomfortable going out, and they're nervous around girls. Because they're nervous, they're very analytical about it the whole thing, in the hopes of thinking themselves through the situation.

They get to the venue, and "go check the place out first." They "get some water first," and "go to the bathroom first," and "see if they know anybody there first," and "see if there are any girls there first." They comb the place looking needy and like they don't belong there, and eventually they take a place along the wall where they sit with their glasses held up protectively against their chests.

Instead of talking to each other, they gaze around the room looking for value and stimulation from others, and speak a bit about their ways for picking up girls and the pros and cons of their past attempts. They push themselves back into their heads, and even make each other feel more self-conscious by giving each other criticism of how they could do better than they're doing.

Eventually they make their approach, but in a state where they want something from the girls. What they don't realize though, is that if they can't create a good vibe in their own group, then they probably won't be able to create it in the group of others. So as their approach comes across contrived and boring. They subtly telegraph that they don't have their own party, and their approach seems more like a pathetic request to be allowed into somebody else's.

The second group of guys are comfortable going out and expect to have fun. They go out to have a good time and meet girls while they're at it.

They get to the venue, and they're joking around and they have a playful vibe going on naturally in their own group. It's obvious to the people around them.

Eventually they go to talk to some girls, and even as they approach the girls turn towards them and open up because they've noticed them earlier in the night. It's obvious that they are the party, and the girls want to be a part of it too.

They flirt and they have their own inside jokes that the girls laugh at even though they don't totally understand them. And the more that they laugh at their jokes, the more that they find themselves intrigued with the guys, and the more they're buying into their frame.

The girls want to hang onto these guys because they know that they're fun and that they could go and talk to other people if they wanted to. The guys don't seem to be chasing a reaction and everything that they're doing seem to be cool. So when they suggest a change of venue, the girls are all for it.

Later that night, as the two dorks sit in their sausage-fest and debrief their night of failed attempts, the two guys that were having fun continue their night back at their house with the girls.

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BOOK XIII - DOMINANCE

FRAME CONTROL:

So when the person of higher value teases the person of lower value, the person of lower value usually won't be able to come up with as sharp of a comeback. Their sub-communications won't emphasize as much dominance because their mind will be analyzing whether or not what they say is good enough as well as fighting through the internal emotional shift. Their voice won't project enough dominance, and their eye contact and body language will show a very slight visible shift. They'll come back with their comeback, and it will look like its trying too hard.

And while they will be doing most of the talking, their sub-communication channels will still be less dominant than the person who they are qualifying themselves too - because what they are saying will not be adding to the vibe because they are qualifying themselves and because what they are saying they are saying in a less dominant way.

-hoops, challenges, pressure build up and release

EC, BODYLANGUAGE

On some level the guy must have been aware of the behaviours that dominant people exhibit, and so he is able to take them on as his sense of acceptance increases and he feels more validated. His logical mind disengages; his emotions take over. His need to be micromanaging his social situation fades into the background, because he feels powerfully secure in the situation. And thus, he becomes... dominant.

And because of the natural social hierarchy, people won't question what he is doing.

They will never question it, because if you are telegraphing that you are congruent to high status through social sub-communications, it is accepted as authentic. If you are confident with what you are doing, then it must be good. Right? If other people weren't cool with it, then you would be exhibiting at least a little bit of hesitation. Right? But you don't. So obviously everyone else is cool with it.

When you have this quality, people will be very warm towards you. They'll gladly step out of your path, regardless of who was there first. If you want to go and eat, they'll offer to join you even if they just ate. If you wear something unusual, you'll be told how great it is. When you speak, people will give you their

full attention. As you make points, they'll nod their heads continually in adamant agreement with almost anything you say. They'll even laugh at your jokes, regardless of whether or not they're any good.

You will enter rooms, and the girls will all be looking at you. You will sometimes even notice girls dropping the hands of their boyfriends as they make eye contact with you. You can walk up to them and tease them or take up their physical space and they'll let you. In some instances, you can even pick them up and playfully toss them around or even make out with them (the guy's girlfriend? Readers may be left wondering why everyone is appreciative of this-won't the boyfriend at least go mental?). And somehow, everyone will actually be appreciative of it.

A girl will be attracted to guys who project that dominant energy, and she will let him get away with the many things that she would not allow from other guys.

She doesn't question it because she knows that if she rejects him, he won't be affected by it because he hasn't invested anything into her reaction. And because he doesn't care, she can just do what she wants to and doesn't have to be pressured by it.

