“Humans are attracted to each other’s rough edges.” – Robert Glover
“The less you talk about your shame, the more of it you have.” – Brené Brown
“What you resist will persist” – Carl Jung

Attraction
- Females are attracted to men both physically and psychologically.
  - Physically: through a desire to be desired, demonstrated by the male.
  - Psychologically: through social status, demonstrated by perception and behavior.
- Three tenets of being an attractive man: treat others well, be treated well by others, treat yourself well.

True Confidence
- How attractive a man is, is proportional to his confidence.
- Build confidence by continually investing more in oneself.

Vulnerability
- Three forms: emotional; physical; social.
- The only way out is through.
- Vulnerability has to be a gift, given with no conditions or expectations.

Polarization
- Everything that is attractive is polarizing.
- Three women: receptive; neutral; unreceptive.
- Three responses: escalate; polarize; move on.

Rejection
- The first step to overcoming rejection is to accept you’re going to get rejected.
- It’s usually not about you.

Demographics
- You attract what you are.
- Expand your identity and passions; expand, pursue, and become a leader in your interests.
- Assume attraction; assume women don’t play games.

Defense Mechanisms
- Blame game, apathy & avoidance, intellectualizing.

Anxiety
- Feeling fear and acting despite of it builds courage.
- Always err on the side of aggression.
- What’s important is your competence at whatever you’re doing.
- Women are secretly rooting for you.
- Attack anxieties through incremental, consistent exposure; not a single, extreme exposure.

Intentions
- Women communicate more in feelings and specifically, through intentions.
- When in doubt, check your intentions.
- Become aware of your own emotions, motivations and life story, share first, then go one level deeper.

Polarization
- The more polarizing you are, the more attractive you are.

When you change your beliefs and mindsets, the behavior follows.
No matter how horrible something is, ask yourself, “What if it was a gift?”