

## Date Younger With Dignity

### **Magnetic Attraction Skills Action Workbook**

Welcome to your Date Younger Women Skills Mastery resource book.

Many men want to date younger women but so many men do it WRONG.

They do it from a place of neediness, of grabbiness, of getting.

To succeed, you want to reverse the energy of need.

Your younger woman wants to look up to you, admire you, and be proud of the man you have become. I will show you how to do this by making her be more of the aggressor: she will want you in her life more than you want her in yours.

You want to be able to demonstrate that you are that admirable man because you have been through the grinder of life and you have learned valuable lessons.

You have learned about how to be a man, how to treat a woman and how to carry yourself with a clear level of dignity, personal power and integrity, hard-nosed experience and confidence.

If you fail to demonstrate and embody these qualities – and come off like a needy boy - it is likely she will not find you attractive, and will move on.

After all – it is your very greater life experience itself, which makes you more attractive to her than the guys her age.

So in this Skills Mastery Resource, I am going to help you make sure you are conveying the right amount of personal power to get her intrigued at the start, and to keep her intrigued and coming back for more.

There are 6 fundamental areas of your life that you want to hone, both in your own mind and in your articulation and conveyance to her.

These areas are like “nuclear reactors” of attraction, radiating energy out. They are...

Part I: How To Strengthen your Inner **Voice** For Power and Unshakable Confidence

Part II: How To Structure Your **Social and Dating Life** For Leverage and Leadership

Part III: How To Refine Your “**Approach**” and “**Attraction**” **Skills** for  
Masculine Magnetism

- a. Online Approach
- b. Offline Approach
- c. Further Notes on Approaching Younger Women

Part IV: How To Improve Your **Sexual Depth** To Unleash Her Pleasure  
and Yours

Part V: How To Hone Your Body For **Vitality**, Stamina, Muscle and  
Sexual Appeal

Part VI: How To Deepen Your **Understanding** of Women’s Secret and  
Erotic Hearts

You can read through this program, beginning to end, or you can just keep it  
handy and pick it up for inspiration when you need ideas in any of these 6 areas.

If you want to add any ideas yourself so we can share them with the rest of this  
community – please send them to me at [adam@adamgilad.com](mailto:adam@adamgilad.com)

As Always, To Your Best Life,

Adam

**Part I:**  
**Strengthen your Inner Voice For**  
**Power and Unshakable Confidence**

**Take Action #1: GET RID OF WHATS UNTRUE**

Before we start – you must clear away everything that is untrue.

If you are dating over 30 or over 40, you might be carrying some of these following beliefs...

- I'm over the hill. I've lost my chance of winning over the woman of my dreams.
- I've got too much baggage, so I am at a disadvantage.
- Women who would be interested in me just want a guy to cling to for security.
- Women are bitter at my age.
- My dating pool is shrinking by the minute.
- Younger women would never be interested in me because I'm not the man I used to be because... my hair is thinning, my body ain't buff any more, my career isn't shaping up to be what I thought, I feel malaise in my life.
- I've never been great with women, so I won't be now.

Bullshit.

Over the course of this program, I am going to help you drop all these beliefs. Because...they are just beliefs.

They are not truth.

They are beliefs that live in your head – not hers.

However, if you keep them in your head, ***they will transfer into hers.***

How does that work? Let me give you a recent real life example.

Recently, I had a stunning young Euro girlfriend who had my complete devotion – until she whittled it away with jealousy and accusations.

Facebook pings from women friends became cause for interrogations. Discussions with women colleagues at conferences (even if they towered over me and were married!) became cause to her for doubting my care for her.

Week after week, her fear that I – like her only other serious adult boyfriend – would leave her – “as of course all men do” (her self-destructive belief) –

eventually led to my leaving her.

If you carry negative ideas about yourself or about what is possible in an intimate relationship – you will end up creating those things in reality.

From your mind, reality is created.

Get this now and never forget it: your thoughts and beliefs about yourself and about women are like tiny Dr. Frankenstein's – and bungled relationships will be your constant, ever-born monsters.

If you are afraid she will leave you – she probably will.

If you carry and convey fears that you are too old for her – she'll come to believe it, too – even if it never crossed her mind before.

So, the first thing you **MUST** do is get brutally honest with your mind – and confront every thought that pops up in your head.

Your first task is to re-frame your dating and intimate life right now.

So you don't make yourself suffer, you don't spend unwanted nights alone – and you find and keep whatever kind of intimacy it is you **MOST** desire.

Let's do that...

## **Take Action #2: Create Your Own Reality – Moment by moment**

### *You Are In Your Prime Attraction Years*

Over 35 and over 40, you are entering your Age of Mastery.

The doubts you had as a young man will fall away one by one.

You can take care of this swiftly because you are doing your inner and outer work -- as by ripping deeply into the entire program.

Or you can drift along in life and it'll happen slowly because life will show you *eventually* that all that ego-worry is for naught. No one cares about your image, your problems, your challenges. People are busy with their own lives to worry about your internal world.

The only thing that matters in your life to them *is the reality you create* -- not the opinions of others. The gift of hitting 40 is that you will start wondering why you cared so much about what other people thought - and you will finally be more

yourself.

Your job here as you are reading this, and throughout the day, is to consciously **shape the self** you are becoming; to be as powerful, purposeful and attractive as humanly possible.

I call this “living the choice life” – life by choice, not life by habit or predetermination. Every day, every second – you actually have the choice to be the man you choose to be, regardless of the past.

Here’s the way it shakes out...

As a young man, you probably were (rightfully) intimidated by the wisdom and decisiveness of older guys. They have been in battle. They know things by now.

And that battle-testedness is MASSIVELY ATTRACTIVE TO WOMEN. They yearn for men to trust, whose opinions are tempered by experience, who are driven by good judgment- not by egoic chaos and showy, adolescent self-regard. There is a great quote that I want you to remember with humor and self-forgiveness:

*“Good judgment comes from experience, and a lot of that comes from bad judgment.”*

- Will Rogers

By now, you have made some bad mistakes (I hope. If you haven’t, you’ve been too timid!) If you are anything like me, you probably are ashamed of some of the things you’ve done, some of the people you’ve hurt.

I have broken up with angels with neither compassion nor self-understanding. I have tried to make women feel wrong when the truth was, we just weren’t suited, or we simply didn’t want the same kind of relationship. I have dressed my ego in barbed armor rather than just admitting I had been petty. I’ve been ashamed to admit that I wasn’t in my integrity.

In business, I’ve trusted un-trustable people. I’ve lost tens of thousands of dollars because I gave away too much power.

Can you think of a mistake? I’ve made it.

Ok.

So you and I have made mistakes.

We will make more.

The planets turn. The sun rises and sets.

Welcome to Life.

The difference between you and a 25 year- old guy is that you have a sharper eye by now. You know the pitfalls. You know the false detours. You have wisdom.

So, do not try to convey an image of yourself as immaculate. Admit your past mistakes and make sure she feels how solid you are now in the wisdom of your experience.

Your honesty about your past mistakes, your vulnerability, makes you trustable in her eyes.

It's the insecure older men who try to pose as "perfect" that come off as creepy and un-trustable.

### **Take Action #3: Let Go Of the Past Now**

The important thing (besides not repeating the same dumb mistakes) to grasp and carry into this new, powerful stage of our lives is this truth: that, by our mistakes, we have grown in wisdom, in self-understanding.

-And that we are wise enough to let the past go.

As part of the bonus to this program, author Carlos Xuma talks about "scraping the barnacles" of the past – the junk that's built up and slows down your ship forward.

I couldn't agree with him more. And I want to share a story that you will never forget and that will help you leave the past behind. It's from the Zen Tradition.

Feel free to tell it your women. They will get it.

#### The Monk and The Sack of Shit

*There was a brash young monk who wanted complete enlightenment. So he knocks on the door of a monastery and demanded to be allowed to meditate there. They allowed him in, and noticed that he carried a bag of animal shit. He sat for meditation, and after a short while, declared, "I can't find enlightenment here! This place smells like shit!" So he stormed out and found the next monastery and knocked on the door...*

*And so it went, week after week, monastery after monastery. The knock, the request, the sitting, the stinking. Wherever he went, he blamed the place for his inability to find enlightenment.*

*When the truth was, he was stinking each place up with the sack of shit he brought in with him.*

Guess what?

Your self-doubt, your self-shame for past mistakes (um, remember, they are in the *past*), any and all ideas of self-limitation that you carry- whether put in your head by your father, your ex or yourself – it's just your sack of shit.

And you will continue to stink up the place anywhere you go.

That means when you approach a woman, be free of the past. It means as you connect with her, be free of the past. It means as you go deeper into intimacy, release the past.

It's up to you to leave that sack of shit behind.

Resource: I recommend **The Sedona Method** as a way to help clear out old negative mind patterns and self-blame. It's a workshop, it's a book, but I recommend the workshop if you really want to shake the past. Check out [www.Sedona.com](http://www.Sedona.com) -- there is good information, videos etc. right there on their site.

The Sedona Method uses a system that is very similar to everything I teach – which is to gain objectivity and perspective on every aspect of your mind and body, so you can see it clearly. It is a path to **choosing** your emotions instead of having your emotions choose you. It's about empowerment. It's about becoming, and I hit this term over and over again, “King” of your emotional realm.

In short, it goes like this:

- Step 1: Feel your pain around a certain issue with full force. Add every color, memory, association that you can. Feel it!
- Step 2: Ask yourself – is it POSSIBLE to release those feelings?
- Step 3: If yes, ask yourself when can you release those feelings?
- Step 4: If you decide on a time, then ask yourself – can I release them now?

What this process does is help you DETACH your ability to choose from your being trapped in an emotional spiral. Once you detach a little and give yourself permission and see that sure, it's possible to release old memories, feelings and

regrets, you can just do it!

An ex girlfriend of mine, who was the spiritual advisor to the Pussycat Dolls, taught me an additional method which I think is useful to add..

Once you have decided that it's possible to release negative beliefs or memories, and you decide you can do it now ... imagine it as a balloon in your hand and open your hand and watch that balloon of bad memories/beliefs just drift up, away and disappear.

If you VISUALIZE this and do it over and over again, every time you feel negativity or limiting beliefs coming on, you will find that those thoughts no longer have power over you.

However – if you find yourself resisting releasing old negative feelings... and you have trouble deriving the necessary wisdom to press on into the future, check out The Sedona Method. It works!

[Another resource – if you want to de-stress about the beliefs you are clinging to, check out Byron Katie's book, Loving What Is. It's deceptively simple – and your ability to maturely detach from the belief systems that don't serve you will be a turn-on and a beacon to your younger girlfriend.

In essence, she has you ask four questions and the turnaround, which allows you to experience the opposite of what you believe. The four questions asked of a stressful thought are: 1) Is it true?, 2) Can you absolutely know that it's true?, 3) How do you react, what happens when you believe that thought?, and 4) Who would you be without that thought?

As you will see throughout this program, I will show you how your greater wisdom is a mighty source of turn-on for younger women. If you don't have it, they don't need you in their life.

#### **Take Action #4: Decide Now That Every Moment Is a Choice – Your Choice**

For you to get the most out of Date Younger With Dignity, you will have to embrace this idea that you can reboot your life with a sense of a blank slate.

Any time. I don't care if you've been married, or widowed or had your heart broken. If people can survive the holocaust and start families and raise healthy happy children, you can get over your break-ups.

The first step is that you have to believe that a blank slate is possible. Most people cling to their old selves because they find safety in familiarity – even if familiarity sucks.

It's why I never use the phrase "comfort zone." That term is a lie.

Most people are not comfortable in their "familiarity zone" – they are just hiding from fear. And so they suffer their miserable lives away because they fear making a move out of the familiar.

Why do people stay in their uncomfortable "familiar zone?"

It's always because that uncomfortable familiar zone is serving some hidden, unconscious strategy.

What is that strategy? Usually it's that people fear the devil they don't know more than the devil they know. The unknown forest, the land over the horizon – the world outside the circle of campfire light – it's an old, primal fear.

But staying where you are, and stewing in familiar misery, justifies not making changes and owning what you truly want in life.

Leaving what is uncomfortably familiar is the realm of the hero.

It is truly an HEROIC act to make changes in your life. It is the spur to every great epic tale: Like Skywalker heading off his home planet, the hobbits leaving the safety of the shire for a greater cause. And, in one of my favorite movies, *The Unforgiven*, Clint Eastwood heading into Gene Hackman's evil town to bring justice.

Being brave, breaking out of your familiar zone is not only HUGELY revitalizing – but it is also a hugely sexy expression of your masculine strength to women.

Mastery doesn't always happen in an instant (it can, by the way). It often takes repetition, persistence, fortitude and discipline.

Do the practices in this workbook, and you will succeed in ways you never have before.

With women.

With yourself.

With life.

Taking risks and launching out of the comfort zone is one of the signs of a vital man. It is "youthful" – and not limited to the numerically "young."

**Take Action #5: Accept and Forgive Yourself**

This action is for men who feel shitty about themselves for one reason or another. Maybe you feel awful about your divorce, or about your family, or about your career. Or maybe your parents were deeply unenlightened, and burdened you with negativity about yourself that has lasted until now.

This action is especially for men whose inner lives are darkened by deeply buried self-negativity. Younger women want to see that you've worked through those kinds of feelings, that you have shaken them off and emerged into more of the wisdom of self-acceptance. They don't want to have to deal with the adolescent boy in you self-flagellating, "I'm bad! I'm bad! I'm bad!"

They want to feel the equanimity of a man of experience.

Here is a start...

My natural inclination is to try to be better at things. To be a better lover, a better father, a more successful and effective entrepreneur. It all makes sense.

But when we take this striving ethos, so powerful in our Western culture, and apply it to our fundamental humanity, something weird happens.

Each of us is a bag of great qualities like altruism and integrity, sure. But when you open that bag a little wider, and let the light in – you see more embarrassing qualities like jealousy, venality, fear and even cruelty.

It's ok to say to yourself that you're not a good enough tennis player; but it gets nasty and dangerous when you look at your fundamental humanity and think you're not "good" enough as a human being!

This is where people and religions start getting into destructive ideas like "original sin." This is where the flagellation and the burnings begin – to BEAT the sin out of yourself and, of course, out of others.

It's an awful cycle of pain, victimization, anger, recrimination and cruelty.

And it starts inside men's hearts.

Fortunately, there is an alternative...

Eckhardt Tolle, in his really wise book, The New Earth, says that you do not become good by *trying* to be good, but by finding the goodness that is already within you, and *allowing the goodness to emerge*.

You don't get to self-acceptance and feeling good about who you are by STRIVING.

You get it by letting go.

An ex of yours, or your parents, or your own internal voice may be telling you you're not good enough. Rather than try to DEFEAT those voices by doing more...

Let those voices gently go.

Instead – every day, identify what is GOOD about you. And just let those qualities emerge more and more in your actions.

If you are feeling particularly bad about yourself – maybe you've had a horrible breakup, or no success with woman for a while, or you've been suddenly downsized in a shitty economy – in this case, ask your good friends, and women if you can, what they find is "good" about you. You may be surprised.

In fact, you may be so surprised, you may not believe what they say, or worse, tell yourself that they are delusional and wrong, and that the good thing they say you are, really isn't *that* good.

Start a file, or a notebook, or note cards by the side of your bed and just write down what they said (I use an app on my phone called Springpad to keep track for myself). And review it daily.

And let those things emerge in your life every day.

You will start liking yourself better; you will start emanating relaxation and happiness more. And you will become infinitely and effortlessly more attractive to women.

I have worked with hundreds of men and so many of us carry such harsh judgment on ourselves. This action is the action of gently letting that harsh judgment go. Like snakeskin off a snake.

Just gently wriggle yourself forward with new skin daily.

Leave the old behind.

Embrace what's good about you and simply live it.

More and more each day.

Exercise: The Awesome Jar. I have friends who do this and I may start, myself. This exercise is for you if you are hard on yourself, if you berate yourself if you are in many ways, your worst enemy. At the end of every day, write on a piece

of paper something you did that day that you are proud of, or happy about. The thing is, we often overlook the good things about our lives and focus on the bad. This gives you a private bank account of what makes you awesome. It may sound goofy, but do this – and after 60 days, pull out those note papers and see who you really are. Not the voice in your head. But the noble and worthy actions you take in the actual world.

### **Take Action #6: Expand Your Idea of “I”**

Young men are obsessively concerned with their image, their reputation, and what others think of them.

The luxury of living at your prime is that you stop caring so much about others' opinions, and care more about the experience of life you are creating for yourself and others.

There are few things less attractive than a man over 35, who talks incessantly about himself, who begins every sentence with “I” and keeps trying to draw attention back to him.

One of the joys of growing into your fullness as a man is that you let go of that obsession of “I” – and, if you are paying attention, you develop a richer, more textured idea of what or who “I” is anyway.

It's called letting go of your adolescent ego. Eckhardt Tolle says it beautifully...

