



# GET THE LOOK WOMEN LOVE



## THE COMPLETE STEP-BY-STEP SYSTEM

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# Introduction

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Guys always ask me exactly what it is women want.

That question can take many forms, too. What does a woman want in terms of personality? Are women really interested first and foremost in your financial status? Your career success? Is it all about confidence?

However, the question that keeps coming up time and time again is what kind of look women are attracted to.

We often think of women as being different than us. Men are certainly driven by attraction, and how a woman looks is the first thing we notice nearly every time we meet someone. With women, we assume that looks aren't so important and that they're also interested in personality, status, and other aspects of our personas.

The thing is, appearance *is* important. Women may deny it, but the first thing they're going to notice most of the time is how you look. Sure, your appearance may not be an automatic disqualifier if she loves everything else about you, but by knowing how to make the most of your appearance, you'll have a huge advantage on the other guys out there. You'll also be removing one possible barrier that could keep you from the success you're after.

Now, let's talk about the problem when it comes to finding "the right way" to dress: there is no one "right way". In a way, that's a good thing. You don't have to fit a cookie cutter image to attract the women you're interested in.

However, it's also a bad thing in that I can't just give you a simple two-sentence answer that will solve all your problems and make women more attracted to you overnight.

There are a lot of important angles to finding the right look, and a lot of it has to do with your own personal style and personality. Throughout this book, you'll be learning how you can

present yourself in a way that will help you reach levels of success with women that you've only dreamed about in the past.

# INVEST IN YOUR APPEARANCE



If I did have to distill all of the advice I'm going to give you in this book into one bite-sized piece of advice, it would be this:

Invest in your appearance.

Sure, it's not that simple, but at the same time, it can be. See, the number one thing that women want to see is some kind of effort.

Think about it. They do all of this stuff to impress us, right? They put on makeup, do their hair, get their nails done, try on seven different outfits before going out at night, and so on. Why do they want to be with someone who doesn't even care how he looks?

Furthermore, when you think of somebody who doesn't look like they care about their appearance, you also assume many other personality attributes about them, none of which are complimentary.

Imagine a guy in a dirty shirt and a pair of sweatpants at Wal-Mart. What would you think about him? Would you think he had self-confidence? That he was doing anything important with his life? That he has his life together at all? Would you assume that his house was clean? That he drives a decent car or has a real career?

Whether it's right or wrong, your answers to those questions would likely all be negative, and it would all be based off of the external impression he's giving with the way he dresses.

That's why the number one rule to looking better so you can be of interest to women is to start caring about how you look.



Now, investing in your appearance doesn't mean to lazily go out and buy the most expensive clothing or shoes you can find. Instead, it means to invest more than just your money. It means to also invest your time, energy, and effort into looking great.

Once you're willing to make the commitment, it's all about adjusting the specifics, and that's something that can always be done.

## **Make Your Appearance a Priority**



Making the way that you look a priority is extremely important. That's because if you don't make a special effort to look your best, it's just not going to happen.

Look at it this way. You have a lot of things going on in your life. You have your job, you have other commitments, you want to spend time with your friends, doing activities you enjoy, and you want to find some time to relax, too. With a lot of things on your plate, anything that you don't specifically make a priority out of just isn't going to happen.

If you're reading this book for tips, chances are that one of the problems you've encountered in the past is that you just haven't tried to make your appearance much of a priority. When you change that mindset and decide that

you are going to present yourself with a little more pride, you will literally notice instant changes and improvements in your results with women.

You may be wondering why it's so important to fixate on your appearance. After all, is it really that hard to clean up your look or spruce up your style a little bit?

Sure it is. After all, you have to put a little bit of thought into the way that you dress, and that means putting thought into other things, as well, such as what image you're trying to present and even what type of women you're trying to attract.

Furthermore, it's important to keep up on the latest trends to at least a minimal extent so that you aren't out there looking dated and out of style all the time. I don't expect you to adopt any popular look that comes around whether or not it suits your personality, but if you know what's in style, you can pick and choose what works for you and create your own unique take on things

Finally, a lot of your appearance comes down to good old personal hygiene. You may think your personal hygiene is already top-notch, but there's more to it than just making sure you shower or throw on some deodorant now and then. Many guys let their hygiene slip a bit when they get busy or distracted, and you can't afford to let that happen if you're out there trying to impress beautiful women.

Okay, so we've established that making a commitment in terms of both your time and your effort are going to be necessary when you want to look great. What about spending your money, though? Do you have to spend a ton of dough to impress women with your appearance?



## Spending Isn't Essential



The fact is that you don't have to break the bank to get the look that women love. In fact, sometimes men with a lot of disposable income shoot themselves in the foot by dressing according to dollar signs instead of staying true to their own unique sense of style when they dress.

The lazy way to go about dressing yourself is to dig out the credit card and start buying all the expensive, name brand stuff you can find. However, women see through this kind of act and if your entire style is based on showing off expensive labels, you're only likely to attract women who are out to get a hand on your wallet, which is definitely not what you're after when you go out.

Of course, if you're willing to literally invest in your appearance by spending some money when necessary, it'll be a big help when you're trying to look good. Be honest about what you spend on other stuff...stuff that doesn't help you have more success with women at all. How about video games? Junk food? Beer? Weed? Porn?

Are you spending money by going out to bars and buying overpriced drinks to women who don't end up going home with you anyway? And when that girl you just bought drinks for walks off and starts flirting with another guy, what do you have to show for those drinks? If you buy a new pair of shoes or get a haircut and you don't get a phone number from the first woman you hit on, you still look good and can make a good impression on the next woman you meet.

One of the things that women want to know when that they look at you is that you *are* spending on the things that matter most. If you're blowing most of your money on crap and have nothing left to replace your ratty old shoes, they're going to make some assumptions about you that aren't so good.



It's not about women wanting your money, either. It's about them wanting to know that you're an adult. It's about them wanting to know that if they date you and things work out, you'll be able to go on a nice date or go on vacation somewhere because you didn't blow all your money on a new gaming system.

The truth is that sometimes you don't have to spend very much to keep your style current and ensure you look good to women. These days, as soon as a new fashion trend hits, there are high quality duplicates made for a fraction of the price. Stores like Target are now accepted as a good place to go to get fashionable clothes without spending a ton of money, too.

And let's face it. The \$300 price tag for those jeans isn't there because the jeans are somehow of outstanding quality. It's there because you're paying for the name brand. The \$50 jeans that look almost identical are going to be just fine if you don't want to spend a ton of money.