He isn't needy, so her mind doesn't have to be weighed down with all sorts of worry about how he'll interpret her interaction with him. She feels positively infected by his energy, and can just go along with it without any concern that she needs to respond in a certain way. She can exist in that moment with him. She can feel at ease. It's not a big deal. There is no reason not to go along with it. Not like every other guy that she knows, who micro-analyzes everything that she does

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and judges her for it and interprets what it means in context to him. Not like her boyfriend at home who gets jealous or who makes her listen to his problems and tries to impose his insecurities on her with boundaries, possessiveness, and arguments. For that reason, this kind of guy makes most other guys look like chumps. When a girl encounters this type of guy it allows her to be at ease with her feelings of sexual attraction.

It is almost as if the two of them look at each other, and sort of roll their eyes at the silliness of the inhibited headspace that everyone else is in. A sort of subconscious nod in recognition of each other that they are in the same inner place.

They are both naturally calibrated in that neither is bogged down by internal and social hang-ups. They both "get it." They will naturally vibe.

The girl likes him and will probably go anywhere with him if the opportunity is given. Because he is cool. Because he doesn't care. Because his

communications are genuine. Because he is fun. And because it is a natural social dynamic that girls, and people in general will be sucked into a strong frame.

For a guy of lower status it is more difficult for the girl because she is worried about hurting his feelings if she rejects his escalations. When men are hurt they frequently react with all sorts of unpleasant behaviours. So, as a result, her autopilot reaction is to just avoid him. He is less in the moment, less fun, less cool,

and less validating to hang out with anyway.

So what are these dominant behaviours?

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-eye contact, touch, taking up space, relaxed body language in relation to the group, voice, decisiveness, holding court of having people qualifying themselves to you, squirrel oak tree, visible emotional reactions and who reacts to who, being hard to get rapport with or at least its not automatic, people get out of his way because they see no flinching as he walks through the crowd (he's more authoritative and people are highly responsive), being the first one to do something as opposed to looking for friends to do it

Verbals: Not qualifying yourself, pumping images that give a good energy (intrigue/humour/sexual/etc), frame control, not hitting ASD walls, being assertive and commanding,

Non-verbals: Bodylanguage, tonality, yelling, empathizing and connecting, sexual innuendo, being excited, being playfully disapproving, being playfully condescending, projecting voice with resonance that shows higher value, whispering, HAVING YOUR OWN

STYLE/HANDSHAKES/EXPRESSIONS/PEACOCKYTALKING, touching and being touched

FRAME CONTROL: establishing "this is the cool way to be." If I'm out with Brent I may start to think my stuff isn't cool.. likewise a girl could accuse a guy and if he downplays that it matters, her reality dictates that it does not matter and it deflates the accusation.

To lead a woman, you must first be able to lead yourself.

To get an attractive woman, you must realize that it is not that hard. You must not view the most attractive women as mystical creatures, but as girls just like any other, who want a strong man.

-live with uncertainty

-taking up space

-relaxed body language in relation to the rest of the group

-loud voice

-decisiveness

-holding court, or having people qualify themselves to you

-having boundaries and being willing to break rapport

-the squirrel running around the oak tree

-the obvious emotional reactions, and who is reacting to who

-touching and being touched.

You are the kind of guy who doesn't settle on the first girl that he meets. You have boundaries and standards. Your body language is relaxed, and your voice, you move a little slower, you survey a room and people perk up, you dictate the energy around you, you create social vacuums.

Because you have these beliefs, you actually pick up on what gives you advantage,

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instead of how to tread water. Your mind catalogues stories and poses and all sorts of stuff that will help you.

PROACTIVE SOCIAL STRATEGY, BELIEF OF WORTHINESS, IDENTITY OF CHAMP, EXPECTATION OF SUCCESS, never picked last, never sick, etc etc...

On an identity level, you must view yourself with unwavering certainty as a man of entitlement - a man of high value. You must believe that in any interaction, the other person would be fortunate to have your rapport and your unique outlook is something that's worth being shared.

When you project that sort of identity - people will react.

There will be a few people who have a firm grip of their identity who won't show as much reaction, but who will identify with you and respect what you're bringing to the table. They are the most socially adept, who are comfortable with themselves, comfortable sharing the frame, and comfortable co-existing with someone worthwhile.

Then there will also be a few weaker minded people who find comfort under the hierarchical status quo. And a few others who are trying to be strong minded but don't really have the substance to back it up, who will feel as though the fragile grip on their dominant role (or often what they delude themselves to believe is a dominant role) is being wrenched from them. These types will feel agitated and lamely snipe at you to try to shut you down.