*"What you usually refer to when you say "I" is not who you are. By a monstrous act of reductionism, the infinite depths of who you are as confused with a sound produced by the vocal cords or the thought of "I" in your mind and whatever the "I" had identified with... most people are still completely identified with the incessant stream of mind, of compulsive thinking, most of it repetitive and pointless. There is no "I" apart from their thought processes and the emotions that go with them. This is the meaning of being spiritually unconscious."*

In fact, you are the awareness who can watch the incessant stream of thoughts and emotions passing through you.

As a powerful man, you are consciously WITNESSING the world as it passes, including passing through your thoughts – and you are not a slave of any of it.

You gain emotional and intellectual, and yes, spiritual mastery when you stand back and, in equanimity, *observe your thoughts and feelings as if they were part*

*of a non-stop parade*, noisy, clashing, bumping, banging – trying to make itself noticed and important.

-And knowing that the parade isn't you.

The mature masculine, like the competent CEO or wise King, observes all but emotionally identifies with none of the noise

... then he makes his decisions in peace.

-From a vaster sense of "I" than the ego-obsessed.

This is deep personal power – and is deeply attractive to women of all ages.

### **Take Action #7: Dis-Attach Your Identity From Your "Things"**

People identify themselves with things -- your fancy car, or clothes. You could also ego-identify with striving, for endless personal or financial growth, or success with women.

The danger of all these processes is that they tend toward going on auto-pilot – exactly like a cancer cell. The only goal is to multiply itself unconsciously.

Identification with things is really just identification with the "I" concept that your mind has created and defends like crazy.

But it's a losing game. It's building sandcastles before the tide.

I believe the key to the old phrase "life begins at 40" means that you spend your first forty years building up your ego, your identity, your status, your "things" – and then at midlife, it's like you're standing on the apex of a hill seeing over the top for the first time, getting that it's all "downhill" from here – meaning you can see death out there the horizon and there's no avoiding it -- and realizing – DECIDING -- that now you're going to damn-well enjoy the ride.

When it comes to the reality of death, the whole concept of ownership and hanging on to "things," rather than "experiences," diminishes.

When you get that you're going to die, suddenly the "things" of your life – your reputation, your body features, your possessions - have less meaning to who you really are than the experience you create for yourself every day.

And your focus begins to laser in on experience – are you happy, are you creating joy for the people you love? What were you feeling today?

This new consciousness is deeply appealing to younger women – at least the kinds who are not thoroughly dazzled by glitz and material goods.

It is a broad perspective, a wisdom, an appreciation for being alive that is hypnotic and magnetic.

I always say – “Be the ride women want to get on.”

So this does not mean get rid of your boat or your Carrera if you have one. By all means, enjoy the great things in your life. But be sure to not stake your identity in them – most women see that as infantile.

Of course, if you want to play sugar daddy to a series of women and don't care if they actually grow to care deeply about you, do what you want. I swear, I don't judge you. There's a time to just play, I get it. I've been there.

This program though, is to increase your ability to inspire the devotion of younger women for the man you are not the things you have.

Take yourself more deeply into experiencing the joys and pleasures of life. The more adventurous you become, the more of an adventure it is for her to join you.

### **Take Action #8: Own Your Rising Value**

You've heard this before – but women hit their peak attractiveness in their 20's – men do in their forties – and sometimes beyond (if you're Sean Connery).

Women may not want to admit it to you or to themselves, but they know that their physical beauty wanes after 30 and that your physical attractiveness – the salt and pepper thing, but also, the *settled confidence* that comes with experience – only grows after 30.

Own your increasing attractiveness and resourcefulness as a maturing man. Smile slyly at it, or, to put it another way – channel George Clooney.

Your equity is rising as a man of experience. This program is about how to invest in your equity so that it grows and grows.

## Part II:

### How To Structure Your Social And Dating Life For Leverage and Leadership

#### Take Action #1: Be The Social Hub, The Authority

My central principle for creating a magnetic social life to draw women in naturally and effortlessly is to be the HUB of a social circle rather than a spoke on others' social wheel.

That means creating some kind of regular social gathering, giving it a name, giving it cache, and welcoming in beautiful women and inviting them to invite their friends.

I particularly like the idea of a roving dinner club. Everybody has to eat. Single women don't like to eat alone. And everybody likes to discover new restaurants (and new people if they are single).

This is such an easy thing to create. You can use Facebook Groups, or [Meetup.com](http://Meetup.com) or Google circles – and you can use [evite.com](http://evite.com) to organize it.

Determine to sample an interesting variety of restaurants in your town or city. It's easy to research – you can use [www.yelp.com](http://www.yelp.com) or any one of many online recommendation services.

Or just start asking friends their favorite restaurants and then ask the restauranteurs for places they recommend.

The more you can create an **atmosphere of fun**, the better. If you can set up a tasting menu or chef's menu so that everything is taken care of, including matching wines, all the better.

Again, you don't have to do this; you don't have to make it super expensive, just adjust to your locality, and the type of women you would like to attract. So if you live in a rural area – you be the guy who organizes the lake party on summer weekends.

If there are private rooms in restaurants, arrange to reserve those.

You can do this once every two weeks or once a month. As the impresario, as the organizer, as the hub, you will gain status and gratitude.

And natural attraction from younger women, who will look forward to these “grown-up” occasions. They generally don’t have the networks or experience to set up fun social occasions like this.

If you create a roving dinner club, for example, create a fun, or raunchy or suggestive name for this club. The British seem to be really good at this; things like “The Houston Rogues Dining and Revelers Society” suggest a sense of fun and edge. Be creative. Be fun.

Younger women LOVE fun. They might only know the bar and club scene. Open up their world.

### **Take Action #3: Don't Only Date Traditionally**

Dating can be fun.

It can also be a nightmare.

You are busy. You don’t feel like going through the routine of picking up, dinner, listening to her story, telling your story, spending a whole night of your precious time to figure out if you even want a second date.

One of the best dating tips I give for men especially over 40 is not to date traditionally – or least do it exclusively.

If you're 40+, it's likely that you've emerged from of a divorce or long- term relationship – there might be kids involved. Chances are there's still a lot of hurt and anger boiling inside you and you're not even sure what you want from that one woman sitting opposite you – who is likely feeling the same mix of emotions.

You don't want to stay home and spiral into deeper loneliness. You want to get out and be with other men and women in fun, relaxed atmospheres – without the pressure of “performing” on a date.

The idea at this stage is to simply feel comfortable around women again, and not zero in on any one woman as a possible date. You don't necessarily need the “heat” of sex; what you really need sometimes is the warmth and joy of the young feminine.

The desire to throw yourself into sex, to throw yourself into a “rebound relationship” often salves the surface wound but it doesn't treat the symptom – which is why rebound relationships feel GREAT at first – then come the tears, anger and resentment.

Trust me – you CAN get a date. Don't worry about that.

But you will be fooling yourself if you look to your too-early dates as solutions to your problems of loneliness, feeling like you've been let down or even that you've let yourself down.

This is why I so strongly recommend creating or joining fun social groups; often around outdoor activities, adventure travel, food and wine where you find younger women.

Where spirits are high, people are relaxed, and you can feel valued for being the man you are, not "date material" with all those "datey" expectations foisted upon you.

Put yourself in vital situations, where you feel your vitality. Where you feel natural, youthful and happy. It's a great state to meet younger women.

I'm saying – don't rely solely on traditional dating to meet younger women.

It's a big happy world.

And when you seem happy and vital, you will seem more youthful and attractive to women.

#### **Take Action #4: Of Course, If You Do Date – Do It Right!**

Just as I show you how to create a stand-out online profile that is creative, intriguing and sensual, so too, if you do go out on dates, make these occasions creative, intriguing and sensual.

Don't first-date at Starbucks.

Keep it romantic and fun and youthful.

Meet in the outdoors if possible, or at a wine-bar or hotel bar – anywhere with romantic ambiance. Anywhere with a view. Anything that inflames the imagination.

If you met online – bring a little token gift to show you read her profile. I'm not talking jewelry. I'm talking a box of animal crackers, if she wrote she loved those. If she said she loves chocolate, bring her to a bar that specializes in Chocolate Martinis. If she loves dogs, bring her a bone wrapped in a ribbon. Just a small way to show her that she is special in your eyes, without giving your power away by buying her something expensive.

I have a rule of 4...

Women thrive, and open up and relax into you when you make them feel safe,

sexy, special and feminine.

So here's a quick primer:

**Safe:** be protective of her privacy and physical safety. Open doors. Put your body between hers and big dogs, or strange looking people. Lead her through doorways, up staircases and over curbs with a manly hand on her arm or lower back.

**Sexy:** tell her she looks beautiful in the first 5 seconds. Why not!!!? But don't salivate over her and tell her over and over. That begins to sound creepy. Never act *surprised* that you're with a gorgeous young girl – even if you really are surprised! You must always act as if it's no big thing. That you're used to being with beautiful younger women.

**Special:** remember the small details of what she says she likes; listen to her when she speaks and don't jump in with your own story when she stops. Ask deepening questions based on what she just said. Or, simply, mirror-back to her the feelings she just expressed: "wow, that sounds like it hurt." Or, "you really love your sister, don't you?" Simply mirroring back her words is a powerful way of indicating that you heard her, that you paid attention and that you have empathy for her.

### **Take Action #5: Create Alternatives To the Standard Fancy Dinner First Date**

This depends on the type of younger woman you are going out with.

I've had younger women literally break into tears at a first dinner because they have never had full-course meals with wine and dessert, in a romantic setting.

These young women have been college students and girls from less affluent backgrounds. Girls who were beyond their years, and beyond their families in terms of intelligence and worldliness, and just have never experienced the bounty of life like I could show them.

In LA or NY, of course, that rarely happens. And with the kinds of girls who are used to being wined and dined by men of experience, you want to stand out from the crowd and try something different.

"Manage expectations" is one of my favorite business terms. It's far better to suggest a drink instead of dinner for a first **date**. It shows that she has to "earn" a full dinner.

Another thing about springing or the standard first expensive dinner...

By going to a nice dinner, you are now like every other middle manager of the spirit she's ever dated.

So be different. Be wildly different. Take her to a gun range. A wine tasting. A crazy gourmet chef class – something that's exotic – Eskimo Walrus braising, Tuscan cheese making, Nepali Yak Beer brewing.

I don't care – just something DIFFERENT. Something adventurous. Go jet skiing, like Will Smith did in the movie, *Hitch*. Run a river. Sail a small boat. Something that makes you stand out from the boring other guys.

### **Take Action #6: The Outdoors Date**

Maybe it's because I live in California, or maybe it's because I grew up in the forests and streams of the Hudson Valley – but I love the outdoors. I find it sexy and fertile, and full of flow and movement.

And I love to take girls for first dates to the beach, on a walk along a park trail, even an outdoor café.

There is something so freeing and sexy about it.

Especially today, when so many women, with their delicious, sensitive, feeling bodies are locked into executive suits and cubicles, or offices or “sensible” shoes.

How freeing it is to lie in the grass, or have their hair blow in the wind. When it does, it's the perfect opportunity for you to brush it back away from their eyes.

Nature is doing your work for you! Opening her to her senses.

Combine it with a rich red wine and some creamy cheese, and apple or pear slices, and it's already sex. Trust me on this one – a surprise picnic with “sexy” foods is a winner.

This is why you don't meet at Starbucks.

### **Take Action #7: Horse Around**

I'm lazy. I like the medium to do the work for me. Which is why I love internet dating. I can meet 10 women in an hour, get to know who they really are and engage them according to their overt and hidden passions.

Same with dates. Why waste them? Why do just another dinner and a movie?

Do something to fire up her endorphins. Grab mountain bikes. If you sail, take her sailing, and put her hands on the ropes – let her feel the power of the wind. Kayak.

Or take her horseback riding. I don't have to tell you about young girls and horses, do I? All that muscle between their legs? All that control that isn't really control.

The physical excitement and interaction fires up her fear/sex adrenaline. It gets her out of her head and puts her in her body.

And science has backed up what men intuitively have always known – that the hormonal stew created by “fear” is pretty much the same as “being in love.” That's why a scary movie, a roller coaster, or a hike over a steep canyon bridge, can accelerate intimacy.

\*If you're scientifically inclined, you can read about these studies in the book “59 Seconds” by Richard Wiseman. A great read!

### **Take Action #8: The Endorphin Date: Hiking**

I'm not crazy about hiking, or the word, “hiking” – it sounds sweaty and it sounds like work. In England they call it “ambling” and in Australia, of course, it's a “walkabout.”

Do that – invite her on a walkabout. It has a romantic exotic ring of adventure. If it's a first date - asking her to join you in the wilderness is iffy – it doesn't feel safe and I would advise women to reject that idea.

So choose some kind of cool, peopled route. Do a little research in a charming area of your city or area. Construct an architectural tour.

Do a wine bar tour. Or a charming café tour and get a pastry, or a cup of tea, or coffee in each place.

An art walk is always fun – it gives you something to talk about. If you know her a little, or trust her – have her take you shopping – after you've complimented her

on her sense of style.

But don't make it open-ended. Tell her you need to buy some new shirts or sweaters and you'll buy her dinner if she earns her keep with her good advice, wink wink, at the end of your shopping tour. Note – this is NOT a trip to the mall – it's an amble in a hip, charming shopping area of your city – or nearby city.

Once she knows and trusts you – then you can do the great forests, or coastlines, or desert trails.

### **Take Action #9: Picnic Her**

Picnics in the park or at the beach.

There are few things more widely associated with a romantic date than a picnic. Whether you enjoy a picnic at your favorite local, state, or national park or at the beach, a picnic provides an opportunity to have fun, get to know each other a little better, and get a little bit of a romantic vibe going.

When I was dating like mad, meeting 5-10 girls a week, I had my trusty picnic backpack ready with chilled wine, cheese and crackers, and sweets – and meeting down by the waves just before sunset was my favorite opener.

Think about it from her point of view – this kind of romantic setting will often be the high point of her week.

Evoke wholesomeness – get the red checked blanket. Have sweet touches. These invoke trust.

### **Take Action #10: Listen To The Things Women Want You To Know**

For your benefit (ok, and mine) I polled women on what they want men to know about dating. Here's what I got for you...

1. Weekends are not for first dates. Thursday night is good and Wednesday is fine. But, establish when and where at least a day ahead of time. Be considerate. She may have to plan her clothing changes accordingly.
2. Leave her your cell and work/home numbers. If you don't give a home number and you're over 35, she'll suspect you have a wife or girlfriend. Of course, she might be right.
3. Surprises are ok, even exciting -- but you MUST tell her what to wear. If you want to take her for a beach romp, you don't want an upset woman in

heels. If you're going to the W bar, you don't want a pissed-off woman in casual clothes.

4. Yes, she will absolutely notice if the restaurant you've chosen is located conveniently around the block from your place! Of course, she may not mind. It is a sexual signal. I've done it many, many times and if that's what you want to communicate, have at it. If you feel she is more shy and that's pushing it – don't.

5. Yes, she wants to hear she looks great. Even if she's a supermodel and you don't want to sound cliché – say something nice right at the beginning of the night – as soon as you see her. Take her in! Drink her in! "Wow, you look fantastic!" No woman ever resented that comment.

6. Remember – she got dressed for YOU. Say something nice.

7. Women get cold more quickly. It's a capillary thing – as you may have discovered from women's cold feet in bed. We have better circulation in our extremities than they do. So be upfront and ask if she's too cold or too warm, in any situation – and change the temperature. If you're at a restaurant – call over the manager and make the request. You valiant knight, you.

8. I keep a fan heater in my bedroom next to the bed. It's not only considerate to quickly warm up a room – it also makes it more naked-friendly. Duh, right?

9. Breath! Breath! Breath! You and I spend the evening looking at her body, wondering what it would be like having sex with them. They, on the other hand, spend much more time looking at our maws and wondering what it would be like to kiss us. So -- fresh breath, white teeth, no spinach between teeth and no detritus in the corners of your mouth.

10. Show you have taste, even if you don't. Women do want you to lead. They do want you to introduce them to new music and new ideas. So when they get in the car, or to your place – you choose. And have something intelligent to say about the music.

11. If you're not sure about contemporary music – there are a thousand sites with a thousand ideas. I like Esquire's recommendations – they usually have a classic cool about them. And then learn a few intriguing facts about the singer or band. Informed is good. Informed is authoritative.

12. If she mentioned a favorite band on her online profile or earlier date, have it playing when she enters your place. She'll either be amazed at your similar tastes or commend you for being so slick (and/or thoughtful). She'll appreciate that you tried. Another fun thing to do if you have satellite radio, or an easy way for her to choose music stations not interrupted by

commercials – have HER put on the music of her choice. This is a way of having her set the mood – a way of having her actually seducing you.

13. Finally – go through the free music channels on the iTunes store. They are ....free... and there is something for every romantic mood – from trippy Burning Man Electronica to Hippie Mood Music to classical to soft jazz to heavy metal for you metal-heads out there.