Let's not forget that those \$300 jeans are being made for about \$20 in a foreign country by underpaid, unskilled laborers. So again, when you pay more, you're paying for the name brand or the logo, and you don't want to come across as a "logo whore". You want her to notice *you*, not the brands you wear or the money you appear to have.

Besides, it doesn't take long before even the most popular brands go out of style or start to have a social stigma attached to them. Tommy Hilfiger used to be *the* brand, before it become synonymous with trust fund frat boys and hip hop wannabes. The same was true with Ed Hardy, but before long the brand became a cliché known more for the roided-up Jersey Shore rejects who were wearing the shirts than anything else.

As a guy who's trying to make a good impression on beautiful women with high standards, you can't afford to be typecast or stereotyped as a goon, frat boy, or anything else right at first sight. You want to look good while avoiding any type of negative connotations that certain styles of dress may give off.

Furthermore, a lot of being a mack is about being independent...having your own thoughts, convictions, and style. By dressing like a logo whore, you're going to come off like a sheep who doesn't have his own sense of style and therefore just grabs whatever expensive name brand item is on the rack.

After a little time, you'll be able to spot areas where you can benefit more by spending a little extra money. One of those areas would be shoes, as cheaper shoes tend to wear out quickly and just don't look as good as higher quality shoes do. Furthermore, women actually notice shoes before many other things, which many men don't realize. Most guys know to wear a nice shirt for a night out or to style their hair, but many guys don't think about their shoes, and women check them to see where you're really at when it comes to your presentation.

Another area is cologne, which is very important to women as they are highly sensitive to smell and can be instantly attracted to certain scents. You want to be able to afford to buy something different than the cheap aftershave that's just going to remind her of her dad.





# REFLECT THE REAL YOU



One thing that guys instantly worry about when the topic of how to dress comes up is that myself or someone else is going to start telling them how they're supposed to look. Now, of course there's an element of truth to that, because my job is to offer you advice, after all. However, I'm not here to make you dress like someone you're not.

So if you're worried that I'm going to make you dress like a preppy jock type when you're actually into the punk scene, don't worry about it. And if you think I'm going to make you ditch your hip hop aesthetic for the kind of clothes a middle-aged businessman might wear, you're dead wrong.

Why? Because a big part of preparing your appearance is staying true to the real you.

That means that you're not going to go out there trying to look like someone you're not. That's not the goal here. Besides, if you did do something like that, it wouldn't take very long for your new lady to realize that you've been putting on an act. Then she's going to wonder who in the world you *really* are.

Instead, I want you to dress and appear like the best possible version of you. After all, there are some universal tips that are important to follow no matter what your personal sense of style happens to be.

Want some examples? Well, for one thing, you need your clothes and overall appearance to be clean. Whether you're into the hip hop look, the latest fashion trends, or even a rock and roll

look, no woman wants to be with a dirty looking guy that doesn't even look like he takes care of himself.

I don't care if you're covered in tattoos and you like to frequent rough bars or rock shows. Women still don't want to smell a bunch of body odor or clothes that might not have been washed in weeks.

We'll hit up on some more specifics later on, but for now the important thing to take away is this: I don't want you to be someone you're not. I just want you to be the best possible version of you.

## Know Who You Are



This may seem like a simple step, but I want you to really take your time with it and make sure you're re-evaluating who you really are. After all, how can you dress like the real you if you don't even know what that means?

Don't skip this part of the process while saying, "Duh, how could I not know who I am?" In fact, I'll even humor you and answer that question so you have an incentive to keep reading this very important part of the chapter.

Many people, guys especially, simply don't update their styles as the years go on. They find something they like and are comfortable with and stubbornly stick to it. Think about it. Have you ever known a woman who was still wearing the same hairstyle that she had in high school? It's not a good thing.

It's also not a good thing for you to still be dressing like you did when you were 17 if you're in your late 20's now.

Since many guys are either uninterested in fashion, intimidated by it, or just confused by ever-changing style "rules", they tend to stop thinking about what they wear, put their style on autopilot, and stick to their antiquated look.

That may mean that you still wear running shoes everywhere, even to nicer dates and events. Maybe it means you're still rocking the backwards hat, even though everyone else your age has moved on. Perhaps you've never bought a shirt without writing or graphics on it because you find more subtle clothing to be boring.

Again, I'm not asking you to change for the sake of changing or because there's something "wrong" with you. What I'm asking you to do is to regularly look at yourself and look at your clothes and ask, "Is the way I'm dressing really representative of the current version of me?" If you can't answer that with an honest "yes", it's time to change things up.

Hell, even if you can answer that question in the affirmative, it's important to tweak and improve little details about your style and look from time to time. This helps you to avoid becoming style in the eyes of the women you meet.

Knowing who you are doesn't just have to do with your personality or what music you listen to. You also have to know yourself physically and know what types of styles look good on you (or even not-so-good).

Understanding your body type and how it should affect your dress is important. The most important thing to remember, though, is that you want to avoid overly baggy or overly tight clothes. A comfortable fit is the best way to go and will make you look your best in nearly every situation.

## Present a Cohesive Package



As I keep saying throughout this extremely important chapter, I'm not going to tell you what kind of style is best for you.

After all, this isn't about putting on an act. Besides, if you dress like somebody you're not, you're not going to feel comfortable. You're certainly not going to feel confident. Women will sniff out that uncomfortable self-consciousness in an instant, and it's definitely not an attractive attribute. We're going to avoid that problem altogether by assuming you'll wear the kind of clothes you dig.

However, it's important to avoid mixing and matching too many styles when you should be making a cohesive statement about who you are and what you're about. Wearing your hair in a tight part and donning studious glasses looks a little

strange when paired with hip hop style jeans and retro basketball high tops. Similarly, a lot of guys have trouble ditching the baseball cap look (more on that later) even when the rest of them is dressed up for a special occasion.

If wearing baggy clothes to hide your body isn't a good idea, you can guess whether or not hiding your head is a good idea when the occasion obviously calls for leaving your hat at home.

The only curiosity women will be feeling towards you will be wondering what atrocities you're hiding underneath that baseball cap that's stapled to your head if you refuse to forego the hat for a special occasion.

Now, I'm not telling you to present a consistent package for her to see so that she can stereotype you or make assumptions about what you're about. What I mean is that I want your clothing to make a statement.

More specifically, I want your attire to make a statement that is backed up by your personality, your actions, and the rest of you. If you're going to dress in a punk style, you'd better make sure you don't come across in conversation like a dull, shy bookworm, for example.

Whether you like it or not, how you present yourself makes an implied promise to others. If you look like a rocker, women will expect that you know how to party. If you dress more formally while sticking to the newest fashions, women are going to assume you're the kind of guy who's accomplished, has his stuff together, and knows how to treat a woman.