But the vast majority of people will be accepting and be naturally intrigued - drawn to what they can learn from you and to the feeling of safety that you represent.

They will be lead by you, and their thoughts will fall a bit out of focus as they shift towards keeping up. They will try to respond your questions and humour in a way you'll like, joke around in the way that you joke around, tell stories in the way that you tell stories, or nod and agree without much consideration just to keep your rapport.

The guys will perceive that you're the more dominant, and they will react by taking on the role of wanting to be friends or even supplicate you.

And the girls will perceive that you're more attractive. Whereas other men would normally chase them, they will chase you.

The frame might be established right away, or it may be established gradually as the interaction progresses. And whether you "hold" or "lose" the frame in an interaction will depend on whether or not your frame is strong enough to hold steady your own identity, and whether or not it projects onto other people in a way where they react by adapting their identities to accommodate yours.

And they make the UNCONSCIOUS decision of whether or not you're a possible sexual partner within a maximum of a few minutes of interacting with you.

These unconscious decisions are made mostly on the basis of body language and voice tone.

And since we know that "Attraction Isn't A Choice", we can generalize the following:

1) If you don't know what types of body language communicate that you're one of these "sexy beast" guys, you're probably not doing the right things "by accident".

2) The words you say actually don't matter much. What matters is HOW you say them, both with your voice and with your body language.

3) It is possible to learn how to communicate that you're a "sexually aware, confident man" using your body language and voice tone.

Learning this skill will make attracting women MUCH easier.

Unfortunately, most men are too caught up in the idea of being macho and independent to work on this area of their life... and as a result, they waste most of their time in "quiet desperation", never seeing any real improvement because they don't seek help and use the help to improve.

In short, if you don't know whether or not you project the kind of body language and voice tone that makes women feel that emotional jolt of sexual attraction, then you can bet your last dollar that you aren't. What's a guy to do?

Learn it, then use it.

When I first started learning about how to meet women, I can remember thinking that I needed to learn pick up lines and other tricks.

I had no idea that this stuff was basically useless without the all-important understanding of how body language works.

After a lot of trial and error, I started to realize that when my body language and voice tone were correct, I could say ALMOST ANYTHING to women, and they would feel ATTRACTION.

Like most guys, you probably want to know WHY this is, as well as how to do it.

Well, if you want to REALLY get a deep understanding of this topic, I suggest that you check out my new CD Audio Program.

I spend several hours working on the "why".

So in this newsletter, I'm going to focus on some of the "How To"...

Here are three things you can do to IMMEDIATELY increase your attractiveness to women:

1) LEARN HOW TO HOLD EYE CONTACT LONGER THAN HER.

If you see a woman that you find attractive, and she looks back at you, DON'T LOOK AWAY.

Most guys become very self conscious and look away as soon as a woman notices them looking.

This is a HUGE mistake.

If you want to communicate all the right things, you need to show IMMEDIATELY that you're not afraid, and that you're not at all self conscious about the fact that you are checking her out.

A good exercise is to walk through a mall for a few hours and look DIRECTLY at every woman you see.

walk into every store, and look directly into the eyes of every single woman you encounter... and DON'T LOOK AWAY UNTIL AFTER SHE DOES.

Do yourself a huge favor, and don't open your eyes really wide and smile like a serial killer while you're doing this exercise.

women don't tend to enjoy that.

Just learn how to hold eye contact with a woman until she looks away...

This is very important.

2) USE CONFIDENT POSTURE.

Most men I see hold themselves in a way that says "I am not very confident about myself or anything I'm saying".

And most of the guys I know who are chick MAGNETS hold themselves in a way that says "I'm the dominant male in this situation... I own this place".

Suck in your stomach, hold your head up and back, pull your shoulders back, arch your back... and generally hold yourself like you're the most powerful person you've ever seen or heard of.

Yeah, I know this sounds dorky, but do it anyway.

You'll probably feel strange and self conscious at first, but not to worry.

If you continue to practice your confident posture, you'll soon become comfortable with it.

And more important, you'll attract attention from women.

Remember, women aren't interested in finding another average Wuss Boy.

women aren't ATTRACTED to WUSSIES.

Carry yourself like a manly man, and attractive women will notice and have INSTANT positive unconscious reactions to you.

3) USE SLOW, CALCULATED MOVEMENTS AND GESTURES.

Watch a few James Bond films. And while you're at it, check out "Dirty Rotten Scoundrels".

Have you ever noticed that James Bond never looks like he doesn't know how to act?