14. Take the lead. Be original. Teach her something. Be informed.

15. They don't want to order dessert, but they definitely want a forkful – or two – of yours. It's an easy way to show generosity, not to mention, introducing another dollop of pleasure into the evening. And sharing is sexy – it is oral and it makes you feel like a couple.

16. Play with this. If she says she doesn't want dessert, ask her if she WAS going to have dessert, what would she order. Say, "yeah, that would've been good." Then when the waiter comes, make it sound like you just had the idea and order that dessert. And say, – "two forks."

17. They always try to peek to see if you are a generous tipper or a cheapskate. If service was good – screw it – 20% is fine. Share the wealth. A couple of bucks won't kill you. Don't linger over the tip or spend a lot of time making calculations. It shouldn't be a big deal. You're not the Grinch.

18. Here are some more gems I picked up along the way...

*"If I touch your arm, I'm interested. If I touch your hair or leg, I want you tonight."*

*"Make a move! We're not idiots out here. Touch my arm. Put your hand on the small of my back when you lead me through a door. Give me a hand when I'm getting in or out of a care. Be a man, dork."*

*"By the second date, we expect you to remember our birthdays, our best friends names, our eye colors... and our names."*

*"Don't drift away and expect we'll take you back. We need consistent interest. If we meet and you like us, call the next day or at least text us. If you let three days go, we will know you are more interested in other women and you're history. If we have sex of any kind – call the next day or you're dead."*

*"If you don't invite me for a Friday or Saturday night date by date 3 or 4, I'll know I'm your backup or your hopeful booty-call. And that*

*you don't take me that seriously."*

19. Again – women are not clueless. They know your naughty intentions. She knows that when you invite her over for a “homemade meal” or to “watch a movie,” it's code for “I am going to bend you over the couch.” Which is fine, just don't rush it, cowboy.

## Part III:

### Refine Your “Approach” and Attraction Skills for Outrageous Magnetism

Face the fact...

As a mature guy, you have double the dating pool. You can date your age, or you can date younger.

So, with all these choices – and assuming that you’ve got your head on straight, your confidence in line, and your optimism working reliably, here are some tips that will get you ahead – both online and off-line, and especially also with younger women.

I can guarantee you that if you are new on the dating scene, or if you have had bad luck until now because you hadn’t acquired the kind of skills in this program, and also in my book [www.DeepOnlineAttraction.com](http://www.DeepOnlineAttraction.com), you can and will succeed – beyond your wildest dreams.

I am living proof of this, and I’ve seen it happen with men over and over and over again. In the realm of attraction and dating, practice **does** make perfect, or at least close to perfect.

Just keep at it. Do not give up. Learn your lessons. Note that you will be rejected from time to time. And get on with it, like a happy child who falls, brushes off his knees, and gets right back into the game.

We’re not talking warfare here; we are talking about having fun, meeting women, and experiencing life in all its joys and fullness. Promise me you won’t take yourself too seriously – and just get out there, use these tips and techniques, and have fun. Remember – women are waiting for you to make their lives more fun.

#### **Take Action #1: Remember That Your “Baggage” May Not Be Baggage At All**

The Buddhists have a saying, “don’t put a head on top of your head.”

Don’t create extra troubles where they don’t exist.

Some men think that having kids is “baggage,” and some women may consider that to be true.

But other women may consider your father energy to be the sexiest thing about you.

I can attest to that 1000 times over. Women have commented on how much they love watching me father my two boys – we have fun, I am direct with them, we have a lot of playful banter and we go deep; discussing sex, life, death, intimacy, women, purpose and the realities of economic life openly.

What's more – if you are a father, you have probably developed nurturing habits and faculties which women find comforting and endearing. You get used to being attentive to others needs and taking care of them.

Few women find that to be “baggage.”

Sure, you need to pull time to be with your kids, but most healthy women don't want 100% of your attention anyway.

I tell the story of the young woman who was outraged that I had chosen another woman to get serious with. The other woman had kids, and the young one scolded me, “how could you choose someone with so much baggage?!”

My honest response in the moment was, “I don't see them as baggage. I see them as three more people in my life to love.”

Everything is true in how you frame it.

Some divorced men worry that divorce is a bad mark on their record. But there are plenty of women who want a man who's been divorced. It means he's been chosen at least once (social proof), and if you can demonstrate that you have learned about social dynamics from it, have been somewhat humbled by it, and have gained wisdom – that is sexier than never having been married.

Of course, if you go on and on about your ex wife or girlfriend – what's wrong with her, how she screwed it up, etc – you are demonstrating that your past IS baggage.

The important thing is to be honest about your emotions. It's normal to feel self-blame, anger, depression and feelings of worthlessness after a huge break up.

Instead of dumping all that on some poor woman, clean it up as best as possible with your friends, with a therapist, even with a special divorce-recovery group. Get it OUT of your system as much as possible and, for god-sakes, don't expect your next woman to absorb all your sadness and mix of emotions. Its unfair to her and it will damage whatever intimacy you develop.

Use the TMI rule – avoid “too much information” about your past – especially on a first date. Talk about what you learned, not about the details of your divorce settlement or how “wrong” she was.

And if the lovely young woman in front of you asks about your ex, your job is simple. Say one thing nice about her and move the conversation on to something else.

Women rarely want to hear you rag on other women, especially someone who has meant something to you in the past (she’ll see herself as next in line for being excoriated) – and doubly--especially if that other woman has birthed your children!

Also – as always – let your body take the lead. After a break-up, be sure to exercise vigorously, and get your body into a happy place again. Your emotions, to a large degree will follow suit.

## **Take Action #2: Avoid Comparing Yourself To Other Men**

I remember when I first started dating online, I would go look at the other men who had profiles up. There were the pilots, and the captains of industry, the triathletes, and the guys who invested in hi-tech early, and who spent their time drinking better wine than I had ever even heard of.

Needless to say, it got me down.

I have since learned to look at other men’s profiles, as well as watch other men, not to berate myself, or to rate myself, but to see what I can learn from what makes them attractive.

That is one of the reasons I provide you in this program with a selection of what I consider very effective, positive, attractive male profiles. Not to show you what you aren’t, but to spark your imagination so that you can communicate the best of yourself with the most powerful, magnetic and enticing language possible.

When it comes to dating, try not to judge yourself, try to always keep on learning and improving all of your basic skill sets – your internal dialogue, your social matrix, your approach skills, your sexual skills, your knowledge of women, and your body and vitality.

That is the way forward.

### **Take Action #3: Date Online Efficiently**

Vet her before you meet. Go from online contact to maybe a short IM to the telephone and quickly to a first meeting. The rule is, one or two IMs at best and get to the phone.

The trick is to keep the telephone call short. So much sexual tension can be dissipated by phone when you don't know each other. It happens way too often that you're both being polite and essentially sexless on the phone.

And if you want to play a little edgy and sexy, it doesn't always come across on the phone as fun and playful. It can come off as creepy. She doesn't know you yet and she can't see you, so you can't really be your full self.

Sometimes of course, you will find a girl who is happy to play edgy and sexy on the phone, in which case, go with it.

So, with the caveat that you have to jump into a meeting soon but really wanted to "connect" with her, speak for a short while.

Women disclose a lot quickly. If she talks 90% of the time and doesn't ask you a question, or seems self-doubting, or overly aggressive, or mean and bitter -- you know you don't need to meet, and you can cancel. You don't have a lot of time to waste and you owe NOTHING to someone you haven't met.

Use your online and phone contacts to weed out the unpromising ones. Bad dates with women who you feel ahead of time might be trouble, bitter, ball-busting etc. not only wastes your time – it also tends to get men down. It tends to give you the illusion that dating sucks or it's hopeless.

Best to avoid a bad date altogether.

Addendum: make sure you don't internet date a woman who doesn't post a full body shot. A pretty face might come with a Hindenburg body – and if that will not work for you, better that you both know up front.

### **Take Action #4: Master Older Men-Younger Women Dating Sites**

As you know, I have written extensively on online dating.

If you want to find a wife, sure, got to [eharmony.com](http://eharmony.com).

If you want to date your age range – [Match.com](http://Match.com), along with [OKCupid.com](http://OKCupid.com), which is free.

If you have a little financial means and want to date younger women, then you want to try out sites like

- [Sugardaddy4me.com](http://Sugardaddy4me.com)
- [millionairematch.com](http://millionairematch.com)
- [WhatsYourPrice.com](http://WhatsYourPrice.com)
- [Beautifulwomen.com](http://Beautifulwomen.com) and
- [SeekingArrangement.com](http://SeekingArrangement.com).

I scoffed at these for years. I mean, I don't "pay" for mistresses. I'm not a sugar daddy. I would never have signed up for any of these sites if I hadn't met a buddy of mine.

He is a reasonably good-looking guy in his forties who has a reasonably nice Condo – nothing by the beach and nothing in Beverly Hills.

He told me about his experience on a sugar daddy site – and I didn't believe him. They he opened his computer and showed me the girls he'd been dating – and sleeping with.

They were 19-24. And they were stunning!

Here's what I learned from him – and again, I was 100% skeptical at the start, so stick with me here...

There are so many young women out there who are sick of guys with messy apartments, who don't have real jobs yet, who don't have any world experience or knowledge, who can't teach a woman anything about life.

These women will adore you if you take them to a nice dinner and give them some guidance and inspiration, tell stories about travel and business, and just treat them with respect and interest.

-Not only that, they find older guys sexy for all these reasons, and they are very generous with their bodies.

Now, he will often fill up their car with gas or – and this is a bit of genius – pre pay for a manicure-pedicure before their first date – and even that bit of generosity feels like a huge gift in their lives.

Ever your dutiful servant, I created a profile and jumped on one of these sites – and got over 1000 emails in the first two months. Of course, my profile was a standout but still – the hunger out there blew me away. -The hunger for a cool man of experience who can show a young woman a nice evening or weekend getaway.

Note: I was VERY specific in my profile that I wasn't a "Sugar Daddy" who pays for sex. I was clear that I love inspiring people to live their best lives – which is exactly what I'm doing here with you. I wrote that I don't pay for women or companionship, but that if you are woman who is ambitious and smart, I travel a lot and I have an amazing circle of people in my life who you will meet. The response was overwhelming.

Here's what I learned... there are 4 kinds of women on these sites:

1. Hookers or call girls who will be up front and offer sex for 300 bucks a night.
2. Very pretty women who want a monthly allowance for sex and the facsimile of a relationship
3. Really lonely girls in small towns across the country or new to a city, who want something more out of life but who don't know a single man who has money or life experience there to lead them. These are kind of heartbreaking – they are usually VERY sincere about wanting to travel out of their town or state and will fly on a moment's notice to visit you if you are a nice, decent person.
4. Really smart, ambitious young women who want to meet a guy who's got some experience and world smarts.

I enjoyed category 3 when I traveled – and I met great girls along the way.

But it's that *fourth category* that rocked my world. I was impressed at the worldliness and intelligence of these girls and found them great company- and I had more fun than I ever imagined I would have when I first got single.

If you want to meet a nice, sweet, country girl – you can find that in category 3. She might end up being the best thing that ever happened to you.

As for categories 1 and 2, not my scene, personally.

Other decent sites, though it varies from city to city, include [AthleticSingles.com](http://AthleticSingles.com), [YogaMates.com](http://YogaMates.com), [DancePartners.com](http://DancePartners.com) – useful for common interests. Also, be sure to check out the [Meetup.com](http://Meetup.com) groups in your area.

### **Take Action #5: Nail Down What You Want As Soon As Possible**

When you sign up for a dating site, you may be overwhelmed by just how many beautiful women out there waiting to meet a man.

Unfortunately, if you live in the sticks, you will not have the local choice or those who live in the city. Either move, or be prepared to travel or pay for the travel of women to come meet you.

Now, you might have one of two goals in online dating.

The first is to date lots of women. In this situation, maybe you've just gotten out of a long relationship, or maybe you just want to spend your life eating and having sex with lots of women.

If you are looking for a wife, or long-term girlfriend, then be smart: set realistic goals.

If you're on one of the regular dating sites like [Match.com](https://www.Match.com), don't spend all your time writing to women 20 years younger – although you can certainly pepper your online dating activity by throwing your line out into these waters – you never know what you might catch.

But if you focus only on the super hot women, or the super young women, you will likely get frustrated on the mainstream sites and leave online dating altogether.

Those women are to be found on the [MillionaireMatch](https://www.MillionaireMatch.com) type of sites where younger women LOOK for older guys.

And again – be creative.

My friend Lance tells the story of the 53-year-old man who hangs out on campuses and manages to meet all the girls who have a thing for significantly older men – roughly about 25% of women. He just puts himself in the right place. Sometimes, that's all it takes.

Decide.... and keep refining your TOP requirements – and let the other ones go.

What's most important to you?

Who do you really want to date or be with?

Are you absolutely dedicated to dating younger women?

Do you care if she has kids? Does it matter to you?

What are you willing to spend on dates?

What's a deal- breaker? More importantly – what is not?

The more certain you are with what you absolutely want and what you will not tolerate, the more personal power you will feel – and project! And the less time you will waste going after pretty young things, who will only disappoint you sooner or later.

## OFFLINE APPROACH

### Take Action #6: Focus on the Positive Aspects of Your Age and Experience

A lot of us are returning to dating after long relationships. And we look at ourselves the last time we dated and now, and we see a bit of paunch, a bit of gray, a bit of lost verve. It's easy to look back and see the negatives of your age.

However, the woman that you meet at a bar, in a café, on the street, or at work only sees you in the moment now. She's not looking at your college photos when you were ripped and had free-flowing hair.

So your impact on her is all about the self you are bringing to her, and what is going through your mind affects that.

The question going through your mind that you should be answering is “what makes me attractive right now?” And your body should reflect that.

I am healthy, I eat well, I am vital and full of energy  
I am reliable and a man of my word and women crave that  
I am hardworking and honest and women admire that  
I am caring and compassionate and women dream of that  
I am sexual and attentive and women yearn for that  
I am happy and curious and women enjoy that  
I am creative and social and women want that  
I have dressed myself with care and touch of flair – and  
    women dig that  
I am relaxed because I like and accept myself and women are  
    grateful for that  
I create my own fate, am a bit of a rebel, and women find that  
    sexy  
I am wise and battle-scarred, and women coddle to that

By keeping your focus on the positive aspects of you, you cultivate a confident energy. The story you tell about yourself, in your body, words and action is the story that women will accept right up front.

It may be exactly what the next beautiful woman you meet is looking for. When you carry yourself with these beliefs, you will discover that women are EVERYWHERE.

At school, at work, online, in the mall, on the street, at the gym. Where they once were invisible, they appear to you before your eyes because they are suddenly attracted to your positive vibe.

If you thought there might be a magic “pickup” or approach secret – this is it.

Be happy, positive and confident in who you are – and women will WANT to go on the ride.

### **Take Action #7: See Every Moment As A Potential Magic “Movie Moment”**

What I don’t like is the kind of marketing some people do – “seduce any woman anywhere!”

That’s bullshit. Some women are grieving a death. Some are tense over some pressure in their lives. Some just aren’t going to like you – and some you are not going to like.

You can’t have “any woman any time.”

But you can discover a fantastic woman anywhere!

Everywhere you go during the day, you have opportunities to have positive interactions with women. Not to “seduce them” but to open a fun interaction with. -A kind word, a little joke, a compliment without neediness. Talk to everyone. Say, “hello” to everyone. Be a positive presence.

Even if she’s not going to jump into your arms and bed that night -- and she might! -- any woman, every woman is a doorway to a new social circle, and a larger pool for you.

Every encounter is a treasure waiting to be explored.

That’s why you should look and feel your best whenever you leave your house.

It’s like my son said when he was 3 and I asked him why he went to sleep in his crusader armor, his cowboy boots, his sword in hand and his belt stuffed with, as he called them “my pistols, histols, gistols and nistols.”

He looked at me through his visor and said, steely as Dirty Harry, “you never know.”

Same thing. Wherever you go, that amazing life changing woman may be there, waiting for you to simply open a conversation with an offhand comment.

You never know.

So treat every moment as a possible encounter. Super market. Post office. Sidewalk. Café. Airplane. Anywhere.

And of course, here is where you can get creative. You can CREATE a movie moment.

Back into her.

Pet her dog and make believe he is telling you a secret message that “mommy needs a hug.”

Take her shopping basket “by mistake” and then apologize – and then look at her groceries and playfully say you like hers better 😊 – and decide that you want to keep her basket instead.

The more confidently you carry off these flirtations, the cooler she will think you are. It's those polite, golf-clothes wearing, deferential guys who don't turn them on.

### **Take Action #8: Act the King, Not the Jester**

A sly quip slipped amid very proper conversation is far more attractive than a jumpy, jokey aggressive assault.

You are a man of some years and experience; you are expected to act knowledgeable, respectful and mature.

But once you set that context, then you can enjoy being the self-assured rule-breaker.

Remember, and this goes especially for younger women or beautiful women of any age – they are constantly getting hit on, having nasty sexual things said to them on the street, and generally often feel treated disrespectfully.

You should be the man who is different.