Make sure that the way you're dressing is consistent from head to toe, but also make sure that you're fitting your personality with the way you present yourself. That way, you can save her some disappointment later and make sure you aren't being passed over because you're presenting the wrong image, too.

Are Your Clothes Comfortable and Clean?

Earlier in this chapter, I was talking about how no matter what personal style you enjoy, one universal thing that women want to see is that your appearance and clothing are clean. That's non-negotiable.

Well, that's not the only important thing to consider. Another thing to look at is the fit of your clothes. Simply put, you need to wear clothes that fit. Except for in a few rare cases, too baggy and too tight are no good when it comes to attracting the ladies.

Up until a few years ago, some specific styles seemed to be exempt from this general guideline. Hip hop styles were based around baggier pants and shirts, for example. Meanwhile, anyone who remembers the last few decades knows that there have been times when rock and roll styles were centered around tighter clothing, especially when it came to pants.





However, things are changing, and these days most women aren't going to want to see you wearing huge pants, 5XL white t-shirts, or skinny jeans. If you feel strongly about these specific types of styles, I can't stop you from wearing them. What I can tell you is that you're going to make it so you only appeal to a very specific niche of women, however.

You can embrace the style you're into without going with excessively baggy or tight clothing. Furthermore, one of the issues with baggy clothing is that guys and girls alike tend to wear baggier clothes to hide their bodies. Often this is because they're carrying a little extra weight and want to conceal it. The problem is that the baggier your clothes are, the bigger you look. You actually make yourself look fatter than you may be with big, oversized clothes that billow out unnaturally. Skinnier people just look strange in baggy clothes, like they're children trying on their dad's jeans or shirt for fun.

Maybe you like to wear tighter stuff to show off the body you've been working so hard for in the gym. However, I'd urge against this, too.

Look, if you're that jacked, you don't have to wear a t-shirt where the sleeves are practically cutting off circulation to your arms to show it off. Leave the compression shirts on the football field where they belong and get some clothes that fit not loosely, but comfortably. Leave some of your physique to her imagination so she has the chance to fantasize about what's under your clothes.

And finally, I can't emphasize enough that your clothing, your body, your hair, *everything* about you needs to be clean. There's really not much you can do to compensate for being dirty or smelly. Don't put yourself in that position.



# DO YOUR HOMEWORK



Earlier we talked about putting in the effort to ensure that you're always ready to impress the opposite sex with your physical appearance.

Now, when many guys think about "effort", we think about things that are literally physically difficult. Hey, I get it. To us, "effort" means going to the gym, working all day to pay the bills, or helping a friend (who probably lives on the 6<sup>th</sup> floor of an apartment with no elevator) move yet again. That's how us guys are.

In this context, though, I'm referring to mental effort.

The effort you need to put in when it comes to looking the part and attracting women with your appearance has to do mostly with doing your homework. By doing your homework, I mean doing a

little research (yes, *research*) from time to time into different styles, including those you may not even be interested in.

See, as I said before, we want to stay true to ourselves when we get dressed, but sometimes you can find elements of a different style that really fit in well with your own person style and add a cool quality to your look.

Keeping an open mind is important. Then again, so is following what's going on and not letting yourself get lazy when it comes to your appearance. This chapter is going to help you do both of those things.

By the end of this chapter, you're going to be equipped to develop your own style while keeping up with what's cool today and avoiding some of the mistakes that take other guys out

of the game before it has even started. Along the way, you just have to be willing to put forth a bit of effort. The results will certainly follow.

## Keep Up On Trends

Along with taking some risks and experimenting with your clothing, it's also important for you to follow style trends so you know what's popular and what's falling out of style at any given time.

Now, you don't have to be a slave to whatever trend is cool right now. By now, you should know that I don't advocate that kind of thinking, as I think it's better for you to be an individual. What I want from you is just to be *aware* of style trends.

At the same time, notice what other guys are wearing. Take note of what you see and make a mental note when it's something that might look good on you. This doesn't mean you have to outright copy someone else's style, but you can find inspiration at times in what other guys are doing.

Now, one of my close friends, The Negotiator, was a guy that would get frequent compliments on how he'd dress. The thing was, he often got these compliments from women (and men) who obviously spent a lot more money than he did on clothing.

That's because he often wore retro or vintage-style clothes. Hell, a good amount of his clothing was bought from second-hand stores! However, everything he bought was in good shape, had style, and most importantly, fit his personality.

Like himself, his clothing was usually a little adventurous, creative, and funky. Because he was being true to himself and had the personality to back it up, he gave off a vibe to women that spending time with him would lead to unpredictable fun. They couldn't resist.

Still, it's not as if I could have just copied his style and had the same success. His style wouldn't work for me. It likely wouldn't work for you, either. But it worked for him, and that's what you need to find- your own personal style that works for you and not necessarily every other guy out there.





I don't want you to immediately disqualify a bunch of options because you just can't imagine yourself in a certain type of clothing, though. I'm a fan of experimentation, and I think you should try as much stuff on for size as possible. You may be surprised at what feels natural and attractive to you and what doesn't.

Many guys have found the perfect style for themselves with a little experimentation, but countless more men have likely missed out on finding the right look because they immediately saw something and thought, "Nah, that's not me." I always wanted to say to those guys, "That's not 'you'? Well, are 'you' taking home several hot girls a week? Because if not, it may be time

to step out of your comfort zone."

If you want to stay updated on men's fashion without putting in a ton of time and effort, magazines like GQ, Esquire, Vanity Fair, and even Men's Health can be of help. Find a magazine that fits your sense of style and the clothing within will likely fit your particular flavor, too.

Remember that you don't need to emulate specific brands, but instead try to get an idea of the styles that men are wearing so that you can recreate the spirit of the style you like with your own affordably priced clothes. I'm sure you can find stores at your local mall that carry clothes with the same style for a much cheaper price tag.

Remember, when you look good, you feel good, and when you feel good, you're confident. Not only are women drawn to confidence like nothing else, but when you're feeling confident, you'll be able to communicate with women more naturally and implement your strategy without any reservations. In short, the more confident you are, the more hot women will find their way into your bed.



## Don't Bank on Brands



This seems like a good time to remind you that as a true mack, you never rely on the power of a brand name to buoy your game with the ladies.

You're not a follower. Women aren't attracted to followers. Picking clothes out just because of the brand name is a weak act and tells women that you don't have individuality and instead would rather look like every other guy walking down the street or hanging out at the bar.

That doesn't mean you have to look outlandish or "peacock", as some say, to attract attention. What it *does* mean is that you will never buy clothing just because of the brand name or endlessly flaunt brand names like some sort of label whore to get attention from women.