And that he never fidgets or behaves nervously?

Everything James does is a little slower than it should be. He's just too cool.

Try learning how to turn your head slowly, how to blink slowly, how to change facial expressions slowly... and how to gesture slowly.

This makes a huge impact on how others perceive you.

This kind of body language transmits the message: "I'm so comfortable in my own skin, it hurts".

4) USE CONFIDENT VOICE TONE.

Most people speak with weak, squeaky voices that convey the message "I'm not confident... I have no self esteem".

This turns women off. Big time.

If you want to attract beautiful women, you're going to need to take a few lessons from Barry White.

Learn how to speak with a deeper voice.

Learn to speak from down in your chest and stomach.

Add more bass to your voice.

Also, learn how to speak slower... and how to articulate every word better. Become comfortable pausing... it creates anticipation. Most guys talk too much, too fast, and feel like they need to talk because they're nervous. Don't do it! Learn to lean back, relax, and become comfortable with the tension that comes from silence.

If you work on communicating with your BODY AND VOICE that you're a confident, sexually aware, stud-muffinly guy, then all the techniques you're learning from me will work TEN times better.

EYE CONTACT

You can intuit so much about a person just by their eyes. You can sense how they feel about themselves, their environment, and the people around them. You can sense their emotions, and you can sense their authenticity.

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When a guy feels submissive, he'll avert his eyes from the person who he feels is more dominant. But when he feels dominant, his eyes will not waver or submit.

When a guy feels incongruent, he'll want to avoid eye contact. In a moment where he tries to act dominant, he'll blink a little too long or try to force his eyes open a little too much. But when he feels natural, his eyes will be just that - natural.

The pupils dilate in sync to the thoughts in the mind.

You can sense how much a guy has allowed another person to enter into his reality by the way that his pupils react to them. When he feels affected by them, he is pushed back into his head and pupils fluctuate with the rhythm of his thoughts. But when he is completely unaffected and in the moment, his pupils will not waver or chase rapport with other people. His eyes will be unreactive and people will feel it.

When a man can look into a woman's eyes with complete steadiness, she will feel a sort of social pressure and unexplained excitement. Often, when a man and a woman flirt, the woman will unconsciously stare the man down with an intensity that would push most men back into their heads, to see if to see if his will eyes react. If his eyes are unwavering and he holds her gaze without effort, then she will find herself attracted. And later when she is absolutely sure of his value, and attraction becomes connection, she will look to for a reaction to her in his eyes to see if he really cares.

Many people try to perfect their eye contact. Really though, there is no perfect eye contact. Just natural eye contact. There is no need to avoid eye contact with someone, nor a need to stare someone down.

VOICE

A person's voice is their greatest communicator of who they are. Within seconds of hearing a person speak, their status, emotions, and social group becomes apparent.

You can sense how a guy feels by the emotions in his voice. You can sense whether or not he feels authentic by his steadiness. You can sense how he perceives himself in relation to the group by his dominant and submissive inflections. And you can sense if he is relaxed or anxious by his speed.

When a guy feels anxious, his voice will be constricted by the nervous energy in his body. But when he feels comfortable, his voice will be rich with

resonation. From all this, you will know whether or not people pay attention to him. If his voice draws attention, and it seems natural because he doesn't seem to notice the unusual attention he's getting, then people will be reacting to him and women will be attracted.

We are socially conditioned to believe that depth is the most crucial quality of our voice, and a deep voice can definitely sound good. But regardless, women do not pickup on the depth of a man's voice as the most important sub-communication of his value. A man with better projection, steadiness, certainty, dominance, and positive emotions in his voice will always take attention away from a guy who has only a deep voice. Masculine energy is more complex than any physical attribute.

Often when you see a group of people from across the room, you will be able to hear the voice of the most dominant guy over everyone else. A guy who uses his voice well expects to be heard. His voice projects without any constraint or fear, and it resonates powerfully in his chest and diaphragm without sounding deliberate. He projects naturally over the voices of other people, but he doesn't yell. He is completely comfortable, and when he speaks he is immediately heard.

He has a full range of expressions. He can playfully empathize or disapprove or yell or whisper. He can be excited and grab attention or he can slow down and be sexual and hypnotic. His projection, resonation, speed, and inflections do not react in response to other people. His voice is steady, like his internal state.

BODY LANGUAGE

The way a guy carries himself is his physiological expression to the world of his status, security, and emotional state.

When a guy enters the room, his body language will convey to the people around him whether he is dominant or submissive, outgoing or uptight.