For younger women, you respect their independence and assuredness. Treat them, at first, like an intellectual equal, but then, within that context, don't be afraid to tease them about the gaps in their knowledge. Don't insult. Tease.

For beautiful women over 35, say, you want to respect them not so much by speaking to their intelligence, but to their grace and the beauty of who they are. - The beauty of the love that they offer or the beauty that they bring to the world.

“I love the way that looks on you” is better than “nice dress!”

\*\*\*\*Remember – you are not complimenting – you are APPROVING of her. This is the far more authoritative position to be in.

### **Take Action #9: Go Light, Go Emotional And Avoid Small Talk**

I hate small talk.

Women hate small talk from men.

Small talk is talk about small things, small scope. Small talk skirts the BIG areas of life: love, sex and death.

Small talk deals with memos, the weather, and the drier aspects of the news.

Yes, you can ask someone where they are from. This is particularly great if you’ve traveled a bit and have something to say about almost anywhere.

But what you want to do is avoid “interview” type questions.

Going “light” means making fun of where she’s from, or where you’re from. Finding humor in her, in the social situation, in yourself. Enjoying the froth of life – the sexual play that’s always afoot.

Being “cheeky” or “daring” in your banter often accelerates attraction – women like a daring man. They may take it as a signal, take your hand and take you home.

“Scramble her brain” as I teach in my Boldness Code course. Say things like, “Stop making me like you. It’s not fair.” “Stop being so cute.”

Of course, sometimes you will offend someone’s sensibilities. It’s gonna happen. Don’t sweat it.

Going “emotional” means asking really penetrating questions. What do you love most about where you live? What do you miss most about where you grew up? What was your favorite hiding place? What did you dream of being when you grew up? What’s your ideal vacation fantasy (make sure they walk you through the day, from waking up right into the night and.... back into bed. ☺ Ask what

they see, smell and hear along the way – make it come alive for them - sensually.)

### **Take Action #10: Use Indirect Compliments**

Direct compliments can often come across as insincere, clichéd, pompous, or she may not believe them and reject them and you.

Ross Jeffries writes about the power of the “implied compliment” – something the other party has to think about, participate in, and create with you.

*“It’s just that I really admire women with class and style, so I had to come up and say hello. My name’s Bob.”*

She’s not thinking – “oh this guy’s hitting on me.” It’s more: “oh, this man thinks I have class and style – I DO have class and style!”

It’s less of an assault and more of an appreciation of her as a unique woman among women – not as a body in your gun sights.

### **Take Action #11: Help Her Seduce Herself**

The idea is to avoid coming off as if you are a wolf on the prowl, making everything happen to get her into bed.

Instead, have her participate.

I have a friend, when he invites a girl up for a drink, he offers Mimosas – which is champagne mixed with fruit juice. He already has three nice glass pitchers of different fruit juices – orange, grapefruit and mango, say – and has her pour each into the champagne flute in part of a fun taste-test process.

But wait – where did those champagne flutes come from?

He led her to a glass cabinet that contains several one-off glasses – some antique, some modern and asks her to pick the one that most reflects who she is.

That is a whole topic of conversation in itself – about women’s favorite subject – them!

Plus, by choosing, she is participating in the whole process.

Then, as they move to the living room, he hands her the matches or lighter and asks her to light the candles while he gets the dishes.

He asks her to choose a music station or CD.

She is setting the romantic scene. Pouring drinks. Setting the mood with music. Choosing the glassware. Lighting the candles.

She is seducing HIM!

This is genius.

Do it.

### **Take Action #12: Meet Women Online – But Not Just on Dating Sites**

Yes, Match and EHarmony (for the marriage minded), PlentyOfFish, OkCupid, YahooPersonals, MillionaireMatch, The Onion Personals, DancePartners – all those are great places to find infinite women.

But use other sites as well. Look up [Meetup.com](http://Meetup.com). Look for a subject or activity that you are interested in or might be interested in exploring. It is FREE!

Groups meet at local restaurants, parks, beaches, and at each other's homes. What a great way to rev up your social life if you've been out of the game for a while.

### **Take Action #13: Make Facebook Your Friend**

You may be one of the five people left in the world who thinks Facebook is only for teens.

My mom has a facebook account. My girlfriend's mom does. Everybody and his mom has a facebook account.

It is the easiest and most casual way to meet people very invented.

Create a profile and **think of it as a 24-hour "advertisement" for your life**. Make sure your photos portray a happy, fun, active guy with lots of friends and family (read: "safe," "youthful" and "adventurous").

If you see a beautiful girl, then adding friends of friends is perfectly nice and natural and not too strong of a come on. Just say, "I see you're friends with my friend Diana. You seem cool," or "I also love mountain biking" or whatever you

see on a young woman's profile. Then a few days later, you can ping her and ask her to join for you a ride, or a drink or whatever.

I personally love the chat function on Facebook – it shows you who on your friends' list is online and ready for an IM chat. It's a great way to be breezy, say hi quickly, ask an opinion or make fun of them for being up so late.

Keep it fun and you can spark some energy pretty quickly. Why? Remember, if she's on FB, chances are she's bored and looking to be entertained.

I have built several relationships on FB chat alone, which have developed into intimate relationships. Bless Facebook.

### **Take Action #14: # Go To Self-Development Workshops and Seminars**

Women, being more socially attuned, spend a lot of time and money on personal growth. If Marianne Williamson, or Wayne Dyer of Tony Robbins, or any one of a million personal growth gurus is coming to town, check out the offerings.

Not only might you learn something, but you are bound to meet bucket-loads of women, usually about 70% of the audience – and the kind of women, by the way, who are looking for more depth, satisfaction and experience in their lives.

Why don't you help them?

They are in search mode and you have already traversed life's landscapes.

### **Take Action #15: Volunteer**

If you get out there and do some volunteer work in your community – or even abroad, you are likely to meet many warm-hearted women who are dedicated to making the world a better place.

The context will be casual and non-“datey” and you will already have “passive value” by having shown up to volunteer your time. Just by showing up, you are demonstrating leadership, service, and sense of virtue.

Check out local singles-philanthropic groups – especially the kinds that build houses or work with kids. Demonstrate your expertise in a context of fun.

Beats the hell out of hugging a wall at a dance club

## **Take Action #16: # Stand in the Center of the Room**

Have you ever heard of the field of spatial psychology? Well, there is one. I know. I have consulted with supermarkets on what to do with their front areas, you know outside the cashier lines where they tend to put dog food, firewood, and patio furniture.

There is a whole science to how people enter a room, flow through it, where they feel comfortable, and where they feel on edge.

According to Dr. Albert Mehrabian, author and expert in the field of spatial psychology, where you stand in a room (and what you're doing) has a lot to do with your ability to attract women.

He says, stand in the center. Move around a bit, but stay in the center zone. And own the space. Welcome people into the area as if you own it.

This conveys personal POWER and AUTHORITY.

If you're in a bar, he says, the best place to be is at one of the corners on the bar. Not only will you meet more people, get involved in more conversations, but also, bartenders tend to gravitate toward the corners as well. And in the strange, pecking order of this micro-climate – having a bartender as a pal is seen as social proof of your value.

Of course, outside the bar is a whole other thing.

The worst place to be is clinging to a wall, like a lurker, an observer, an outsider.

## **On Dating Younger Women**

About 20% of men who marry for a second time, marry a woman who is over 20 YEARS YOUNGER. It's normal. It's happy. And if its something you want, go after your goal with confidence and generosity of spirit, not shame.

And I've read that 20% of young women say they are attracted to significantly older men.

Why? There are lots of reasons. Here are a few typical reasons I've come across...

*“Older men are like a breath of fresh air. Most of the men that are my age (26) are not comfortable in their skin yet. They are still figuring themselves out. I did that 3 years ago and am ready to be*

*with someone that is a little **more mature, independent and confident.***”

– Melissa 26

*“I like to date men who are in their late 30’s – early 40’s. They are **less headaches** and are more open to **communicating** because they are **not worried** about looking cool and being macho. Plus they know who they are or are at least closer to getting there than men my own age.”*

– Jennifer 27

*“I have dated younger men and I have dated older men and I definitely prefer dating older men. They are just better. Men who are younger or my age don’t really interest me. I find it **easier to connect** to older men.”*

– Belinda 35

Some of the women who love older men didn’t have present fathers and really feel secure and happy in the presence of a nurturing older guy.

Some are super-ambitious and absorb all your lessons of success in the world. It turns them on. She wants to better herself and you are a vehicle of that bettering.

Some are rebelling against their strict religious or authoritarian families and want to date you as a mark of her independence.

Some want the status of a man with a nice car and money. They feel it’s a quick way to make themselves feel better about themselves – certainly better than being picked up by the barrista with a ’92 Ford Fiesta. These may not be the deepest companions.

Some simply enjoy a more sexually experienced man, who knows how to go down on a woman, how to cherish a woman, how to bring her to orgasm and politely wait his turn.

It’s important to understand their motivations, but there are also some universals that will make it work for you and for her. You’ve got to clean up your basics. We go into depth in our amazingly revealing training with Mentor X in Unit Three of the 6 Unit Intensive that makes up this full program.

But here’s a start to begin shifting anything that’s blocking you...

**Take Action #17: Remember That Younger Women Are Smart and**

## Fascinating

If you want to give away your power, charm, and attractiveness very quickly with a younger woman, compliment her incessantly on her hotness.

If you want to build your power, charm and attractiveness – compliment her on her **brains**. On her **energy**. On her **ambition**.

If you tell her she is **sophisticated** and **advanced** beyond her years, not only will that amp up her sexuality with you, it will help her bond with you – because she feels appreciated and seen for the part of her that most men don't see.

You always want to compliment in a way that makes you stand out from other men. This is why you will now compliment beautiful women on their **grace**, or **graciousness** or **elegance** – and not on their rack, or eyes, or smile ( like every other guy does).

Young women especially want to be seen as sophisticated in the eyes of an older man. So don't talk her ear off by talking about yourself or your business...

You want to reflect how wise she is for her years by asking her opinions, by acknowledging her insights, and how much she knows. Be genuinely appreciative and let her know that she is so unlike other women you've met.

To really understand this, take a few moments to think about what it must be like for a sexy 20-30 year-old woman...

Chances are she doesn't have the clothing, or romantic nighttime experiences that she has seen in the movies.

She has definitely **imagined** herself sitting in a candlelit restaurant overlooking Paris with a dashing man in an evening jacket. In fact she believes – and knows – that she deserves this. That she deserves the best.

If you were her, who would be more appealing? A 23-year-old kid who has just begun his first job, hurrying to please his boss? Or a man who has great responsibility in his work, owns his own business, has traveled a bit, and who knows a thing or two about the world?

She already knows that she is beautiful. Chances are she hears it thrown at her and wolf whistled at her every day.

So what really turns her on is a man who finds her smart, interesting and promising.

Be that man.

The traits that trigger ATTRACTION in women are MORE likely to be found in an OLDER man than a YOUNGER one.

Traits like: higher status, masculinity, leadership, mystery, challenge, confidence, and composure... and many others.

It often takes men DECADES to cultivate the traits that are attractive to women... and you'll notice that when they do.

Instead of trying to be “young” and dressing like a douche in Ed Hardy shirts, rather, welcome her into your world. Compliment her into your world. Reward her for proving that she can handle herself in YOUR world.

Bring her into YOUR arena by noticing, complimenting and rewarding her for having the qualities of wit, curiosity and judgment that matter in your world – not merely the creamy skin and youth that marks her world.

### **Take Action #18: Avoid Becoming the Obvious Dad Figure**

Who doesn't love a sweet, smooth, young female body?!

But who also forgets what he's about when he gets near one. Of course, if you want to date younger, or MUCH younger – have at it.

But stay true to your core. Don't allow yourself to get pulled too much into her world, where you might feel awkward, uniformed and, well, old. I remember going to a barbecue with a young lover. Her friends were all 20 years younger than me. They got high and talked nonsense for 4 hours. I sat there wishing I could be doing a 1000 other things. I'm sure I looked like an old fart.

This might require enlisting a friend, the way Odysseus had his crew tie him to the mast so he could hear the sirens singing – the song that lured every other sailor to his death.

Instead. Draw her into your world. Take her to a charity event; make her feel like a treasured princess. But don't go too often down to her spoken poetry night to hear her dorky 23 year- old friends. There, you are the enemy. You're the very dad figure adolescent girls and guys are bucking against.

If you take her to music, go hear a cool group where there is a mixed age audience. Or to anywhere where there is mixed-age – outdoors or indoors.

### **Take Action #19: Maintain The Power Position**

Young beautiful women feel they have the power with an older guy – but it's a brittle power, and when you don't get over-responsive, the power balance shifts back to you.

So keep your cool, no matter what. Don't yell at other cars. Don't let her rattle you. If she makes fun of your age, make fun of hers ("Where'd you learn a big word like that?" "Ooh, smart. I see you've been studying for the SAT's.")

Stay unruffled. This cannot be stressed enough. One of the main reasons young women want to date older guys is because they expect older men to remain in control of themselves and their environment.

You are safe, unlike some testosterone-ridden hothead who gets into a fistfight because someone stepped on his shoes.

By getting nervous, defensive or angry, you destroy the aura of power you naturally have – and she will respect you less, and find you less alluring.

### **Take Action #20: Take the Lead in Conversation**

To compensate for their lack of experience, young women often behave in extreme ways and surround themselves in drama – which makes them feel important. Often they talk a mile a minute – don't be afraid to gently press your hand to her mouth when she's filling up blank airtime with chatter and say, "surely there is something better you can do with that mouth" and just kiss her.

If she is blathering, or talking about something obviously shallow because she has nothing else to talk about, don't be afraid to shift topics on a dime.

If you can build a deeper conversation, or even one about others in the room with your practiced eye, you get to make her feel smart, heard and included – and you can give her points for rising to your level. Literally say, "that was quick – you get ten points." If she asks what they are for, you just say, "you may be able to redeem them later" and move the conversation on.

Whatever you do, don't let her "lead" conversations. Don't sink to a lower level of conversation because you want to please her.

By contrast, raise her game.

### **Take Action #21: When In Rome, Text Like a Roman**

If you're dating a girl in her 20's, understand how she has learned to communicate. Which means, texting. My grandfather wrote long love letters to my grandmother when he was wooing her. They are beautiful constructions, the outpourings of a thoughtful heart.

Wooing, however, has gone out of style. Long letters will make you feel like her grandfather. Drop her fun texts during the day. If your phone can do it – send funny photos that tease her with your texts. I was dating a Hispanic girl and sent her a window ad for “hot fritters” and told her for some reason it reminded me of her. She texted back that hers are the hottest fritters!

Don't ask what she's doing or whom she's with. Avoid becoming the “father” she is probably trying to replace with you.

Keep it light. Stay in touch. Remind her she's on your mind. Texting is like a sexy string between you – and if she is in her 20's, she's habituated to that string. Don't be chatty or annoying – but don't let it go slack for too long.

Tip: okay so my favorite APP is “Id Cap That” – which allows you to take photos and put naughty captions on them. If you snap a photo of a girl you meet, you can send naughty captioned photos. Fun stuff.

### **Take Action #22: Let Her Make The First Move – or at least – The First Indication**

This may seem counter-intuitive.

Older men/younger women – it's an interesting dynamic. Until you get intimate, she has the power. She flaunts it. She is used to it. You're the old guy, the perv – meaning just that she KNOWS you want her.

So this is the most delicate period. You cannot SEEM like you are desperate for her. To do this, there are two steps: you have to build her trust and de-focus on her body.

You build trust by going slow. By being indifferent to her attentions. Young women flit. They vibe on attention. They are at the height of the sexual attraction, and consciously or not, they will try to draw as many eyes and as many compliments as possible.

You can't rope them and pull them in like calves. Fishing is better metaphor. You pull them in a little, let out a little line while she goes and flirts, or texts, or whatever – without seeming at all jealous, then pull her in a little more.

One way of de-focusing on her body is to say, “you’re so adorable. I love women. Look at you.”

This accomplishes a few things. You compliment her, which she needs. You also contextualize her into “women,” which is more sophisticated than the “girl” she still is.

If she has dressed up, you can say instead, “You’re beautiful. I love elegant women.” This has the dual effect of seeing the goddess in her and letting her know she’s not the ONLY woman!

In Hollywood, we call this a push-pull. It creates self-conflicting emotions – he wants me, but he could love OTHER women too – and it draws her further into your sphere.

Once you feel that she is in your sphere – meaning that the bravado of her sexual attraction has been whittled away by your patience and your appreciation of “woman” – and once you feel that she is digging you, and maybe wants to even prove to herself that you want her specifically, that’s when you kiss her.

My friend David DeAngelo likens young women to cats...