Remember, any woman who is going to overlook your lack of individuality just because you're wearing expensive brands is probably not the kind of girl you want to end up hooked up with. Girls like that tend to want very little to do with the bedroom and far too much to do with your wallet.

It makes sense, in a way. If you dress like a superficial person, you're going to attract superficial women. Look for a little more substance in your clothing choices than just finding the popular or expensive brand name and slapping it on your body before you go out.

Hey, if you like a particular brand, I'm not going to tell you not to wear it. What I will tell you is not to dress head to toe in one particular brand as if they're sponsoring you or you're driving in Nascar or something. Last I checked, Nike's not paying you anything, so you don't need to have their logo on square inch of your body.

If you really like J.Crew (or whatever), go ahead and rock it. But don't put it on just because of the brand name. Wear what you dig and don't bother with anything else. And always keep in mind that there are affordable alternatives to just about every expensive style that's trending at any given time.

# FIT THE OCCASION



Most of you already know that macks come in all different varieties.

White, black, every nationality, size, shape, economic background, you name it. Anybody with the right skills and attitude can have success with the ladies.

However, while we macks may differ when it comes to things like choice of music, personal style, or even our approach with women, there are some things that we all have in common. Confidence is one quality that quickly comes to mind.

Another one of the qualities that you'll find in every kind of mack is that we're all versatile and flexible.

What I mean by that is that macks adapt. And when I say that we adapt, I mean it in every sense of the word.

When you introduce yourself to a hot girl and your usual approach isn't working like it may with other girls, you adapt.

When you're talking to a girl at the bar and her friends all return from the dance floor and come into your conversation, you adapt.

When you realize that a woman has started to put you in the friend zone, you adapt.

Aside from confidence, perhaps the biggest key to being successful with women is being able to adapt. It's a skill that can't really be learned from a book or taught to you. You have to practice it until it's natural. Now, you can learn all of the individual skills, strategies, and techniques

from books like this one, but to be able to know when to switch things up to fit the situation? That takes experience and discretion.

The same is true when it comes to adapting your appearance for specific situations. Only a moron would dress the same way every day, regardless of whether he was going on a job interview, jogging around the neighborhood, or watching football on the couch with some buddies.

You already know on some level that you need to adapt not only your behavior, but also your appearance for certain situations. Well, I want you to keep that frame of mind as we talk about adapting your appearance in ways that will attract women in a variety of situations.

## Knowing When to Dress Down



This next point is an important one, but I have to be somewhat careful with it, as it's easily misunderstood.

I don't want you to ever be far and away the best-dressed or most casually dressed person in a room. In other words, in terms of how formal your clothing is, I want you to always be right there in the middle range when it comes to all the other guys in attendance for an event or gathering.

When I tell a lot of guys this, they mistakenly believe that I want them to blend in. Don't get confused. I'm not telling you to mute your style or dress like everyone else. I'm only talking about the formality of your clothing, not the style of it. You don't want to be the one guy in a tux at a dinner party, and you don't want to be the only guy wearing jeans, either.

Knowing when to dress down for an event is important for a few reasons. For one, most of you already know when you need to dress up. That part is usually obvious. What's often not obvious is when you should take it in the other direction and lay off the fancy clothes a bit.

Doing this is important, because if you're dressed up too much for the occasion, it can make you look uptight instead of making you look stylish, like you're probably hoping.

I think a good rule of thumb is to always dress a slight notch below what the occasion calls for unless it is an extremely formal one. This can be a subtle thing, such as skipping the tie with a dress shirt or unbuttoning the top button or two. What you're hoping to convey here is that

you're fun and spontaneous. In a crowd full of dressed up guys, these little differences can make you stand out and even look a little rebellious. Again, you're just going to avoid dressing down way too much and looking clueless or even trashy.

## Always Be Ready to Impress

I know way too many guys who only dress to impress when they're actually going out with the express purpose of meeting chicks. Then, when they go to the store, the gym, or the sports bar to check out the game, they just wear whatever is convenient or comfortable.

The problem is that these guys do well with women when they're going out specifically to meet them, but they don't capitalize on those unexpected opportunities that come about in everyday life the way that they probably could.

I was in the same boat years ago, as I would always make sure to be dressed well for special events or to go out, but I would dress sloppily when I'd go to the store to get some milk or bread. Then, I'd invariably see a hot woman in front of me in the checkout lane and realize that because of how I was dressed, I was already at a disadvantage if I decided to try to hit on her. It didn't take me long to see the error in my ways.

Let's look at the gym, for example. Many guys go to the gym in whatever ripped up t-shirt or old gym shorts they can find. Their gym shoes might be old and ratty, or they may even smell like B.O. when they go. After all, why take a shower when you're going to sweat at the gym, right? And why dress nicely when you're just going to get your workout in?



Think about it, though. What kind of women do you regularly see at the gym? Hot girls who are working hard to stay in shape. What could be better than meeting an attractive woman with a killer body who you know is down to stay in shape for years to come?

The bottom line is that the gym is actually an awesome place to meet women, and many guys are missing out on tons of opportunities because they aren't looking at the big picture.

I'm not telling you to dress up in a button-down shirt and dress pants to hit the weights. What I'm saying is to make sure your gym wear is respectable looking and makes you look good. Trade in that ratty pair of shoes for a new pair. Get rid of that nasty old t-shirt from the high



school track team and buy some new workout clothes that look good but are comfortable enough for you to work out in.



The same applies for just about any social situation. Don't go to the grocery store in sweatpants when it would only take two seconds to throw on some nice jeans. Think about it in terms of whether you'd be comfortable hitting on an attractive girl in what you're wearing. If the answer is no, change your clothes. And again, it's all about context. You don't have to look dressed up to go get some eggs or buy laundry detergent, but at least avoid looking like a slob who doesn't care about the impression he gives to others.

Here's a good way of looking at why dressing to impress at all times is vital. If you only think about what you're wearing and how you look when you go out specifically to meet women at the bar or the club, you're going to be drastically limiting your available pool of women.

After all, there are a fair number of women who just don't go out and experience the nightlife. Maybe it's just not their thing, or maybe they frequent different places than you do, but if you only try to meet girls at bars or clubs, you'll be missing out on many, many beautiful women.

Furthermore, in some ways it's actually easier to pick up women in unconventional situations and casual social settings than in a bar or at a club.

Let me explain. The first thing to take into account is that many women go out in groups. When you meet a woman at a bar, she's likely to be surrounded by several friends. Some of them may end up being jealous, some may end up just wanting to sabotage your efforts for no good reason at all. Women are frustrating like that. How many women go to the grocery store or the gym in a huge group, though?