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A guy who takes up space conveys his expectation that others will yield to him, whereas a guy whose body is constrained like a closed umbrella conveys his submission.

Sometimes when a guy feels playful or a bit cocky, he'll sort of dance around or throw his hands up or do impressions, and the fluidity and rhythm of his motion will send out signals that he is in the moment and having a good time. He'll move thoughtlessly and without self-awareness, and the attention that he's drawing will work for him because he's real and just having a good time. There is no perfect body language. There is just body language that has no faults. To have good body language means having body language that isn't reactive. And to have body language that draws attention means to be a bit playful with it. Having that quality is not always about consciously manipulating your body, but about feeling relaxed and taking up space as you would if you were having a good time and nobody was there to judge. And at the same time, by consciously taking on positive, confident body language, you can also trigger yourself to feel relaxed and more confident. So it comes down to whatever works for you.

TOUCHING AND BEING TOUCHED

A guy of high status is completely comfortable touching and being touched. He is not concerned that others will not react well, because touch is a dominant quality and that is a part of who he is. He is comfortable showing affection and making people feel good, and he is confident moving people around. At times he may even playfully show off his strength by carrying or moving or squeezing or tumbling around with his friends. When women touch him he doesn't feel strong emotional reactions, because women touch him regularly so he is accustomed and de-sensitized to feeling that way. He already walks around feeling very accepted so he doesn't feel a strong shift. So while he is completely comfortable engaging touch on his impulse, he doesn't needily hang on to it or draw it out weirdly long like most guys do whenever a girl gives them attention. He is usually the one to pull back and disengage it, so that the girls want more. Touching is natural to him. He's always been comfortable with it.

DECISIVENESS (let's go! Come here! Does not scan audience for response prior to saying what's on his mind)

HUMOUR (stuff I deleted)

ATTITUDE (unpredictable, I am the prize, I could but I won't, everybody is my little bro/sis, the world is a fun place, abundance - lots of girls and no care to lose one person, expectation that people will answer your questions by trying to impress you)

AN ABILITY TO CREATE A GOOD VIBE AROUND YOU (positivity reflects past experiences)

ACTS IN THE MOMENT (speak your mind, tap a girl on the shoulder, spin her around)

UNFAZED BY WHAT OTHER PEOPLE THINK (even comfortable being naked or getting caught farting, etc etc..)

A REPERTOIRE OF STORIES, MANNEURISMS, SAYINGS, AND PERSONAL STYLE

A CONCEPT OF WHAT YOU WILL AND WILL NOT ACCEPT AND OF WHO AND WHAT YOU WILL AND WILL NOT RESPOND TO LOGICALLY

OR EVEN AT ALL (not letting people run around your house, not responding to bullshit, not accepting second class behaviour.. a willingness to walk away from unacceptable behaviour.. NOT RESPONDING TO PEOPLE TRYING TO MAKE YOU JUMP THROUGH HOOPS)

A CONCEPT OF WHAT THE GOOD LIFE MEANS TO YOU AND RATHER THAN FINDING VALIDATION BY WHAT SOCIETY SAYS IS GOOD

FINDING VALIDATION BY YOUR OWN CRITERIA

FRAME CONTROL (expectation that people will respond to your questions by impressing you, throwing up hoops, being the judge, being able to reframe everything people do as them qualifying themselves to you or as being weird so that they'll HAVE to qualify themselves to you, ability to keep social energy flowing in your direction)

A WORLD VIEW THAT MEANING OF EVERYTHING IS IN HIS FAVOUR, AND A CREATIVE ABILITY TO VERBALIZE IT (ABILITY TO REFRAME

THE MEANING OF EVERYTHING TO IMPLY THAT PEOPLE WANT HIS VALIDATION)

LOOKS LIKE HE GETS GIRLS (style that is intriguing)

NO NEED FOR ACCEPTANCE AND WILLING TO LOSE RAPPORT (more often gets people reacting

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to him than bored, uncontrollable)

NON JUDGEMENTAL "THIS HAPPENS ALL THE TIME" ATTITUDE TOWARDS WOMEN

DOESN'T LET OTHER DRAG HIM DOWN INTO THEIR FRAME (BAD MOOD, SUPERIORITY, ETC...)

BOOK XII - AUTHENTICITY

***Authenticity is an ideal. We can all have opinions, but no person can claim decisively that their vision of authenticity is real while another's is not. As imperfect beings, we live our lives authentically by continually moving towards the truth, while admitting that we will never know it in entirety.