*If you want to make friends with a cat, the best tactic is to IGNORE it.*

*Cats are interesting creatures.*

*Have you ever noticed that if you chase a cat, it will run... but if you sit and ignore it, you'll soon find yourself pushing it off of your lap?*

*Same goes for younger women.*

*Like I just mentioned, younger women have often just "escaped" from controlling parents, structured lives, and zero freedom.*

*If she's attracted to you, it's not because you're creating the environment that she just left... it's because you represent something different.*

*You'll find that if you call her all the time and chase her, she'll be harder to get a hold of, and less likely to continue to see you.*

*If you let her go, let her live her life, and make yourself more scarce, you'll be more likely to have her pursuing YOU.*

*Be the man that she's always dreamed about, and then don't chase her.*

### **Take Action #23: Be Protective But Respect Her Independence**

This is an addendum to the point about “don’t be her dad.” You don’t want to bring up the worst of the father figure she is probably escaping – you do want to remind her of the best of the father figure she trusts.

So don’t get possessive or jealous at all. Don’t ask her where she’s been or who she’s been talking to. She is going to continue having friends her age and you’d better be relaxed with that. Don’t show up at her place unannounced – as it will seem like you are spying on her.

#### **Don’t interfere in her outside life. Don’t be needy!**

If she asks you opinion, great, share it.

She's free, so let her be free. Encourage it, even. Don't interfere. Especially in her family affairs.

Think of yourself as her benevolent king – someone she can rely on and come back to for advice, or help ,or guidance, or even comfort. You are her king, not her dictator, and definitely not her needy spy.

### **Take Action #24: Super-Celebrate Her Accomplishments**

This is just a reminder. I mean, you should celebrate any lover’s accomplishments, but remember – what seems like a big deal to a younger woman may not seem like much to you.

Getting an apartment of her own. Passing some benchmark at work. Getting a raise that to you wouldn’t make a dent – these are big deals for her and you should treat them with utter enthusiasm and praise – even if they don’t seem like big deals to you.

You want her to be all she can be and she will deeply appreciate having you as a cheerleader on her team – especially because friends and family can be very negative and judgmental.

Enjoy her while you have her, and don’t be surprised if she outgrows her need for you.

You cannot cling to her as she grows.

Just as a baby goes through huge learning spurts compared to your adult self, so too a younger woman will take huge maturing leaps compared to you, and may need something different before you do.

Let her go, like a lovely flower petals on the wind, in appreciation and gratitude.

### **Take Action #25: Be Chivalrous, Be a Gentleman**

Most younger women have never been treated like a lady. The frat guys and artist-barristas they've dated never stood up for them when they entered a room, nor cleaned their car, not even cleared the laundry off the bed when she comes over.

And yes, every woman wants to be treated like a lady. You can even create the context for that. Play old sexy duets – like Louis and Ella bantering. Have an Astaire-Rogers movie playing on the big screen. She may make fun of you for being ancient – but watching them dance, she will be charmed. Guaranteed.

If you can't sing – do a fun night where you are in a tux and she's in a gown. If you can't find an event where this is appropriate, create a crazy evening – just set it up. Rent a boat, or have a special table set up at a beautiful restaurant, or easier – reserve a dance studio and have an instructor take you through some romantic old steps – try Tango of course, but also --

Most younger women have had VERY FEW men in their lives who even know what the word "Chivalry" means.

If you're one of those men, then you need to LEARN what the word means.

Opening doors, walking on the outside of the curb, and pulling out chairs makes a BIG impression on younger women.

When you combine a masculine, powerful presence with chivalry, you will stand out and make yourself VERY intriguing and attractive.

### **Take Action #26: Stay Calm In the Face of Chaos**

Women admire men who stay calm in the face of trouble, chaos, or danger.

Women's lives tend to feel more chaotic, especially when they are young and things are changing so fast. They will try to draw you into that chaos. They may get upset that you don't "feel" it as strongly as they do – but in time – could be minutes, hours, or days – they will respect you for keeping solid ground.

If she freaks out about something, don't let it get to you.

Stay cool and calm. Your stability is the core of your attraction.

### **Take Action #27: Own Your Relaxation – Hand Out The Spiritual Underwear**

You meet a woman and she's stunning – and to your astonishment, she seems interested in you. You blush. You stutter. You try to find the right thing to say. You can't believe your luck.

It happens to all of us. It's happened to me. Turns out she was a porn actress, but that's another story.

Now, there is a trick that public speakers use when they face a big crowd or a big moment. They are told to picture everyone in the audience in their underwear.

It makes them less threatening, less judgmental, less on-high.

Ditto for feminine beauty in all its glory – it's threatening. You want to please. You are treating her like an "other." Especially when you know (but she doesn't) how ripped you were 10 years ago, how your hair was full and flowing. You are judging yourself and projecting it on her.

So am I suggesting that when you meet an astonishingly beautiful woman that, you picture her in lingerie? No. You are probably doing something like that anyway. And you will sound even more like Elmer Fudd.

Picturing an audience in skivvies is a way to un-other them. There is a spiritual parallel practice here, which not only levels the playing field and calms you, but actually makes you a vaster spirit, a more spacious and deep man.

How else can you dissolve the line that separates you from others? How do you dissolve the sense of separation between you and any woman?

The answer takes you into a profound realm... and I'm sure you rarely come across material like this in "dating" books, but I want you at your FULL POWER – and that means on a spiritual plane as well.

So stay with me here...

As we deepen as men we see every single being, human and otherwise, as fundamentally like ourselves -- and therefore it becomes natural to treat them and love them in the way we would ideally be treated (not including our perversions and neuroses.)

This simple, mature, benevolent, selfless love is called in Buddhism, Bodhicitta or the Awakened Heart. It is rooted in the knowledge of death and the passing of everything, and is the very spirit of enlightenment.

I find this very well expressed in this lyric by the poet, Mary Oliver

### **When Death Comes**

When death comes  
like the hungry bear in autumn;  
when death comes and takes all the bright coins from his purse  
to buy me, and snaps the purse shut;  
when death comes like the measles-pox;  
when death comes like an iceberg between the shoulder blades,  
I want to step through the door full of curiosity, wondering:  
what is it going to be like, that cottage of darkness?  
***And therefore I look upon everything as a brotherhood and a  
sisterhood, and I look upon time as no more than an idea,  
and I consider eternity as another possibility,  
and I think of each life as a flower,  
as common as a field daisy, and as singular,  
and each name a comfortable music in the mouth tending as all  
music does, toward silence,  
and each body a lion of courage,  
and something precious to the earth.***

When it's over, I want to say: all my life I was a bride married to  
amazement.

I was the bridegroom, taking the world into my arms.

When it is over, I don't want to wonder if I have made of my life something  
particular, and real.

I don't want to find myself sighing and frightened, or full of argument.  
I don't want to end up simply having visited this world.

*From New and Selected Poems by Mary Oliver*

This is what you might call love, Buddha-style: impartial to all, free from  
excessive attachment or false hope and expectation: accepting, tolerant, and  
forgiving.

By the way, I have read this poem to many women – and it often makes them cry  
as they feel the love of life at the heart of it.

Poetry has long been a proven way to woo women – it goes back many, many  
centuries!

### **Take Action #28: Neither Live In The Past – Nor Drag Her Back There!**

In conversation, focus on the wisdom you have, not the long stories that got you that wisdom. You don't need to trot out the detailed story of that woman you dated in the nineties – or eighties! – Whose neediness taught you blah blah blah.

All that she will hear is that you were dating somebody else while she was learning how to finger-paint. And that woman now must look like a combination of Mother Theresa and the California Raisins.

Young women *don't want your dating war stories*. They live in **this** moment, which is sparkling with life. Any time you start bringing up other women in the past – especially ex-wives, they will assume you are still attached to them – and you will suddenly seem less youthful, less alive-in-the-moment, and altogether less interesting.

Remember – you are interesting to you. But the you that you were is not so interesting to others. The you who you are RIGHT NOW is all that is important – especially to young women.

They are looking FORWARD in life, not backwards. Focus on what you are planning to create! Where you are planning to travel! What's next? And of course, if it's possible they get to enjoy that ride with you, paint that picture! Ask them what they want to experience, or create, or enjoy.

Be the ride that young women want to get on.

Remember – your resources and knowledge of the world are probably far vaster than hers.

*Be the doorway to excitement and fun. Not the doorway to a musty cellar of memories.*

### **Take Action #29: If You Date Younger Women, Prepare For the Scorn of Women Your Age**

This is inevitable.

Show up with a hot younger woman on your arm and you will get two reactions. Other men, especially married men, will tell you, "I hate you," but mean it in a playful, jealous way.

Women your age will actually hate you! Well, ok, not "hate" but they will be angry at you and that anger will come out as scorn. They will say you "can't handle" an older woman or that something is "wrong" with you.

Don't fight them. Don't name-call. Don't defend yourself.

Have compassion. One woman of more advanced years, described her pain to me around this issue as feeling "irrelevant."

That's some painful shit – and if you can, get inside that feeling – maybe you've felt that way in your life (especially if, like me, you wandered into a Sunset Strip Dance Club at age 40 and everyone else was 21).

She is feeling her life pass her by, and is sad that a woman, like herself, of greater wisdom and experience than a young hottie – or so she believes – cannot get a good man who is still attractive and in her age range.

***There is no winning this argument.*** Just always affirm that older women are beautiful, too. Say you love women of all ages. Don't make them wrong.

### **Take Action #29: Don't Use Young Woman For the Wrong Reason**

A final word here.

There is a lot of social pressure to "get" younger women.

But if you get one, she might not make you much happier.

Younger women can often be much more demanding, needy, frazzled and life-energy-sucking than a more seasoned woman. They may wreck your equanimity, your focus, your ambition, your happiness.

That does not mean they will lose their appeal for you physically.

The author, David Deida, offers a brilliant insight on what to do about this conundrum. How to drink in the life-affirming pleasure of a young woman's presence – without getting trapped into thinking you have to create a relationship with her.

In chapter 7 of his extraordinary book, The Way of the Superior Man, "Young Women Offer You a Special Energy," he offers a very profound message – one that will allow you to thoroughly enjoy the refreshing and happy effect young women have on you while, at the same time, freeing yourself from her thrall, freeing her from your neediness, and serving your life and others in an admirable way. These passages are directly from that chapter...

*"In general, youth in a woman bespeaks radiant, unobstructed, and refreshing feminine energy..."*

*There is something unique about being with a young woman, and all men with masculine sexual essences feel it. You feel rejuvenated by her. Just sitting next to a young woman can make you happy and fill you with life force. You might have nothing in common. But that doesn't matter. It is her energy that delights and inspires you...*

*As a man, it is your responsibility to honor the heart-rejuvenative gift of a young woman, without violating this honor by imposing your sexual desire on her. If sexual desire arises, fine...*

*Circulate it through your body. Learn to conduct the magnification of desire without needing to throw it off in a spasm of release. A major part of mastering sexuality is learning to sustain greater and greater degrees of pleasure and desire in the body, without needing to rid yourself of the force because you can't handle it.*

*When you find yourself really enlivened by a young woman, breathe in her fragrance. Breathe in her energy. Relax your body and allow your heart to open in her presence. Take in her beauty through every pore in your body. Allow love to radiate from your heart toward her. Maintain a respectful formality so that she is free and empowered to give her gifts without being complicated by your personal agenda. Use the energy she has given you in your own service to others, passing the gifts of heightened aliveness and passionate heart into all of your relationships, so that all beings may benefit by the delight you have received from this woman...*

When you approach dating younger women with this energy, you are as far from that immature, repulsive, creepy "needy" vibe as possible.

And therefore, you are far more likely to succeed.

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#### **Part IV:**

### **Improve Your Sexual Depth To Unleash Her Pleasure and Yours**

Sex after 35 and 40 becomes less a sport to be played hard, and more of a landscape to be explored.

In any sexual encounter, or session, there is no reason not to enjoy the rushing river of it as well as the slow able through the forest, the resting on the mountaintop, the headlong race down the slopes, the steady, careful climb up the cliffs.

The moods and textures should ebb and flow. Your body positions should change every couple of minutes (because you are not allowing your attention to be reduced to a particular body part of hers – as well as preventing cramps!)

There can be laughter, and talking, and playing, as well as hair-pulling, ass-slapping and good old-fashioned pounding away.

As you develop sexually, you come to understand sex as a mode of communication of your whole self with her whole self...

... and then, ultimately, with practice and with a bit of luck, it becomes the momentary obliteration of you and her self, as you merge into a kind of dissolving ecstasy.

Her body shatters in your hands into a millions shards of light – and your body dissolves...

You can't tell where she begins and you end, or where the two of you begin and end where the oxygen around you begins.

There are levels of "kundalini" or energetic body awakening that I can't "teach" here – but I can point you in the right direction.

If attaining states of "tantric" bliss or dissolution appeal to you, I urge you to get into yoga classes so you can learn how you energetic body works and can be opened through yogic motions.

I urge you to get my program, [www.DeepEroticMastery.com](http://www.DeepEroticMastery.com) where I take you into some pretty amazing and esoteric levels of sexual mastery.

Younger women expect a certain degree of skill, comfort, ejaculatory-control and, what I would call, "broad consciousness" in the midst of sex.

That means you aren't just hungrily grunting into her – although there is a time for that.

It means that you are a skilled and present explorer of her body, and of the energy passing between your bodies. You are like a veteran director, or conductor of the symphony that is emerging between you.

You are both 100% present in, and 100% consciously aware of all the energetics passing between you.

This takes practice. This takes some learning. Here are some important foundations...

### **Take Action #1: Heighten Sexual Depth By Remembering Your Death**

Remember, the remembrance of death creates a heightened awareness and a sense of urgency. Here's a thought from David Deida, in fact they are the closing words of his fascinating book, Finding God Through Sex

*“As you make love, feel this moment as your last. No future. What pleasure can distract you from this depth? Feel your sexual organs engorge with blood, and feel death. See your lover's beauty, and feel death. Allow desire to move your body, and feel death. Continually remind yourself that this moment could be your last. Maybe there will be no orgasm five minutes from now. Maybe this will be your last kiss, ever. Make love now, as if death was imminent. Give yourself completely in love.”*

– David Deida, *Finding God Through Sex*

### **Take Action #2: Sex is a Time For Deeply Connecting – and For Your Spiritual Practice**

This may sound odd. Shouldn't you be concentrating on the woman in front of, under, or on top of you?

Of course. But if you are having sex at any level beyond a quick pound and shoot, then you will have time to take in the situation from other perspectives.

Deep sexuality isn't just about having better orgasms, but also toward a more expansive, deeper experience of what it means to be alive – and what it means to be integrated into the flow of beauty and of life itself, while you still have it.

I forget the term, but Samurai, I believe, used to practice battle blindfolded. They were trained to sense everything around them, 360. So too, great athletes can sense what is happening on the field or court without actually “seeing” it.

This is the kind of expanded perception you want to develop – a 360 awareness, an expanded consciousness – not being caught up by the pull of your hard-on.

This is the difference between a grunting 16 year old and an erotic master.

While making love, what if you could pull into your body the light of the stars outside the window, the scent of the cinnamon candle (you bought it!), the night sounds, the movement of your town and the stillness beyond – and what if you could pass all that through you into her?

Young men focus on their cocks. They let their hearts race, and their eyes bulge and they come quickly, slaves to their bodies.

By expanding your consciousness outward, by sensing your placement in, and union with, all that is... you attain a kind of calm and power that is vaster than yourself.

You become less the victim of your body, and also, less dependent on her, as Deida explains here in one of his characteristic fatalistic passages. You attain a kind of regal freedom...

*“One of the basic lessons of spiritual growth occurs when you realize that you will never be fulfilled for very long or very deeply like anything in life. Even things you work really hard for when you get them are just another moment. There are some tremendous moments of happiness in life, but they pass. And even when they last, there is always a tension and fear that they might not last too much longer and your lover is a concentrated dose of this lesson.*

*He or she will never truly fulfill you – not for good, and not even that deeply in the best of times. At first this seems to be bad news – a good excuse for having a few drinks, or eating a box of chocolates.*

*But getting this news is crucial. It allows you to stop wasting time in the hope of being fulfilled once and for all by relational love. Instead, you can devote your relationship – and your entire life – to realizing the truth of this and every moment: this moment is spacious, full, aware, and luminous, regardless of the love you feel you are getting or not.”*

- David Deida, Finding God Through Sex

Heavy shit. The man speaks truth.

### **Take Action #3: Approach Intimate Relations as a “Sacred Ordeal”**

I think you know this by now...

People talk about marriage as “work” but that even makes it sound worse.

I prefer to think of it as play – as a game you play with each other – not a competitive game, but a dance, a way to keep your ego's in the court and bounce them around.

Because all relationship problems, big or small, come down to someone feeling they deserve more – or needing to control the other's actions to slake their own ego's infinite thirst.

Another way to reframe relationship is as an “ordeal.” Now, I don't mean that as pure torture, but in the mythological or sacred sense. I'll let Joseph Campbell explain it...

*“Marriage is not a love affair, it's an ordeal. It's a religious exercise, a sacrament, the grace of participating in another life.”*

He says it's a damned shame that people don't know the possibilities of the second half of life. He says if you go into marriage with a pre-set program, you will find it does not work. It is putting the ball in play.