See, by meeting a girl at the book store or local park while walking your dog, you'll avoid a lot of the complications that come from trying to hook up with a woman while also dealing with her friends.

Also, when many women go out at night, they immediately put their guards up. They absolutely *know* that many guys consider bars and nightclubs as meat markets, and they're instantly skeptical of your intentions when you approach them. So a lot of the time, you end up trying to attract her while avoiding the impression that you're trying to take her home even though *you both know* that's exactly what you want to do!

When you meet a girl in the produce aisle, she's not thinking about whether you're buying her a drink so you can take advantage of her or whether you're just another player trying to hump and dump her. It's a casual setting where her guard will be down and you won't have to deal with all of the complications (such as loud background noise) and competition that come from hitting on her at the bar.

So there you have it, guys. Make sure that no matter where you go and what you do, you're ready to capitalize on the opportunities that present themselves. In short, be ready for anything by dressing to impress in every situation and setting.

## SIMPLE STYLE TIPS



When it comes to style, I don't believe in sitting here and telling you how to dress, look, and act. I don't think that giving you step-by-step directions is going to help you. After all, you're an individual just like I am.

However, there are some tips and guidelines that can be applied universally when it comes to impressing women. No matter what your style is or what you like to wear, there are some things that you're going to want to keep in mind, because they *always* apply.

Furthermore, there are some other really good tips that can easily be tweaked or adjusted to fit your specific style and personality. For those, I'll make sure to continue telling you how you can change your interpretation so that you stay true to yourself while getting the benefit of the advice you're getting.

In this chapter, we'll jump around a little bit and not only hit upon some things you're going to want to take advantage of when it comes to getting the look that women love, but also some other things that you're going to want to avoid at all costs.

## Know How Much is Too Much



If that phrase seems vague, it's supposed to be. Why? Because knowing "how much is too much" applies to nearly everything, even matters outside of style and fashion.

With everything in life, there's a sweet spot. There's a sweet spot to alcohol consumption, there's a sweet spot to flirting with a girl you just met, there's a sweet spot to how many hours per week you can work without going

nuts. Life is all about finding those sweet spots, and so is fashion.

It's really hard to teach others discretion when it comes to knowing how much of something is too much, but it's an important lesson nonetheless and can't be skipped. Therefore, when something really requires some serious judgment and it's safest to just avoid it altogether, I'll be honest and let you know.

One great example of that comes to mind right away, and the example is jewelry.

There was a time when men's jewelry was extremely cool, and whether you were into hip hop, rock and roll, or you were a rich guy who liked to dress up, jewelry was the thing you needed to complete your look and impress the ladies.

Those days are largely gone, however.

Now, women don't want to see a guy who has more jewelry on than she does. Things like earrings became so common in the last twenty years that at this point they're almost boring, and I'd actually not advise you to even pierce your ears if they aren't already pierced.

With cell phones in everyone's pockets, hardly anyone wears a watch anymore, either, and the ongoing trend towards more casual clothing in most situations means that you're more likely to look stupid wearing that fancy gold watch than stylish.

As far as necklaces go, when was the last time you saw a guy wearing an expensive necklace? Wearing a necklace over your shirt went out in the 80s, and even the hip hop trend of oversized necklaces and medallions from a decade or two ago has passed.

What I'm telling you here is that unless you're extremely attached to a piece of jewelry that you wear regularly, it's best to just leave it all at home.

Remember what I said earlier about being a label whore and trying to impress women with expensive clothes and designer brands? The same applies to excessive jewelry. When you wear expensive jewelry just to impress people with your apparent wealth, women see through it. They know what you're doing, and only those who are interested in your money are going to be impressed.

Jewelry has an effect where it just makes you look like you're trying too hard. And if anything's not cool when it comes to hitting on hot girls, it's looking like you're trying too hard. Yes, rappers, rock stars, and athletes get away with it. But hey, they get away with a lot of things. Sadly, it doesn't mean that the rest of us can.



Another thing to tone down if you're a guy who's in good shape is the excessively tight-fitting clothing. Like I said earlier in the book, if you're that built, everyone's going to notice. You don't have to wear a shirt that will have to be cut off of you at the end of the night to show off your 20-inch arms. Leave a little something to the imagination and avoid looking like a "Jersey Shore" reject by wearing something that fits properly, not something that looks like a second layer of skin.

Finally, in most cases you're going to want to turn down the volume on your clothing and avoid ridiculously bright colors. And if you're out of college, you shouldn't be going anywhere but to the gym or maybe Wal-Mart with a graphic tee. You don't need a clever saying on your t-shirt or bright colors that look like you belong under a black light to attract attention to the opposite sex. Stick with more muted styles and a bit more mature attire. They'll still notice you, and this time it'll be for the right reasons.



## Pay Attention to Shoes

As was mentioned earlier in the book, women are big fans of shoes. Most guys know that already, but what they don't realize is that they don't just look at shoes when they're shopping for themselves. They check out *your* shoes, too.



That's right- if you throw on some ratty old sneakers along with a nice pair of jeans to go out, she's going to spy those nasty shoes as you're walking up to introduce yourself every single time.

So yes, there are areas where you can save a little money while doing your best to look good. However, shoes are not one of those areas. Cheap shoes will not only be uncomfortable to wear,

but they'll also wear out faster, making them look like crap. Furthermore, if they wear out and you have to replace them twice as fast, why not shell out a little more for shoes that will last twice as long? Are you really saving any money by buying cheap shoes?

Your shoes should also not only match your outfit, but also the occasion. Wearing dress shoes to a casual event is unnecessary and is going to make her scratch her head more than it's going to make her admire your taste in footwear.

When you do wear dress shoes, invest in some dark socks, too. No woman wants to see white athletic socks peeking out from your dress pants. It's just going to look like your mother bought your shoes and you still don't have the sense to pair them with some actual dress socks. Not a good impression to make.

And for the love of all things holy, don't wear socks with sandals. You might as well wear a sign saying "Don't go home with me, please" if you're going to do that. While we're at it, leave the Crocs to the kids, as they're the only people who should be wearing them at this point.

If any of this seems harsh, just remember that even if I didn't say these things to you, it wouldn't stop women from thinking them. If you want to improve your performance with the ladies and ensure that you're making a good impression on them with your look, you need this kind of honesty.

## Careful with the Caps



This one is going to be unpopular, too, but you're going to have to ditch your favorite baseball caps. At least, most of the time you'll have to.

See, guys wear baseball caps for a million different reasons. For some guys, it's almost a security blanket. They're used to it, after all. For others, it's to hide a receding hairline or even a terrible haircut. Some guys are just lazy and don't want to comb their hair. Others yet may simply like how they look while wearing them.