**You don't approach people with thoughts about whether you have enough value cycling through your head. You aren't thinking about whether you meet their standards or if you have cool enough friends or ways to entertain or a situation that gives you entitlement. You approach completely comfortable in your own skin, because you know that you're worth their time. Your mind simply cycles "I'm authentic."

** Of course, if your life has been spent living as a generic and a conformist, then your life hasn't been lived authentically and the personality you've cultivated won't have the same impact. But learning to communicate authentically is something that can lead to the realization living authentically is in your best interests, because you will always gain more status for communicating authentically than not. But the personality you're conveying won't have the same impact whether it's authentic or not - because your life has been lived authentically. But it is always better to learning to communicate authentically can be a starting point to break out of that pattern of conformity, because people will always respond better to it than learning to communicate authentically is a ultimately, when you're in state people will usually snap to attention because your style of communication is sub-communicating that others will do the same.

**when you don't do negative things to people, and you know that people have a positive experience with you, it gives you a similar kind of confidence that sexual confidence gives you. Because you know what you could offer, it makes you a bit more cocky and a lot more real. My roommates are fairly confident because they are good guys, and have no reason to feel as though people would get anything but value from them.

Being good to people isn't about supplicating them... the guys who supplicate are deep down little little men who just want a reaction... instead, you know that you don't give away your benefits to just anybody, but that those people you do allow to enter you're your reality have a great experience overall... it's totally fine not to let everyone into your reality... but you know that those people who are in it will like it, and that gives you a cockiness where you know what you're worth.

**A lot of people do bad things, become defensive, and project people to question them more which makes them more defensive. This is a bad cycle of reactivity. You have to live your life in a way that cycles in a good direction. Arguing with people or gossiping or doing devious things might get you a result in the short run, but if deep down you know that people have bad experiences with you then you will be doing damage to yourself in ways you don't realize. That's why the "heaven/hell" analogy sticks to an extent, except for in your experience in this world not the next.

**Authenticity an extension of a core belief in your mind: that people DO find it fascinating to know about other people's experiences of the world in an authentic way. If you have that belief, then you hold the belief that YOUR experience will fascinate people, regardless of whether or not it is interesting in socially conditioned terms, because it is purely interesting to see how other people tick. My ex-steph used to have all sorts of dumb jokes, but because she thought they were funny I laughed along with her. She was authentic. Have you ever had a friend who had a weird sense of humour, but it was him being him.

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That was appealing and you laughed along with him. It was authenticity.

**But of course, if you were to go out right now and try to do this it might not work. Why not? Well, your identity (self concept) might be reactive in and of itself. So to do this, you have to know where your identity comes from, and unwire it to the point where your core is authentic, so that everything that comes from there is authentic as well. So we have to look at where you're really coming from, so we can get to a level where we really know who you are.

**Living your life in a way that you think is cool and worthwhile.. not coming from a social perspective of "I'm only cool if I'm good looking or have money" because that stuff is arbitrary and some people don't want to spend their whole lives going after that stuff. Instead, looking at your own way of being who you are, and being proud of that. Even just being proud of yourself for being able to bring a good energy to a room is something that should give you confidence.

**Authenticity and dominance combined are what makes the transition from entertaining to interesting to desirable.

**Authenticity is when you are so internally validated that you can come from a position of offering value to someone without hopes of getting anything back, because you know that it's not their acknowledgement but your actions that make it real. You care more about your own validation than the validation of others. And you know that no one individual has value to offer because you can get anything you want (ie: girls meet celebs and say "he could have anyone" and because of that he is so real)

**Not coming across like you're trying to take value from somebody.

**Tom Cruise bit about being at a point where you're not able to take value from anybody anymore, so you are purely just there.;

**Being able to listen to someone without judging everything they're saying or waiting to say your piece or viewing it through your own world view.

**It isn't the content that the guy's saying that's impressive. It's his ability to communicate with the women on a level where he's totally open, despite that this girl is standing right in front of him. It's not his MATERIAL that she's interested in as much as it is getting to know what's interesting to HIM.. she's interested in him, not his material.

**guys will pinch girls asses or try to take value from successful people or criticize them because they don't identify with them. They feel like they have so much relative value that they wouldn't be fazed by anything. But in the process of doing this, they are reinforcing their own status to themselves, because they don't identify or relate with cool people.

**It is not just what he's saying that draws the girl's interest, but also the way that he's able to ease out of his logical constraints and communicate in a way that's interesting to him. A guy who can talk to a girl on an authentic level is fascinating, regardless of what he has to say, because his communication style says so much about him. When he can open up despite all the social pressure, it shows that he's someone of truly high value.