*“Successful marriage is leading innovative lives together, being open, non-programmatic. It's a freefall: how you handle each new thing as that comes along. As a drop of oil on the sea, you must float, using intellect and compassion to ride the waves.”*

Lust doesn't last.

Women don't get “easy” over time. You can't really shape them into the pliant beings you fantasize about.

It will continually be a challenge, and that is the core of a sacred “ordeal” – a challenge that refines you to rise into being a better man.

He also says that when you marry -- you are essentially entering the woman's realm.

You are giving up initiative. In marriage, though while man is the initiator, once it happens, the man rides along.

The woman is the energy, the Shakhti and “any marriage becomes the vehicle of a woman's energy.”

He says, a marriage requires the “dissolution of the male initiative.”

He talks about it as a crucifixion.

*“The bridegroom does go to the bride as to the cross. The bride gives her self equally. It’s a reciprocal crucifixion. In marriage, you are not sacrificing yourself to the other person. You are sacrificing yourself to the relationship.”*

He says “when a man looks at a woman and sees only somebody to go to bed with, he is seeing her in relation to a fulfillment of some need of his own and not as a woman at all. It’s like looking at cows and thinking only of roast beef.”

In his understanding, the coming together of the masculine and feminine is a putting together of something deep, ancient and lost. Campbell hits a deep truth.

One that so many people forget or don’t like to talk about...

You will get sick of each other’s personalities. As charming as the girl in front of you is now -- three months later, a year later, she will have quirks and characteristics that you come to disrespect. Things that you once found adorable – her snoring, her witty, catty comments about others – will become monumentally annoying. If you remain attached to her personality, the surface of her, only doom can follow.

This is why you must practice penetrating beyond her surface beauty to her core femininity, the core goddess, the core, pure heartbreaking yearning to love and be loved within her – a core that has NOTHING to do with her surface personality!

Does this make sense? Do you know what I mean by making love to her core yearning, her universal and eternal feminine? That young beautiful yearning to be tended, to be filled, to be penetrated and opened beyond the way she can open herself?

Your job in this eternal play of masculine and feminine is to release your constriction, pain, suffering, disappointment, “turn-off” and desire... to be BIGGER than your surface personality...

... and then to connect with that burning, vulnerable core of love that she is – and that is waiting for your mature masculinity to hold and cherish, no matter how moody she may be feeling...

This is your ultimate gift in love as the mature masculine.

You are the piercer of the veil. The god-man loving the goddess-woman, no matter what is burning up on the surface of the skin or the surface of the earth.

You are, beneath it all, at core – the force of love loving the force of love.

That is eternal. That is unassailable. That will make her feel cherished beyond a million roses or shiny rocks pulled from the Earth.

If you need to read this above passage again, do so.

For, within it, lie treasures.

#### **Take Action #4: Pace Her Breath**

This is a fantastic and almost magical practice.

Breathe with her. Match her breath for breath.

Women don't expect young men to be attuned to them. They expect young men to pound them mercilessly, and show them fun, and a good time.

When a woman looks at you, she wants a true leader – someone who can feel into who she is, who intuits her well, who pays close attention to her shifts and shadings.

One of the most powerful ways you can attune a woman to you, and you to her, is to breathe at the same time. Inhale when she inhales. Exhale when she exhales.

It may be hard at first, as you probably have deeper lungs, so don't worry about doing a few deep catch up breaths.

But if you are talking, or better, cuddling, watching a move, or better, making love, and you match your breath to hers, she will feel, almost magically, that you are fully present with her.

The next level, once you have accomplished this, is to start breathing a little more deeply, and leading her open, leading her into slightly more deep breaths.

Done correctly, you will alter her breathing, and induce her deeper surrender to your leadership.

#### **Take Action #5: Play the Pleasure Game**

Before I give you this one – I need you to remember – women's bodies change over time, and what was pleasurable to her last Sunday may not feel good this Wednesday.

So sex and pleasure always must stay in the moment. You must stay attentive to her slight shifts of breaths, her tensing of muscle and relaxation, the curling of her toes, how her nails dig into your back, when her spine releases and she “lets go” – you must stay with her and not lose yourself to the moment (that’s why we did all that expand your consciousness and awareness work above, so you don’t get reduced to the moment and miss all her great signals).

That said, it behooves you both to learn each other’s bodies (just don’t get robotic about what you learn).

Here’s the pleasure game.

Her job is to lie back and say nothing but numbers. You touch and caress, kiss and nibble, lick and suck her wherever you please.

And she responds, on a scale of 1-10 by telling you the intensity of the moment by moment – 2.... 5..... 8....9!.... 2....

Her job is to say nothing but numbers, no commentary, no suggestions, no leading you. It’s your discovery, 100%.

And your job is to detach from you ego, and enjoy the process of discovery. You’re not going to earn a constant 10, so give that idea up. The goal is not to bring her to orgasm, but to learn the sensitivities of her body.

Set a clock and do this for 5, or `10 ,or 15, or 30 minutes.

Then, switch. You lie back and she plays.

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These I consider to be the foundations of you becoming a deeper, more mature lover.

There are endless resources to expand your skill-sets.

I cover many of them in [www.DeepEroticMastery.com](http://www.DeepEroticMastery.com). In it, I cover the gamut of sexuality – from learning how to control your ejaculation, to “hot talk,” to how to bring out female ejaculation where that is possible, to any number of physical techniques to give and receive pleasure.

Look on my blog at [www.ApproachConnectInspire.com](http://www.ApproachConnectInspire.com) at the resources page for other programs I recommend.

## Part V:

### **Hone Your Body For Vitality, Stamina, Muscle and Sexual Appeal**

#### **Take Action #1: Love Your Body**

Your body, for better or worse, is the vehicle in which you deliver your life. You live in your body.

So you'd better damn well accept it.

Ideally, you not only accept it, but you cherish it, the way an enthusiast cherishes a \$400,000 car.

You feed it well, you keep it lean and running clean.

And when you love your body – you will find that others love it too.

Notice I don't say accept your body. Yes, you've got to accept it. This messy meat-sac you're carrying around, with its new little pillows. It's determination to lose muscle mass. It's desire to rest. Even the hair growing out of your nose and ears (did you know your nose and ears actually get larger as you get older?)

It's going to happen. Your body will change. And it will decay. And you will die.

No way around that.

But you can guide this whole process. You can guide with grace and humor – and with love. You might as well love what you can't change! And work with it.

Now, here's the tricky thing. You can get in shape. You can eat buckets of tofu. You can inject growth hormones. But if your mindset isn't right, you still won't love your body.

Mary Oliver – yes, her again! - wrote in the first lines of her poem, Wild Geese...

*You do not have to be good.  
You do not have to walk on your knees  
for a hundred miles through the desert, repenting.  
You only have to let the soft animal of your body  
love what it loves.*

Fantastic words of wisdom!

So many of us get caught up in ideas of self-hatred, that we are not good enough. Bless the feminine, in this case, in the body of Mary Oliver, for reminding us that we live in soft animals of our bodies – that we should listen to it, and love this world through our bodies, love this life – and give ourselves a freakin’ break.

As a man, chances are you live in your head. You live in *ideas* of what you are supposed to be, what you are supposed to have accomplished by now. And you don’t take the time to just relax into your body.

So lets get into this, here. Ultimately I want you to accept your body, love it and at the same time, commit to improving it. You can certainly eat better, work out more efficiently, carry yourself with more confidence and solidity.

But you will get nowhere if you treat your body as your enemy. You must detach your identity from your body. It’s not “you.” It’s just the vehicle of you. And like any vehicle, the more you cherish it, the better care you will take of it – and the better care you take of it, the more you (and women) will cherish it.

The important thing is to love your body now – right now -- not when it achieves some desired future state, or as it was at a reminisced point of peak fitness.

It's a magnificent machine, and does wonders for you everyday. Honor it. Be grateful for it...

Even if you can only eat and walk to the bathroom – be grateful for that. Surely you have far more capability than that. Just love your body as a vehicle for what it does for you.

Think of it as beloved servant, or personal assistant! It does stuff for you every minute of every day. Appreciate all the quiet miracles that allow you to live -- strong legs, a stomach that digests, lungs that breath, nerves that allow you to feel the soft skin of women.

I don’t care if you’ve got a fat belly or a balding head. Go check out my friend Sean Stephenson, who is less than three feet tall and has brittle bone disease. He’s wheelchair bound and spent his whole childhood in pain – and yet he’s the most upbeat, positive guy in the world. And he dates beautiful women.

So please, drop any unlove you have for your body. It’s an amazing piece of technology. Celebrate everything right with it. Daily. Hourly. Minute by minute, if you can. And once you are grounded in that – then you can make some commitments to transform what you would like to change.

**Take Action #2: De-commoditize Yourself**

Damn GQ and Abercrombie and Fitch. They throw up images of 20 year- old guys with killer abs and sleek hairless, toned bodies. There's no way we can compete with that – not without time at the gym.

But the good news is – women don't respond to one kind of body. Yes, generally more women will be attracted to you if you build strong shoulders, a broad chest and a relatively flat stomach. But honestly, they don't care.

They want your HEART. They want your ATTENTION. They want your HUMOR. They want your STRENGTH. They want your PRESENCE.

They are lonely, not hankering for a model to have sex with (in this way, they are generally unlike you. ☺)

So the practice here is to detach from the popular magazine culture, and not allow yourself to be commoditized. There is no cookie-cutter beauty, sexuality, age, or attractiveness. These are cultural constructs, and there is no need to accept them. If you were born in a different place and time, the rules would have been different. They are not real! In fact they are really just well-funded advertising campaigns making a sucker out of us for spending tons of money on transplants, botox, restalin, etc.

That said, I have friends who did hair transplants from the back of their heads to the front – and they do look 10 years younger! I have friends who've had eye-lifts and got rid of bags. I've had friends who've changed their nutrition and worked out well – and look fantastic.

The trick here is take the actions you need to take – but do it to FEEL good – not to look good to others.

The artist, Stefan Sagmeister, said: "Trying to look good limits my life."

Look good to add to your life, not as a running away, but as a moving towards greater vitality.

Whatever serves your inner feeling of vitality – serves you. Sure, improve your looks if that helps, but never forget that who you are is ALWAYS going to be the center of your attractiveness to great women. Not your hair.

### **Take Action #3: De-commoditize others.**

This sounds hard at first – we all love physically beautiful women. And if you've been on a dry spell, or married for a long time with a woman who didn't take care of herself – you're probably overwhelmed by a beautiful woman. Trust me, I know the feeling – it's like getting suddenly drunk sometimes.

There are two practices here, which are actually incredible attraction tools for you whether you are approaching women the first time, online, offline, or as you get deeper into intimacy...

*A: Don't Praise Cliché Beauty*

Yes, women love being complimented. They love being complimented on their eyes and their smile. Connect your compliments to who they are as people, which demonstrates your experience in the world.

"You have such a beautiful smile – you seem like such a naturally happy person." "I love it when you smile -- you light up the room!" (remember always, women love being identified with "*light*" – that's why they wear sequins, sparkling jewelry. It's in our language – its why we call women dazzling, say they have "sparkling" personalities and sing songs like "You Light Up My Life") "You have beautiful eyes – so relaxed and warm, something accepting in them...." Say what is true.

Women don't really appreciate being complimented on their breasts or their ass, especially if they are awesome. Not directly anyway. If you want to indicate you find a woman physically attractive without sounding like every cleavage-struck 25 year- old – compliment her on her grace, her gracefulness. Her elegance. How happy she seems in her body. Point that out and she will be happier in her body – and like you for reminding her.

*B: Turn Lust into Worship*

This may sound a bit weird or a stretch for you, and if this idea is new to you, I ask that you let it just settle in for a while – there is HUGE truth and power in it.

Any woman who has not been 100% masculinized and neutered is in touch, on some level, with her inner "goddess." Listen – women are the source of beauty and the source of life.

They are waiting to be adored and, don't forget, Adoration is something that is gone to the divine – as in Adoration of the Magii.

Think about about strip clubs. Sometimes you will see men weeping at the feet of strippers, saying, "I love you! I love you!" And giving money (just like at goddess temples worldwide, men give money and offerings to the goddess).

Do these men really love these Tiffanies and Brandies? Of course not – they are loving the goddess that is being expressed through their bodies.

They are being reminded of the very beauty of life. They are not thinking, "I want to bang them at that moment of adoration and worship." They are giving a PROFOUND gratitude for life itself.

For being in the presence of divine beauty – a beauty that is so powerful, it breaks the stone or sadness of their hearts, and opens them to the idea of love – the very core of divinity.

When you see a beautiful woman breathe her in as an incarnation of the goddess and worship the goddess. That doesn't mean worship HER – don't get caught up in her tits and ass.

Instead, breathe in her full grace and beauty, how her neck is like a Donatello marble, her arms like willowy branches, her hair like silk spun in exotic fog-shrouded eastern villages, how her breasts and ass are like supple and fertile hills in some lost wild river valley.

You know when women feel their body as an expression of divine beauty, of the natural flow of water? - When they do yoga.

Woman is nature and nature is women – they are our bed, our sustenance, our soothing water, our inspiration. We wouldn't get out of bed in the morning and do *anything* if it wasn't for women, if it weren't for the inspiration of the goddess.

See her as an incarnation of the eternal feminine – the little girl in her, the old woman in her – the force, the flow of love that she is, that her heart is, that her body is.

Western monotheism stamped out goddess worship – from the temple prostitutes/goddesses of Baal worship in ancient Israel to the utter fear of witches – the empowered magical feminine who knows and is in touch with the true fecundity of nature – and who doesn't need stern, male monotheistic sky gods or their sexually repressed priests to love this life and feel loved.

It's a shame we've lost the sacredness of the divine feminine – and we have it replaced with the cheap-ass Britney Spears' of the world.

Although props to Lady Gaga, who may be reinventing and reintroducing the infinite power of the feminine to self-express in ways that we've never seen since the sexy-vicious Kali stalked the Earth, slicing off men's heads to make her necklace of skulls.

If you can be the man who sees the divine goddess within women, you will not only attain a detached loving adoration that makes you less slave to your lust (a weak state if ever there was, causing men to overspend, to beg and to lose their center), you will stand out among other men to women – as the one who is above mere lust, and who returns her to the juicy core of her secret divine erotic fountain. What woman doesn't want a man touching and pleasuring her body as a divine goddess?

To reintroduce yourself to the divine goddess... go poke around in Google and get to know Venus, Aphrodite, Artemis, Freya, Mother Mary, Shakti, Mary Magdalene, Kwan Yin, Isis, Oshun, Oya, Kali, Athena, Persephone, Cybele, Palla, Vesta, Hekate, Earth Mother Gaia...

Become a connoisseur of the goddess. Look at high renaissance sculpture – Michelangelo, Botticelli's Venus, Donatello's Mary. Get familiar with Indian art -- go to a museum or bookstore, and spend some time feeling the limbs and imagery of Parvathi, of Sita, of Krishna's little milkmaid gopis.

And start connecting beautiful women with their goddess core.

#### **Take Action #4: Show Your Body Love Through Positive Action and Positive Self-Talk**

This is a great mindset point. **IF** you make the decision to lose weight or add muscle, or simply to eat better, do so as if you are tending your Ferrari – not out of a compulsive need to fix something broken, but with the joy, and pride, and excitement of making what you have **gleam**.

It's the oldest cliché in the book – because it's true -- it ain't about the destination – it's about the journey. It's not about the end point it's about how you feel doing it. So, have fun and joy in your self-improvement. You'll get further with it too, because you'll stick to your commitment.

The same goes for praise and appreciation. Whenever you hear the old tape in your head saying something like, "I am so fat!" -counteract it with the positive mantras: "This body serves me well. It lets me run, eat delicious food, kiss and fuck!"

Have fun with your body. Feel it. Allow yourself to feel. And watch how women follow your lead.

*(By the way, one of the cardinal principles I give women when it comes to dating is to never put your own body down. When a woman down-talks her body, a man will generally see the flaw, and only the flaw from then on. Women generally don't care about flaws in your body. But they do care about your confidence and self-esteem, and fretting about your body will not help convince her that you have either!)*

#### **Take Action #5: Breathe Like a Master**

Chapter 45 of the book, The Way of the Superior Man, gives you the basics.

Deida says,

*“the principle bodily key to mastering the world and women is maintaining a full and open front of the body at all times. The best method is through full and relaxed breathing, drawing energy down the front, and freeing attention from neurotic self concern.”*

Notice the connection he makes between ego, or self-concern, and how you breathe. The key linking point is your relaxation...

*“The front of your body, especially your belly, is the place where your energy meets the energy of the world. When the front of your body is open and relaxed, your power flows freely, and your presence fills the room.”*

To relax your body, your belly, your front, and your presence – learn to breathe all the way down into your genitals. As he writes, your belly, and lower abdomen and genitals are your “places of power” – reaching all the way down into them with your breath, will recharge their batteries.