The heartbreaking news here, though, is that most women aren't into them. At least, not on adult men who are at a party, nightclub, or other decidedly adult event. Hey, it doesn't matter what I think of your cap- if she doesn't like it, are you going to ignore that and stubbornly wear it anyway?

Look, if you're wearing a cap to conceal some premature balding, rest assured it isn't going to work. In fact, if you're wearing one in a situation where it's ill-advised to do so (such as a more formal gathering or dinner at a restaurant), she's going to *assume* that you're covering up something, whether you are or aren't. Also, when the hat finally does come off (and it will), she's going to focus even more on your bald spot, receding hairline, or whatever else you're trying to hide. After all, you've piqued her interest with your stubborn refusal to take off the damn cap.

There are a few occasions where wearing a cap is totally fine, no matter what your age is. One is at an actual sporting event. Sure, wear your baseball hat to the baseball game. When in Rome, right?

Another is if you're doing something casual, like going to the grocery store or getting some errands done. You may run into attractive women in these situations, and they're not going to assume you never fully grew up because you decided to stop at the gas station with a baseball cap on.

But most of the time, like if you're going out, you want to avoid wearing one. This is true even if the bar or nightclub you're going to isn't particularly nice. If your style is 100% hip hop and wearing hats works for you, you can keep on going with it. You'll be limiting your possible pool of women, but if you're already doing well enough as it is and the style is what you're into, who am I to tell you to stop?

For the rest of us, though, we should be leaving the baseball caps at home almost all of the

## GROOMING & BODY TIPS



When it comes to grooming, you probably already know most of what you need to know. First of all, showering is extremely important, which I shouldn't have to tell you. However, it's not *just* showering that matters. It's also what you use in the shower.

A good quality shampoo that leaves your hair looking, feeling, and smelling good is well worth the few extra dollars, as is a body wash that smells nice. You can also invest in facial soap that will exfoliate your skin (I know, not very manly, but the results are undeniable), clear up your pores, and keep your face looking young.

Start using lotion to keep your skin from getting dry, and get a lotion with a slight SPF value if you're in a sunnier area or the warmer months have arrived. Excess sunlight without protection will prematurely age your skin and give it wrinkles and other blemishes that you

really don't want, after all.

All of this may sound a little "metro" to you, but you have to ask yourself, "Is it worth a few extra minutes every day and a few extra dollars every week to look better and attract more women?" I think we all know the answer.

Some aspects of grooming are open to interpretation. One of those aspects is shaving.

Now, many men are going to look best clean-shaven. Many women prefer it, not many will be turned off by it, and it can make your face look years younger. However, depending on your facial shape and how your facial hair grows, you may be able to pull off anything from the popular “5 o’clock shadow” look to a full beard or a goatee.



One thing I want you to ask yourself is whether you’re growing a beard or goatee to *hide* your face or because it honestly looks good. I’ve known a lot of guys who put on some pounds after high school or college and added a beard to give their face more definition as a result. Don’t do that. The only reason to have a beard or any other type of facial hair is because it looks good, period. If you aren’t sure, ask your female friends. They’ll be glad to give you an honest opinion.

There are some looks you should always avoid, though. Don’t let your beard go “Duck Dynasty” length, for instance. Sure, you may see a guy with a huge, unkempt looking beard and a hot girlfriend from time to time, but I can assure you that guys like that are in the minority. Not many women want to contend with a huge beard, and they have an unmistakable aging effect.

One last thing- look into getting your eyebrows waxed or at least shaped if they don’t have a great natural shape to them. You can also get regular manicures and pedicures, because believe me, women notice your nails. At the very least, keep them short and clean on your own.

Brushing your teeth and flossing should be a given, but if your teeth have lost some luster over the years, go ahead and go to the dentist for some professional level whitening. It may cost you a few dollars, but it’ll be well worth it. You wouldn’t believe how many women list a great smile as one of their top turn-ons.



## How to Wear Your Hair

Your hair is extremely important. Let's face it, unless you're covering your hair with a baseball cap all the time (and if you are, go back a chapter and re-read about why you shouldn't be doing so), women are going to notice your hair. Like everything else that women are going to notice, you want to make a positive impression, not a negative one.

Fortunately, as long as your haircut has been done properly and you generally match your facial shape with a complementary hairstyle, you can get away with just about any type of hairstyle without turning women off. Of course, there are some exceptions, and we might as well cover those right away.

One definite thing to avoid is very long hair that's put in a ponytail. There may be about 3 women out of 100 that like that look, but everyone else is going to think you're a cornball. Even when ponytails for men were in, it wasn't an easy look to pull off.



Spiky hair can be okay, but these days most men are avoiding the look of many individual spikes for a thicker look. Traditionally spiky hair puts an emphasis on small clumps or strands of hair which are often greased like crazy with hair gel or mousse in order to stay put. Which brings us to the biggest "don't" of them all:

Avoid gelling the crap out of your hair.

Too much product doesn't look good, period. You can tell me all day long that you need a bunch of product in your hair to complete your look, but if your hair looks wet or greasy all day long, you're using too much.

You may think it looks cool, but what's more important- what you think or what hot women think? Exactly. See, women want to *touch* your hair, and they preferably want to do so without having to wash their sticky hands immediately after. If your hair has to be greasy and wet all day to maintain your style, it's time to change your style.

Now, extremely long hair may not be the best of ideas, but medium to slightly long hair that's in a slightly messy style is still very popular. With this, it's all about recognizing whether your hair is right for the look, though. Lighter colored hair sometimes doesn't look so good when it's in this type of style, especially if it's very thin.

Furthermore, while wavy hair can look cool with some length to it, super curly hair probably isn't the best to let grow to several inches in length. It may be good for novelty purposes, but most women won't see themselves with a guy that has hair like that.

One of the best hairstyles is and always will be anything that's short and neat looking. You can even go shorter and mess it up a bit, and best of all, you won't need a lot of product for it to stay put when it's shorter in length.

Even buzz cuts are great these days, although you may want to be careful if you have dominant features such as a larger nose, lips, ears, or chin. That's because without hair to balance out your face, everything else gets more attention. If you really go short with your hair, you'll want to make sure you have a good, round head shape.



Don't be afraid to ask your stylist what she thinks about how you should wear your hair. And yes, I said "she". Many men swear by barbers, but for me, it makes the most sense to have attractive young women like the ones I'm trying to pick up cut my hair. At the same time, you want someone who knows what she's doing.