**When you can perfectly balance your identity, your thoughts, and who you are, you can convey such authenticity. That requires you to consider all your old identities and where they come from. To consider whether or not who you are is really authentic, or just a reaction from past experiences. Like the uptight guy who can't have fun or be sexual because he thinks he'll be rejected.

**Authenticity is a dominant characteristic, because if you are inauthentic then the sub-communication is that you can't project your real personality because you have something to hide (betaness usually). Whenever an AMOG reframes you as "trying" or "inauthentic," you lose value. So to be truly dominant, you have to be authentic. It is similar to the cool/congruence dichotomy.

**Often, when people are learning to add to their personalities, they will fall into a rut of trying too hard, and losing sight of their actual goals. They cultivate personalities that are geared towards getting a reaction of attention, rather than interest. Many become bold instead of confident. Think about a construction worker howling at a girl walking by. He isn't confident. He's just being bold. He is self-sabotaging his chances by playing a character that isn't who he really is. Nobody can say he "got rejected", because he played a character to hedge that off. But if he really didn't care, then why did he even howl at her in the first place? People do this all the time. They create exaggerated personas in order to hedge off the feeling of rejection. In reality, if they'd have just been

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themselves, people would have thought they were cool and not rejected them anyway. That is the essence of playing a character. Some no-no's are:

- Being entertaining instead of interesting, and transforming from entertaining to interesting to desirable.
- Insecurely ballbusting instead of being playfully challenging.
- Being cocky to the point of overcompensating instead of being playfully confident.
- Trying too hard to be aloof, to the point that people actually think you are arrogant.
- Trying too hard to put on a sophisticated persona. Sophisticated personas, like those adopted by doctors and other professionals, are designed to put up walls of professionalism that are necessary within a professional organization. Their purpose is to put up walls, so that the personal element does not get in the way of efficiency. To bring this attitude to your interactions with women conveys that you are uptight, not professional.
- Being obnoxiously macho to the point of where it is obvious that you just want attention. Give me the biggest sports jock in the bar, and I'll walk in cool and confident and interesting. I'll have taken the female attention away from him in seconds. And when he gets even more obnoxious, I'll roll my eyes to the girls, and they'll giggle and nod in understanding.
- Being inexpressive, quiet, and too nice. The opposite personality of the macho guy is also trying too hard. If you offer something to someone, and they don't show very strong immediate appreciation, don't keep pushing it on them. They will usually just view it as supplicating them, and it actually lowers your value. They will appreciate you less than if you'd done nothing. If you do something nice, do it from a position where people are appreciative. That means being a cool guy, and so that people are compelled to earn your attention. When that's not the case, don't mention that there's something you could do but aren't. Just avoid it altogether, and let your personality do the work in creating a good impression. If someone is trying to use you, don't even address it. Just change the topic or say nothing, either way as if you didn't hear them. Experiment with not acknowledging conversational threads that you don't like, as if they don't exist. **It is for that same reason that girls are often turned off at the idea of guys "trying" to pick them up. They dislike anything contrived that is not natural and spontaneous because they feel as though the value that he is conveying is inauthentic.

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You don't make excuses. You hold yourself to the same high standards as the guys who have everything going for them. You are one of those guys now. Come to think of it, you always have been. And in order to hold your self to a standard that is in alignment with that, it is necessary to be accountable. Aiming for your personal best is not something that you do for social validation. You do it for yourself, because the process of creating a life of excellence is an end of inherent value. That doesn't necessarily mean that a person always has to feel emotionally secure. It just means that they have made a choice to aim for their best. You're not the kind of guy to aim for your best to get validation from others. You do it for yourself. You do it because the process of creating a life of excellence is an end of inherent value. You don't need to always feel emotionally secure. You've just made a choice to aim for your best. You don't need to micromanage because you don't care. To know victory you must know defeat. You value the many not the few.