Here’s the practice:

*“Inhale deeply, through your nose, and breathe through whatever tensions you notice in your body. Inhale deeply into your lower belly. Then exhale. On your next inhalation, breathe into your lower and upper belly. Then exhale. On your next inhalation, fill your entire belly, then your solar plexus and lower chest. Then exhale. Then inhale and fill your belly, solar plexus, and your entire chest, in that order. For several breaths, inhale fully in this way filling your belly, solar plexus, and finally your chest. Then exhale fully, slowly, and smoothly.”*

Practice filling your body like a balloon, he says. Inhale and with your mind, send the breath to expand any area where you feel tension. Relax it open.

With more advanced work, you will learn how to breathe other people open, reducing their stress with the depth of your breath.

Suggestion: Sitting cross- legged, clear your mind and begin a daily practice of STARTING your day with **at least** 7 minutes of this deep 3 part breathing.

The key is: make sure you feel the breath swelling your balls.

By the time you get up, the front of your body should be open with presence. Take note if there is a difference in the way your women sees you. Take note of the way you relate to the world in this more open state.

**Take Action #6: Shoulders Back and Down**

I thought I was pretty good. I used to slump my shoulders and jut my head forward. I was a young man on the go, hungry to devour the world.

Doing body work and breath work, I straightened my spine and raised my chin and made a lot a progress.

And I had, but I had more to go.

A lovely young yoga instructor was watching me during a workshop - and though I felt quite relaxed, she showed me a way of feeling my relaxation, and communicating it with my body even better.

The practice here is to raise and hunch your shoulders, then ROLL them back as far as you can, then pull them downwards from that back position.

That will naturally straighten your pack and open your heart and chest.

Bless the yoga goddesses. We ended up dating a while!

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Now, about fitness.

You want to be as lean as comfortably possible.

You will lose muscle after 40, at a rate I believe, of about a pound a year.

To keep muscle, you must work your muscles, and I give you the best time-saving, efficient way to workout below.

I have included as bonuses interviews with Jon Benson and Vince del Monte – two amazing experts in maintaining muscle and sculpting powerful bodies.

You will find them also on my blog along with other resources – [www.ApproachConnectInspire.com](http://www.ApproachConnectInspire.com).

### **Take Action #7: Cut Out Shitty Food**

Remember what I told you about treating your body well? As if it were a fine running machine. Well as you get older, you definitely want to keep it running in prime condition.

You will want all your energy, especially if you plan on continuing to have a vital sex life.

Your body won't do what it did ten years ago, without proper care and feeding.

For example, if you are going to have many lovers, or long lovemaking sessions with your girl, you are going to need strong abs and thighs. Sex burns calories! It's work as well as play.

In my bonus dialogue with Jon Benson, included as part of this program -- we talk about the importance of nutrition. Get rid of the word "diet" – that word is full of self-denial.

Instead, pay attention to the **fuel** you put in your body.

It's really not that hard.

Eat vegetables. A lot of them. Especially dark green ones. Steam them if you must but don't boil out the nutrients. Better yet, eat them raw.

Eat lean meats – turkey, chicken. Not fried. Lay off fried **everything**.

**Avoid processed food products** that have long lists of ingredients, especially things you've never heard of – chemicals and additives.

Lay off grains and breads – because we all pretty much have low-level allergies to gluten.

Easy on dairy of all kinds. Lots of guys eliminate it altogether, for multiple reasons.

If you're a science geek, check out my friend Tim Ferriss's book, [The Four Hour Body](#) – it's a wealth of information.

So is [www.BulletproofExec.com](http://www.BulletproofExec.com) - this site is the BOMB – it is the final word on "Biohacking" – which is how to maximize your body and mind performance with minimum effort. But SMART effort.

That last thing you want is a sluggish old man's body with your younger women.

You want to feel fueled, energetic, vital, lean and ready to go.

### **Take Action #8: Exercise Smart not Hard**

If you are anything like me, you have limited time to spend at the gym. I also don't really enjoy the gym very much. Except when I am worked out by a beautiful trainer – which is where I'm at now.

I have learned, after years of every kind of exercise and sport, two key elements of efficient workouts.

Use high weights at a very slow rate. The key is to put maximum weights on, then do a full ten count up and a full ten down, breathing as slowly as possible as you go.

It is better to do 5 of these than 30 reps.

What happens is when you are just using your aerobic system, which is your common everyday system, your surface muscles work.

But when you do a slow burn, you engage the large or “fast-twitch” muscles, the muscles close to the bone.

This is good because it protects your bones by building the muscles close to the bone.

It also activates a level of metabolizing that burns calories for two days afterward because it taxes the muscle.

The slow burn workout turns your body into a calorie-burning furnace – AND – it also floods your body with endorphins. The more pain your body feels, the harder your muscles work, the more your dopamine and other happy hormones kick in.

To learn more, I highly recommend the book, the bible on this:

[The Slow Burn Fitness Revolution: The Slow Motion Exercise That Will Change Your Body in 30 Minutes a Week](#) - by Michael R. Eades, Fredrick Hahn and Mary Dan Eades

### **Take Action #9: Stop Running Yourself Into The Ground**

Top athletes all know the value of interval running.

Running for 40 minutes is nice, but if you want to be super-efficient and do your body much better, run intervals.

I like to run in the park near my house, but for training purposes I have to use a treadmill.

Here's the routine.

Set the speed at running fairly fast.

Set the clock at 12 minutes.

Then run for 20 seconds, and using the bar and the platforms on either side of the tread, hop up and off and rest 10 seconds. Then run 20 and rest 10. Continue for 12 minutes.

However...

At each minute marker, meaning every two rounds of running, bump up the speed by 2/10ths of a mph.

By the end, you should be digging deep, and sprinting as fast as you can.

Your body will thank you.

Your women will thank you.

## **FASHION**

### **Take Action #10: Consider Clothing as a Signal, Not an Identity**

It's a signifier. What you wear indicates what kind of energy you bring. Is it vital, with tight shirts on a muscular body? Or safe – Eddie Bauer khakis with a crew neck sweater? Or financially successful – high quality materials with a private tailored cut?

Different women look for different signals.

The ideas and practices below are for you to choose from. They are helpers for you to signal your unique mix of archetypal masculine strengths.

If you want to convey the lover, add some silk, a handkerchief, scarf or shirt, or cashmere. If you want to convey the warrior in you, get yourself some unusual, kickass boots. -Rattlesnake or with steel tips on the toes.

Play with these ideas and make them your own. Remember, they are not physical laws of the universe, just guidelines.

### **Take Action #11: Set your Own Rules**

Only one rule applies – you create your own style.

That's it.

You can't please everyone with anything. One woman's too conservative is another woman's distinguished. One woman might think you look artsy, the other effeminate.

So the rule is – it's up to you. If you are happy and comfortable in what you are wearing, that's the best start.

### **Take Action #12: Develop Electric Contrast**

Nothing is worse on a man over 40 that's "trying too hard." An outlandish hat, a prominent belt, a wild shirt, brightly colored shoes – one piece in a conservative outfit – you're intriguing.

All together, you're bozo the clown.

It is very powerful and suggestive to wear one standout article – whether it's a hat or unusual cap, a silk scarf, a pendant (I've seen it work, garnering attention!) – or best of all – a killer pair of unusual shoes or boots that suggest danger.

You want to show a flair of style – not a wildfire.

### **Take Action #13: If You Wear a Suit**

By the time you have reached your 40's or beyond, sophistication is the quickest way to make a good impression.

That means you pay attention to material, to stitching, to tailoring.

This doesn't mean you have to go out and spend a ton of money. You do have to have 4 basic outfits and each should be well-crafted.

#### The Power Suit

All men should have at least one power suit to their name. Such a suit comes in handy for formal occasions, and when it's time for wining and dining.

The combination color **shirt** is back in fashion and can look great with a suit. The color of the combination shirt is different on the collar than its main body and still looks stylish when the suit jacket is removed.

Materials

Soft materials are in at the moment. This is an advantage as silks and satin feel great against the skin and can look romantic when worn as a shirt, or as a wide material sash instead of an ordinary belt.

Cool linen and cotton is also a must when it comes to summer clothing that is stylish.

As for buttons...

No more three button suits. They make you look seedy. Two button suit make all men look slimmer. End stop.

### **Take Action #14: Accessorize Sparely**

I don't like accessories, myself, so I have a prejudice here. I don't like constraints, and I trained in the martial arts so anything that can be pulled out of my ear or nose during a fight – not for me.

-Anything that can be tightened around my neck like a chain of any type – no way.

I also don't like hard, cold things. I like soft, warm things ☺

So I personally do not wear a watch or any jewelry. I threw my wedding ring over a cliff shortly before I separated from my wife, but that's another story.

Also, I find adornment to be the prerogative of the feminine realm. I like the zen sparseness of my body, unadorned. I feel more in fighting form. I feel that adornment distracts from my true power, which is my mind and consciousness, my humor and perception.

Massive jewelry is blingy. Great if you're a 23 year- old Rap sensation or Flava Flav. Not so good if you're middle management at IBM. Elegance works always, sophistication works always – subtle sophistication.

Gold is good, but go for one *statement piece* rather than chains, and bracelets, and rings etc. It's the same principle as applies above to "statement" articles of clothing. One well chosen one is a subtle signal to women of style and sensuality. Several standout pieces, by contrast, are like a loud high school marching band playing off- key.

### **Take Action #15: Accessorize Locally**

Given my prejudices, let me first point out the obvious: it depends on where you live. You turquoise wearing New Mexicans – I got nothing to say. When in

Rome, right? It is beyond me. Bowie ties for Texans and ten gallow hats – hey to each state it's own.

So, regional matters. Ask attractive women if they like the local man-adornments. Then ask them why. Understand the impact they have, understand the signals they send. Then decide if you want to embody that mode of attraction. Go with your gut.

### **Take Action #16: Accessorize Intriguingly**

If your intention is to meet lots of women, consider wearing one piece of jewelry that has a story – that is intriguing, that seems to have mystical import.

I learned this from a friend of mine in NY who is no more that 5 foot 6.

He wears this spiritually suggestive thing on a necklace – and I seen woman after woman stop him and ask him what it meant. He, clever devil, and spiritually well-informed guy, launches into a well practiced explanation of the layered symbolism of the piece, drawing women more and more deeply into the realm of sensuality and the spirit – as well as his expertise in both.

### **Take Action #17: Go Easy With Bright Color**

Maybe you've just come out of a divorce. Or maybe you've just sold your company and you're ready to have fun. Or maybe your kids are teens and you want to feel young with them. Or maybe you are seriously missing your youth and you just want to feel that freedom you felt when you were 17.

Whatever the case, often men in their 40's want to let loose and try something new.

Great! Learn a new sport (I took up snowboarding). Travel (I hit Italy, Peru, Central America, China).

But do NOT – do NOT become a cartoon of yourself. This is an easy gaffe to avoid. Just think of the bright colors of cartoons on TV. Remember – they are there to capture and keep the attention of ADD kids.

Yes, have fun with your wardrobe.

But no cartoon color bright ties in clashing colors and nothing with childish cartoon graphics on them. You are not cool if you are wearing *South Park* figures on your shirt, awesome as that show may be.

Trying to wear brightly colored sweaters (god save us all), cartoon shirts or bright colors is a flashing signal to others that you are .... trying too hard.

The practice: throw out your cartoonish prints, colors and graphics.

Pastels bespeak a soft, feminine power – if you want to convey that.

I prefer (on the suggestion, by the way, of a Hollywood fashion consultant who speaks at my workshops) to wear BOLD blues and burgundies – to connote the bold nature by which I live my life.

### **Take Action #18: Know When Color is Good For You**

Primary or bright colors can look vibrant and vivifying on men who are over 40, especially if they have grey hair.

The current trend for metallic colors, such as bronze, silver and gold, may over-accentuate your gray, so you might want to avoid.

Also, greys and metallics can make your skin looks sallow. If you are tan, silvers, etc. are better. Suddenly you look like the Captain of an America's Cup crew.

If you do tend to look a little pale, then opt for warmer colors which won't give you a washed out appearance, and which will bring color to your face. Rusts and maroons. Rich colors, not pastel ones.

### **Take Action #19: Black is Always Beautiful**

Black wins always, except for some garden parties and Hawaii.

It is dignified.

Let women be the flowers, sporting bright colors and patterns.

By contrast, there are few things more attractive than a man in a tux. Want to know why? It's because of the sparseness (please, no ruffles, wide wings, blaring waistcoats) that serves to emphasize your head.

By blacking out everything else bodily, a black tux ,or black sweater and slacks, places attention on your true source of power: your *mind*. Your *consciousness*.

Your consciousness, your decisiveness – that is what makes you sexy to women.

By contrast, a woman's source of power – from her shoes, to her dress, to her jewelry, to her hair – is her sparkle, her radiance, and her ability to bring light into the world.

So yes, a dash of color is great. But, no striped shirts with striped ties. No crazy patchwork.

Ask women, whose taste you like, to take you shopping (a great date by the way – oh she will love to dress you like her little Ken doll). Watch what other men wear – and figure out what would look good on you. Collect ideas.

Then, if you don't have a lot of time or direction – just go with black. Black knit, black dress shirt at night, black tee. You can't go wrong (unless you wear white socks with it). ☺

### **Take Action #20: Jackets Please**

At around 35, it is powerful to wear jackets when you head out at night. Unless you maintain a great physique, a tee shirt will diminish your attractiveness. You can never go wrong with a blue blazer, well-fit to you (Banana Republic is fine). I also recommend a black, light wool jacket that is always sophisticated and goes with everything. Unless you are the town caller, barber or buffoon – avoid stripes (other than seersucker, if you move in the Preppie set). Be careful with corduroy. It often looks fuddy-duddy and non-sexual. -Unless you are trying to meet college girl English majors. Then corduroy away!

### **Take Action #21: Choose Shoes and Spend Well**

Essential. Of towering importance. Monumental!

Women, especially women who care about their own beauty, will notice your shoes. I have a pair of handmade Italian creamy leather shoes that always draw comments from women. I also have well crafted loafers, laces and boots. I have seen a great pair of cool boots – snakeskin, ostrich, croc (not sure about the ethics of these), or some interesting and dangerous looking material have a mesmerizing effect on women. Again – but as your ONLY standout piece at a time. Don't match it with a standout belt.

Black sneakers worked for me in my early 30's but I'd feel like a senior citizen if I wore them out now. They are the footwear equivalent of a track- suit. There was that great *Seinfeld* episode where they say, at some point you just give up and go with comfort, and start wearing a track- suit. Don't give up. Not yet. That's for later!

I live a pretty relaxed Cali lifestyle. My days pass with women, in café's writing, reading and researching – so I wear Uggs. Some guys like to make fun of them, but damn they are comfortable – they are a signal that I own my life and don't have to dress for others – and of course, since women love Uggs, they are a great conversation starter.

### **Take Action #22: Jeans**

Yes, if you are slim. No if you are not.

Barbara, our Hollywood Stylist consultant, says a little baggy is good around the butt – leaves more to the imagination. Too tight, she says, is weird.

You don't have to spend 300 dollars! Banana Republic just came out with a whole selection of every color/cut you can imagine.

If you live in a highly urban area, you might want to consider one kick-ass, stylish pair of jeans. See what Italian cuts are available. They tend to get a lot of attention from women in a stylish setting.

### **Take Action #23: Choose Underwear Wisely**

Okay, again, this is physique-dependent.

If you can, bikini briefs are sexy. If you can't, they are a horror movie. Brand name is important – they signal you take care of yourself (I've learned this from several women). There is nothing that turns women off more than regular Sears bought tightie-whities!

What I want you to remember here is Zan's question in our Training on Accessing Your Inner Lover: how can you become the object of a woman's fantasy? If you have never been, why not? Remember, they want to fantasize about you.

### **Take Action #24: Wear Cashmere**

Yes, yes and yes. Price on cashmere has come WAY down in recent years and is one of the easiest and best ways to have women cooing over you, rubbing your chest and your arms.

(By the way, this is a GREAT reason to work out your pecs and your guns for that wonderful, always welcome, "ooooh!" factor, when they rub you. Trust me on this one!)

Cashmere draws not only their eyes, but also their hands. It is a relatively inexpensive immersion in sensual elegance. If you wear sweaters, get cashmere.

And don't forget, you can get very lightweight sweaters that function as shirts in cashmere now. Really – a no brainer. It will make you an immediate standout in any social situation.

And on a first date, I almost always wear cashmere. Hands are on me before the main course.

Bottom line: if you like being touched by women – wear cashmere.

### **Take Action #25: Match Your Shirt To Your Eyes**

Learned this one from women too.

If you have green eyes, wear a green shirt that matches. If you have blue eyes, wear blue shirts.

I don't know the physics of this, but your shirt wildly magnifies the color intensity of your eyes – and women notice. I have green eyes and I never wear blue anymore. I wear greens of all types, including white shirts with subtle green patterns when I'm not wearing black, and women comment all the time about my lovely eyes, so there!

If you have brown or black eyes, wear brown or black.

If you have red eyes, put the bong down, wait and see what color emerges.

### **Take Action #26: Groom Yourself Well**

Ugh!