Think about it: if you want to impress attractive, single women in their mid-20s (for example), why would you have a 50-year old man cut your hair? Why would you have a woman as old as your mom cut your hair? Younger women are generally going to think somewhat alike, and they're also going to have their finger on the pulse of the latest style trends so that they can help you make a good decision of what to do with your hair.

Hey, you may even hit it off and get her phone number!

## When to Manscape

Now, we come upon a controversial subject: manscaping.

That's right, guys. Should you trim your body hair, shave it altogether, or leave it alone? Is manscaping really that big of a deal, and what do women prefer?

Unless you are extremely attached to your body hair (and not just physically), I would urge you to do whatever is going to attract the greatest amount of women while not turning off any more than necessary. That's always a good measure of how you should conduct yourself and form your appearance, after all.

So in terms of body hair, most women aren't going to have a strong preference either way, with one exception: almost no women out there are going to honestly prefer a man with tons of body hair.

Therefore, if you're the kind of guy that has hair on *everything*- back, shoulders, chest, stomach, and not only that, but tons of it- you're going to want to do at least a little manscaping. I'm not going to say that you need to wax your hair like Steve Carrell's character in *The 40-year Old Virgin*, but you could easily take a trimmer through it so you're not wearing a sweater even when you're shirtless. The stuff on your shoulders and back? You'll want to shave it or wax it, preferably. Your chest hair can probably stick around, if you can control it.

See, while most women are more likely to be turned off by excessive body hair than moderate or no body hair, there are those women that really aren't into men without body hair at all. Or at least, that's what they say. I tend to disagree with the idea that any woman is going to kick you out of bed for not having body hair, though. Look at the male models that women are constantly raving about, or the actors in movies who are taking off their shirts and showing off their abs. How much body hair do those guys have?

Exactly.

If you're really worried about turning off either the pro-body hair or the anti-body hair women out there, just trim yours up and keep it looking nice. While you're at it, trim your pubic hair, too. Girls don't want to deal with a jungle down there any more than you do when you take a woman home.



## Improve Your Body



Many of the guys that you see who have no upper body hair whatsoever also have an amazing body to go with it. In fact, I wouldn't really recommend taking a razor to your chest hair or waxing it altogether unless you've got a pretty damned good physique. If you're the typical adult male who used to be in great shape in college but has now put on 20-30 pounds, going without body hair isn't going to do a lot for you.

So, speaking of being in great shape, should you be working out as part of your quest to improve your look so you can attract women? Absolutely.

The good news, however, is that I'm not going to tell you to buy \$1,000 worth of supplements and start grunting with huge dumbbells five days a week if you don't want to have that kind of physique. I'm not going to tell you to go run 30 miles a week if you don't want to be fit, but skinny, either. Instead, I'm going to remind you that to most women, it doesn't matter whether you've got a more muscular or simply a more fit look, as long as it's obvious that you're taking some kind of pride in your body.

One of the worst-kept secrets about women, after all, is that they can appreciate all kinds of body types. Unless you're at one of the two extremes where you're either rail-thin and look like you're starving or you're jacked like a Mr. Olympia winner with biceps bigger than her waist, you're not likely to turn most girls off with your physique...as long as you're in shape.

Women can appreciate skinny guys with great abs like you might see in a Calvin Klein ad, and they can appreciate muscular dudes like The Rock. They can appreciate someone like Channing Tatum who's somewhere in between, too.

That's why I'll largely tell you to do what you want. The important thing is that you at least do *something*.

If you want to stay trim and just lose the extra pounds, go for it. If you want to put on some muscle and add some size to your frame, that's cool, too. But again, do *something*. You may hate the idea of watching your diet a bit or being more active, but think about how you expect women's bodies to look. Do you think a woman with an amazing body is likely to put all that



time in at the gym and then go home with any random guy who has a gut and hasn't curled more than a beer bottle in the last five years? Perhaps, but it's not likely.

There are a lot of resources that you can find for free online to help you get in shape and tailor your body to the look you're after, and there are so many nuances to improving your body that it's impossible to cover everything here. However, I can give you some really good general tips as well as some things you should avoid so that you can get started on the right track.

### **1. Don't avoid the weight room.**



I don't care if you're not interested in adding size to your frame at all. You still need to lift weights.

The reason is that as you lose weight, if all you're doing is cardio, you'll lose fat without gaining much muscle. You may hit your goal weight, but you'll essentially be what I like to call a "skinny fat guy". That is, you won't have an obnoxious gut, but that little bit you do have in your arms, legs, or chest isn't going to be muscle. You'll lack tone. Furthermore,

lifting weights actually helps you burn calories, and the effect lasts for hours after your workout ends.

### **2. Gear your lifting to your goals.**

While you'll meet people who swear by all kinds of different workout routines, some things hold true no matter who you ask. One of them has to do with "rep ranges". Reps are basically how many repetitions you do of an exercise before you take a break. Every unbroken group of reps is called a set. You're generally going to do three to four sets of any exercise you do during your workout, and probably three to five exercises per body part for large muscle groups like your chest or two to four exercises for smaller body parts, like biceps.

What's going to vary is how many reps you do per set. If you're looking to just get stronger, no matter how you end up looking, you lift in the 4 to 6 rep range. If you want to get bigger but you don't care if you ever compete in a strongman competition, you go for 8 to 10 reps per set. And if you want to tone up without adding a lot of size, 12 to 20 reps is great.

Likewise, if you aren't worried about size, you can do circuit training where you hit each body part once or twice per workout, if you prefer. This gives you the advantage of not really having to take breaks in between sets, since you aren't lifting the same muscle group over and over. Keeping the pace up helps you burn more calories. If you're looking to add size, you're going to

need a couple of minutes between sets so you can keep the weights heavy without sacrificing form.

Speaking of which, no matter what you do, focus on good form. If you can't complete your sets without using horrible form, you need to drop the weight. Leave your ego at the door and focus on quality form and you'll get better results. You'll also avoid injuries, and that hot girl across the room won't be looking at you wondering what the hell you're doing while you're butchering your tricep pushdowns.

### **3. Don't buy into the myths.**

You're not going to "get huge" on accident. Believe me, it's hard to add a lot of muscle size. It won't happen unless you try.

Another myth you don't want to buy into is that of localized fat loss. Doing a ton of crunches isn't going to make you lose your belly fat faster. As you lose weight, it will come off in whatever order comes naturally to your body. It's frustrating, but it's the truth.



Don't believe it when people tell you that you *need* to try the latest exercise fads to get results. You can try crossfit, cycling, HIIT (high intensity interval training), yoga, boot camp classes, or mixed martial arts classes if you want. You should definitely try something outside of the box if regular workouts bore you to tears. However, there's no magic workout that's better than simple cardio and weights at the gym for building an aesthetically pleasing body. Just go with whatever is going to help keep you motivated. Activity is always better than no activity.