BOOK X - AUTHENTICITY
BOOK X - SEXINESS AND SEXUAL ORNAMENTATION
BOOK X - SOCIAL CALIBRATION AND SOCIAL ENERGY
BOOK X - AUTHENTICITY: STRONG AND WEAK IDENTITIES
BOOK X - STRONG THOUGHT PATTERNS
BOOK XII - STRONG BEHAVIOUR PATTERNS

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BOOK XIII - COMMON SENSE

BOOK ? - PROGRESSIVE DESENSITIZATION: ENERGY AS BEING INFECTIOUS AND BEING IN STATE AND PULLING PEOPLE INTO YOUR STATE

BOOK ? - THE ONLY SOLUTION

BOOK ? - PROGRESSIVE DESENSITIZATION: CYCLES OF INTERNALIZATION

BOOK ? - PERILS OF THE GAME

MODERN DATING MISCONCEPTIONS:

-social conditioning:

-it takes multiple dates instead of flipping switches

-you can take a phone number and STAY THERE

-a phone number is a bridge not a close

-you don't need to spend money (you could "hang out" instead)

-nice gestures and how they can bring you down

-how parties lead to sex

-day time and night time are often the same girls

-madonna/whore complex ("no correlation between a girls' personality and her sexual preferences and it takes a long time to learn someone's personality")

STICKING POINT: Many guys who need to build value are unable to be in the moment or funny until the girl has heard their value building bits.

They're funny after the initial bits, but they can't be that way unless the person has heard their bit. They substitute qualifying themselves with cars or money for strategized structured-vibing, but they can't feel comfortable without the other person having seen that bit first.

Building value common SPs:

-thinking that "it was just the way I ran my set" all the time leads to fear when you actually put YOURSELF on the line.

-conditioning yourself to be continually reaction seeking.

-substituting qualifying yourself and supplicating for demonstrating value more creatively still leaves you feeling like if people don't see you as that guy who did the cool stories that they don't know how cool you are, and without THEM to confirm it in your mind you don't feel that way yourself.

Assuming value common SPs:

-refusal to improve.

-belief that congruence is cool.

-continually rationalizing to feel cool, eventually leading to not being willing to approach because it could break the rationalizations.

PERILS OF THE GAME:

-social robot (thinking everyone is trying to socially manipulate you, thinking you need to do it to others)

-thinking that everyone is a hater and rationalizing against you (you will seek it and find it)

-thinking that all girls are state-junkie sluts (you will seek it and find it)

-becoming a value chaser yourself

-not being able to listen to people

-the pua identity and basing your validation on how well women respond

-thinking that women are replaceable, and always finding a new girl when you could have fixed it with the other one (going too far in the other direction, since most guys do the opposite and stay too long)

The problem with "traditional dating"

When you try to "date" her, she is the selector and you are reacting to her. It's the worst way to "spark attraction."

When your concept of reality is steady enough that other people are reacting to it, you determine what constitutes high value in that environment and what people

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have to do to feel entitlement under your worldview. You become the pillar of other people's state spirals, and they react and adapt around you.

women like guys who live in their own reality.

This is why the traditional way that most men date tends to be slow and inconsistent. When you develop feelings for one specific girl and you need her to like you, and you try to get her by taking her to the perfect place or saying the perfect thing, you find yourself in her reality and she can sense it.

To get the girl, you have to bring her into your world. Take her on a wild ride into your reality. Take her to places that you enjoy, talk about things that you like talking about, and ask her questions that satisfy your curiosity.

When you tell a story or joke around, do so to amuse yourself and because you enjoy creating a positive vibe around you.

Assert your reality. Make what you're saying cool by believing in it. Instead of being like every other guy, interact with women through your frame and draw them in.

It's fine to feel attraction for a woman or to want a woman, but your sense of who you are cannot be dependent on her response to you or anyone else's response. You have to be stronger than that and people have to feel it from you.

You can't approach a woman thinking about how to make her respond to you and how to feel depending on her reaction. The second she senses that you're acting in reaction to her or conveying a personality that is not your own she loses attraction. As long as you're in your own reality, however, her attention will stay fixated on you and she'll go along for the ride.

Attraction is not a conscious response. For her to feel attracted to a man in his own reality isn't necessarily something that she understands or even logically wants, but something that she emotionally responds to.

You must have conviction that your identity is cool, and draw her to react by adapting herself around your identity so that she's excited by your validation and not the other way around.

RULE:

On a core identity level, you must identify yourself as the guy who is selected by women and chooses amongst them, not as the guy who is desperate to be chosen.

She has to sense that gap between how you're acting and how most other guys act. As a guy who is already chosen by women, you don't have that anxious thought process of getting any particular girl's reaction because it wouldn't make sense. She has to feel that there's this attractive guy in front of her, who is completely at ease talking to her and doesn't need to take value from her by needing her reaction of acceptance or admiration or sex - because he identifies himself as already having that value in abundance.

As we said, in any social interaction there is always one person reacting more to the other, and when you don't react to people's acceptance they'll usually feel a higher value from you and begin to react themselves.

When you interact with women, you assert your identity by the way you act - by your behaviour patterns and all of the subtleties that convey your complete confidence in who you are.