#### 4. Avoid fad diets.

Every month, there's a different diet being crammed down our throats. First, we had low fat diets. Then, we had low carb diets. Now, we've got all-juice diets, organic diets, vegan diets, or even "caveman" diets where you're supposed to, well, eat what a caveman would eat.

I'm going to tell you the same thing I said in the last topic: if it makes you happy and you enjoy it, go ahead. Otherwise, you're best to just observe moderation in your diet.



You don't have to eat a boring bodybuilder diet of egg whites, skinless chicken, and tuna all day to look good enough to impress women. You also don't have to cut carbs out completely or drink nasty juice concoctions all the time.

The secret to weight loss is as simple as this: expend more calories than you take in.

That's it. Now sure, you want your calories to come from healthy sources as much as possible, and if you're trying to build muscle, you'll want to get plenty of protein (as much as one gram per pound of lean body weight). But if you want a candy bar now and then and you've had a good day otherwise, go ahead and have it. Don't kill yourself over the guilt if you go out and have some beers, either.

What none of those crash diets or fad programs will tell you is this: no diet works if it's so extreme that you can't even get through a week of it. I'd rather see you eat foods you enjoy in moderation and make positive steps towards taking in less empty calories (junk food, soda, chips, etc.) than try to cut your favorite foods completely only to lose steam and quit altogether.

#### 5. Don't buy into overpriced supplements.

Finally, don't buy into the idea that there's a supplement out there that will magically give you a great physique. I don't care what they tell you, there is no product on the market right now that will suddenly erase your extra fat. There's no product that will suddenly give you bulging biceps.

Hell, even something like steroids (which I don't endorse, obviously) doesn't magically give you results. Bodybuilders use them because they allow them to recover faster, which means that they essentially exist to allow you to work *harder*.

What I'm saying is that if you want to improve your body, you need three things: exercise, good nutrition, and rest. Supplements are just that- an extra thing that can help a little here and there. If you're trying to put on serious muscle, get some quality protein powder, some cheap creatine, and maybe some fish oil for your joints. Most men should also take a multivitamin every day. That's it.

Don't let the crooked, multi-billion dollar supplement industry sell you a bunch of lies. Your money is better spent elsewhere (like on your clothes).

## Controlling Acne



While acne generally isn't as big of a problem for adult males as it is for teenagers, it's still a problem, nonetheless. If you've suffered from acne problems, it's likely that your self-confidence has taken at least somewhat of a hit from it. You've probably also heard every theory in existence about where your acne has come from.

Let's tackle that first. Your acne definitely does not come from fast food, eating chocolate, stress, or just not washing your face well enough. Instead, acne is more likely to come from hormones, irritation, oil-based skin care products, or even picking or squeezing your existing pimples.

You'll want to eliminate those factors as quickly as possible. If you're using a facial care product that seems to have brought upon some of your acne problems, cease using it immediately. See if your acne clears up through no extra effort of your own outside of your usual care routine. That should give you the answer you're looking for.

There are also clinical treatment methods that vary in price as well as effectiveness. Above all else, what you don't want to do is cover up your acne with excessive makeup (although that's more of a female technique, it's still worth mentioning as covering your pores only leads to more breakouts) or pick at and squeeze them in an attempt to make them go away a little bit sooner.



## Take Care of Your Skin and Body



Above all else, it's extremely important to take proper care of not only your skin, but your entire body. While you can do a lot to dress up your body, style your hair, and make other efforts to add a little window dressing to what you have to offer, the true offering to the opposite sex will always be your body.

Remember, if you're successful, she's going to be seeing all of you, anyway. You might as well be ready for that so that you can have the same confidence when you hit the bedroom that you had when you first approached her while wearing your most stylish outfit.

Furthermore, aside from mere attractiveness alone, you can't forget that when you clearly take good care of your body, skin, hair, or teeth, you're sending a message to all women that you're responsible and care about how you look. Guess what? Women who look good and put effort into their appearance want a guy who does the same. That's where everything you've learned in this book comes in.

## Conclusion

By this point, we've covered every possible facet of your appearance while providing ways that you can make yourself more attractive to amazing women while retaining everything that makes you unique.

We've talked about your hair, grooming habits, clothing, shoes, and even your physique.

The thing that all of these areas have in common is that they're all going to require some effort out of you if you want to make the most of the things you've learned.

*Knowing* all of the right moves doesn't make a difference if you don't *make* the right moves. You've got the tools now to make yourself more attractive to women than ever, but it's your job to implement them and work hard to give yourself the edge that you need.

Think about it: how many guys out there still don't get it?

How many are going to go out tonight wearing whatever t-shirt happens to be clean along with a pair of jeans they bought ten years ago?

How many of them don't know how to groom themselves to get that distinct advantage that you're going to have with the techniques you've learned in this book?

How many of them think that getting ready to go out means throwing a pound of gel in their hair and squeezing into an Ed Hardy shirt?

You've got a huge advantage on the competition now. Best of all, you've got information that isn't going to make you a clone or carbon copy of every other guy out there. Instead, you've got information that you can tailor to fit your unique personality, style, and goals.

The rest comes down to pure effort. Keep up with trends, update your style from time to time, incorporate new things that you like into your look, and keep yourself looking your best. Adapt your look to the situation you're in and always be ready to impress.

The ladies won't stand a chance.



# EXTRA RESOURCES

## FEMALE MIND CONTROL

The world's top pickup artists agree:

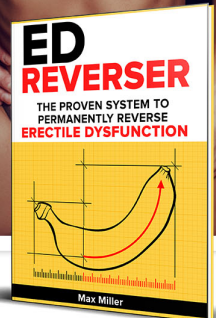
this is the ultimate "stealth method" for seducing women and getting laid! [Click here](#) to learn the secrets of "Female Mind Control," and make any woman psychologically & sexually **ADDICTED TO YOU.**



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## ED REVERSER

[Click here](#) to watch this short presentation, and discover the ancient, all-natural secret that gives you bulging, **ROCK HARD ERECTIONS** on command!



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## PE SUPERSIZER

[Click here](#) and learn one weird trick that naturally adds extra inches AND girth to your penis. Now you can get the **SIZE** that women crave - without pumps, injections or surgery!

These penis enlargement secrets are easy and 100% all-natural.



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## MONEY SHOT MAXIMIZER

Want to shoot massive "money shots" from now on?

[Click here](#) to discover how to shoot huge, thick loads that will **AMAZE** women!

(It's the secret used by top porn stars...)



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