That's what women say about so many men's grooming status.

This is so simple but so fundamental.

You don't have to pay for a mani-pedi, though many men like to. I'm too old-school NY for the metrosexual thing, though I get the attraction to women of well-manicured nails.

But be sure to get them yourself, as nails tend to be more yellow the older you get. Watch especially your toes --- something men pay little attention to.

And if you want to get a professional job on them, there is no shame in it.

Trim your damned eyebrows! No Andy Rooneyism out there. Trimmed eyebrows are sexy and elegant.

As for nose and ear hair – watch what happens as you close in on 50 and beyond. Trim that shit!

Pubic hair? Well, you probably know the old porn trick – if you shave around the base of your penis, it looks bigger. Other than that, given how much attention women pay attention to their own bush-trimming and erasing (bless their hearts), there is no shame in returning the favor. Big bushy pubic regions are just so 1970s. Trim it up. You'll be surprised at the grateful appreciation.

As for the scrotas – trimming off the hair and around the base almost universally is reported to increase the level of sexual sensitivity. Your call, shortstop.

### **Take Action #27: Teeth**

Teeth! This is one of the most amazing oversights men make. I have met so many guys who might otherwise be good looking, but the yellowing, or coffee, wine, or cigarette staining totally destroys the effect.

Get your teeth whitened. There are many products out there but they are all just variants of the same thing, just at different concentrations. Ask your dentist or pharmacist. But take care of this.

The most obvious of all – breath. I carry breath mints ALWAYS, in my car, in my computer bag; I have them in my nightstand. More than that, I use antibacterial mouthwash when I stop in at home. Single malt scotch, I find, also does a great job.

Finally, although it may feel weird – a tongue scraper is a great bad-breath fighter. Bacteria tends to build on the back of your tongue and research suggests it's a prime cause of halitosis.

And yes – floss.

### **Take Action #28: Hair Color**

Should you dye your hair? Sure, to tone down the grey, but not to eliminate it.

This is a minefield.

First of all, you can shade down the grey, but don't eliminate it. You don't a black helmet-head, or that horrible unnatural orangey thing that guys older than 60 do.

In fact, set a time limit on any hair-dye. At 60 or so, stop doing it.

Until then, I recommend something called camouflage rather than dye. It is subtler and you won't get that horrible monotone sheen of dye. Ask your hair

stylist/barber. I prefer that they do it. I hate getting involved with these sorts of things at home. Nevertheless, if you must, Esquire recommends Redken's Color Camo for home use.

Younger guys can get away with highlights. After 40, you can't. -Unless you plan on appearing on *Dancing With the Stars*.

-As a chick.

Your hair will produce less pigment as you grow older, and a blended ashy feel feels dignified. Monochrome is a death wish.

### **Take Action #29: Get a Haircut**

Often and with care.

Well, if you want to date younger women, you should show some style. I don't have that much hair myself, but I'm amazed what someone who knows what they're doing can make it do!

Go to a stylist, rather than a barber, and get some ideas and options. A woman stylist who can talk about what flatters the shape of your face, your head, your stature – that's what you're looking for.

It's not about the hair – it's about the overall impact of your appearance.

Don't overdo anything!

Skip the earrings.

### **Take Action #30: Know the Psychological Secrets of Colors**

I really started learning about this when I wrote a film for BMW Design in Munich. I had never really hung with designers before, and it was a revelation. Every color, for example, has a powerful, subconscious psychological impact.

Ignore this at your peril!

For example, women instinctively know they should wear a pink-peach to make themselves most approachable. The color is "very flattering to most skin tones, it gives you healthy glow," according to CoLeatrice Eiseman, Director of the Pantone Color Institute and author of Colors For Your Every Mood. She says, it projects "a little vulnerability which brings out something protective in men."

Smart women will wear deep red, burgundy or plum to weed out guys who can't handle strong women.

And of course, red is the color of sex and power, for women. They wear it to attract two types of men - men interested in sex, and men attracted to powerful women.

As for men – and women, there is only one no-no, according to Eiseman: "squished caterpillar yellow-green," which is said to repel both sexes equally.

Now, as for you...

Deep blue. It's the color of police uniforms and power suits for a reason. It connotes authority and respect.

According to Eiseman, guys who frequently wear blue are "stable, faithful, constant and always there." Deep blue signals that you are a fantastic candidate for a long-term relationship – or at least dependable. Or at least don't wear squished caterpillar colors.

Here is a fashion guide to the subconscious impact of colors. Again, as always, this isn't LAW – it's a guide. It doesn't have the same impact on every woman.

**AQUA** --motivated, active, dynamic

**TURQUOISE** --Refreshing, cool, imaginative, innovative, youthful

**BLUE** -- high regard, knowledge, authority, trust, serious, responsibility, peace, social status, caring, good health, tranquil, intuitive, happiness, calm, honest, loyalty, integrity

**LIGHT BLUE** -- Peaceful, sincere, affectionate, soft, gentle

**INDIGO** -- Knowledge, power, integrity, kingship

**PURPLE** -- Spiritual, passionate, visionary, regal, powerful, respected, dignified, luxurious

**LAVENDER** -- Romantic, imaginative, fantasy, gently sexual

**MAGENTA** -- Outrageous, imaginative, innovative

**GOLD** -- Illumination, wisdom, prestige, expensive

**SILVER** --Prestige, cold, scientific, effective, powerful

**BLACK** -- Elegance, authority, dignity, sophistication, seductive, mystery

**GRAY** -- Brainy, class, efficiency, sophisticated, confidence

**WHITE** -- Virtue, fertility, clean, status, prosperity, disease free ☺

**RED** -- Dominance, power, attention, sexual energy, health, determination, passion, persistence, excitement, strength, boldness

**PINK** -- Upbeat, good health, calming, friendly, compassionate, faithful, femininity, calm

**ORANGE** --Happy, courageous, successful, enthusiasm, bold, adventuresome, friendliness, warmth, informality, welcoming, movement, energy

**BROWN** -- Informal, reliable, approachable, relaxed, stability, earthy (I hate brown clothes personally, unless you are a Granola type seeking a Granola girl. Or you live in Seattle.)

**YELLOW** -- Anxiety, alert, optimistic, confident, stimulating, enthusiastic, playful, cheerful, communicative, expressive, intelligent, energetic.

**GREEN** -- Relaxing, compassion, prosperity, prestige, growth, abundance, money, vitality, harmony, efficiency

### **Take Action #31: Employ Sexy Body Language**

Solidity is the key for a man over 35 or 40. Relaxation is the overarching theme. That doesn't mean slouching or slovenliness. It means relaxed alertness. Here are a few quick tips...

When you stand, do not fidget. Equalize your weight on both feet, hips square and pulled slightly forward.

Shoulders square, back and down – relaxed.

Head drawn upward as if there were a string at the highest, backmost point. This is the posture of an officer, or ballet dancer. Dignified, elongated – commanding.

Breathe deeply and with regularity. Keep your eyes steady, especially when you speak to someone. Turn slowly.

One interesting guide I've learned is to move as if you underwater – gracefully, controlled, with majesty.

Slowness draws intrigued attention as does stillness.

Folding your arms over chest indicates pugnacity, or guardedness.

Chewing on gum, ice, or your fingernails not only dissipates your authoritative energy, it indicates anxiety or frustration, neither of which are going to win any attraction polls.

And finally – this is essential for a man who wants to project the power of his masculinity: take up space.

Stand in doorways before you enter a room – frame yourself. Loop your fingertips on the upper doorjamb and take it all in.

Stretch your legs out beside the table, cowboy style. This says you are not afraid to take up space. That you deserve to take up space. That you are here and un-ignorable. That you are not small and shy.

### **Take Action #32: Smile and The World Smiles With You**

One of the most important things you can do to make yourself more attractive (and approachable) is to smile.

Not a great big plastic game-show smile, just your normal "I'm having a great time and I'm happy to be here" face will do the trick. According to Wood, "the smile is the international signal of friendliness." It is an invitation to you and an invitation to women to smile too, and relax in your presence.

I advise everybody to listen to comedy, listen to what makes you laugh. Pandora radio is free and it has dozens of comedy channels according to your favorite comedians. Use it!

I listen when I drive to events, and I will walk into any room with some great zinger still making me chuckle.

Your ability to laugh, and help make others laugh, is one of the most powerful (and free) attractor traits you can develop!

### **Take Action #33: Convey Self-Respect**

You'll notice that "kids today" dress like street bums – just like we did when we were young.

You may want to sport an AC-DC t- shirt and raggedy sneakers to show that you are still young and cool, but you will just convey that you are a slob.

Remember, women want to look UP to you at this age. They want to admire you. Given the choice, dress it upwards one notch, at any point, rather one down. A crisp shirt that has texture, spiffy socks and shoes – make an instant impression. -In the right direction.

### **Take Action #35: Protect Your Skin**

I personally hate this one because I don't like to adorn myself in general.

On the other hand, as an outdoors guy, I just had to get a pre-cancerous spot lasered off my face.

Get facials regularly. Find products that keep your skin soft and appealing. My girlfriend loves to put masks and scrubs on my face – and she, bless her heart – coos over the difference, although it's a bit murky to me. But who am I to argue?

Simple truth: you need to protect your skin with a moisturizer that contains sunscreen. Even if you're face is ruddied from all your years in the sun without any protection, you can slow down further damage or aging by using a men's face moisturizer with at least SPF 30.

It's simple. Any time you leave your house and the sun is still in the sky – sunscreen.

\*

## **Part VI:**

### **Deepen Your Understanding of Women's Secret and Erotic Hearts**

#### ***GOING DEEP AND GETTING THE BIG PICTURE***

Here, I want to sharpen some of those ideas and sharpen your skills so that you are even MORE attractive to the women you meet.

At levels that most men will never touch!!!!!!!

To begin...

I believe that any significant transformation and any spiritual depth comes back to two “spiritual touchstones.”

The first is that you are not your mere ego. You are not your body. You are not your story. You are definitely not your job. You are not your place in your family.

**You are a free agent, who can recreate himself at every moment.**

When you get the truth of this – the profound truth – that you are utterly free, you will develop the deeply attractive masculine trait of being bigger than your name, title, job, social role, ego. There is power here.

A woman will sense your freedom and be allured to it.

The second is that we are all one. By physics, by chemistry, by stardust, by spirit – any way you look at it, you and I and every girl you meet are made from the same recycled carbon and hydrogen.

*“Intimate relationships... can be the greatest opportunity for genuine awakening. For self-realization, the meditation cushion may be ideal; to realize Oneness, however, it’s necessary to practice in a relationship. Life is relationship... when we look into ourselves, we discover that were both just manifestations of the same ocean of Oneness, When a relationship is dedicated in this way, it becomes a temple no longer dedicated to desire but to Oneness...”*

Leap before you Look, by Arjuna Ardagh

And when you can guide a woman into feeling that oneness – particularly during sex – you will have become an unusual master in her life. A king among kings – because your “realm” will suddenly feel to her like, infinity.

And that is the ultimate sexiness.

The more depth and breadth you can bring a woman, the deeper and more devotional the women you will attract will be.

And I want you to have the best women in your life.

To inspire the highest quality women, I want to now give you practices that will help you bring your deepest depths to the women in your life...

I don't know if you are 35, or 45, or 55, but the older we get, the physical act of sex, the spasm of it, becomes less important than the feeling of being genuinely and deeply connected. As Ardagh writes...

*"The key to living a relationship as practice, is to become translucent: to be able to see oneself in the other, and as the other. This does not mean that when you look into your spouse's eyes, you see your own personality, your own desires and fears... it means that you know yourself to be deeper than you took yourself to be, with his or her story and distortions of perception. You know yourself to be space, free and open, with an infinite capacity to love, and the ability to recognize that the same mystery is looking back at you."*

Now, how many men operate on THAT level!??? You can.

And most women who are really in touch with their bodies will be incredibly turned on by this in you.

To turn her on the deepest levels, devote yourself to

- (1) loosening your full self from the smallness of your social ego and
- (2) leading your woman (women) into a borderless love where you each relax into the larger mystery of being...

– and you will have yourself a devotional goddess, relaxed and surrendered to your masculine inspiration.

Oh, and also, brush your teeth.

Here are some practices that will help you take your younger woman deeper than any man has before in her life...

### **Take Action #1: Listen With ALL of You**

I read recently that something like 60% of people will pick up their cell phone during sex! And not because it vibrates.

We live in a culture of distraction. When I go to dinner with a woman I really dig, or even my sons, I make it a point to leave the phone in the car. I don't even carry it. I tend to be very distracted anyway, but it is a sign of love and devotion.

When your woman speaks to you, especially as you are sliding toward physical intimacy, turn up the sexual heat by giving her self all of you.

Listen with your whole being. -Your ears, your lips, your eyes, your skin, your deep breaths, your cock. Breathe her in. Feel her words wash through and over you like water, and feel them on every inch of your body. Let her feel that you are feeling her so deeply that the rest of the world has disappeared. A bomb can go off 20 feet away and it would not break how deeply into her you have dived.

Feel the vibration of her voice, the music of her inflections, the breath in her silences. Feel also what one writer calls, “the mysterious presence from which those words arise.”

Listen to what she is holding back, what is not said. Listen to her hesitancy, to her yearning to be felt, beloved, held, worshipped, embraced once and for all.

Don't spend the whole time worrying about what you are going to say next – she can feel that. Really listen. And ask her more deeply into whatever emotions she just touched on.

### **Take Action #2: Give Her What You Most Want To Receive From Her**

This one may seem counter-intuitive at first. I first learned this practice from my friend and teacher, Satyen Raja. It really goes for all of life and all your relationships, but it especially goes for your intimacy.

If you want to be touched more tenderly, touch her more tenderly...

If you want to be touched more roughly, touch her that way. If you want compliments, give them...

If you want to be heard by her, listen to her as in the exercise above...

If you want her to cover your body with kisses, you go first!

As the masculine, lead. Don't wait for her to take the lead.

Be the sun that shines, not the black hole that is jockeying to suck up attention and energy. Ardugh says it beautifully...

*“Shift the attention from the trickle  
You hope to elicit from the outside,  
To the ocean that you can become within yourself.”*

### **Take Action #3: Welcome Criticism In Equanimity**

A young man goes crazy when you criticize him. Unformed, he rages against being “defined” by another person. In essence, he is still shaping himself against the mother-father energy that has been shaping him.

When a man argues back or grows emotional at criticism, he is, essentially, demonstrating his residence in the house of adolescence.

As a man moving into your mature masculine, you define yourself. Anyone can throw any criticism at you, and you find it only curious. -Curious that the person feels this way, and curious to see if there is a grain of truth in it.

If there is, you note it, and then, upon reflection, decide what to do with it. What changes you might like to make in your life practices, your habits.

But what you don't do is not welcome the criticism. You cannot possibly be threatened by the criticism because you are already whole. You are not trying to “convince” anyone that you are anything.

You merely embody it.

Take every criticism from a woman as a gift. Mull it. Thank her.

And in your mind, bow to her, for she may have helped refine you into an even greater man.

#### **Take Action #4: Evolved Women Retract From Angry Men – Learn To Release Anger Yourself**

Anger is your attempt to control the world.

Angry people are angry that the world is simply not what they want it to be.

But why should it be? And besides, it never is going to be, anyway.

One of the great things about being a parent is that you witness the natural joy, forgiveness and presence of children. They have no problem letting go of their egos, of their pasts, and of their anger. They have a natural tendency toward joy. To letting go of what bugs them. If something isn't what they want, they just move on and create the world anew in the next moment so that suddenly, the world does reflect what they want it to be.

If you have a tendency to flare up into anger, and you are over 35, you have not confronted your own sense of inadequacy, or your high-chair tyrant phase of needing to control the world around you.

Rage is a body- energy. Take it out on a heavy bag. Not on your woman and not on the people in your life.

### **Take Action #5: Treat Love as a Verb – Never as a Noun**

Did you ever think how weird it is that wedding vows ask you to promise to FEEL something for the rest of your life?

As soon as that ring goes on the finger, the notion goes, you've made a PROMISE and you'd better not break it, or you're a fraud and a monster. No matter how fat, or demanding, or withholding, or taking-you-for-granted she becomes.

This is why so many husbands are miserable. They just shuffle forward, trying to gallantly keep the promise they once made.

But the truth is, love isn't a "thing." It's not a noun. It's a verb.

You create it **moment by moment**, or you don't.

A choice. Moment by moment.

I consistently remind both men and women -- marry everyday or never.

What does that mean – it means when you open your eyes and see that woman on the pillow next to you, re-state your vow – that you are going to actively love her today. You are going to cherish her today. You are not going to rely on momentum and habit. You are going to actively choose to love her.

If you want to be REALLY strict about it, marry every MOMENT or never. Every glance, every word, every gesture; every action you make with a woman is either loving or unloving. You want a FANTASTIC relationship? Offer love in whatever form love calls for in the moment and you will have a devoted goddess.

Offer un-love over and over and you will have an angry, bitter, disappointed shriveled woman – and likely alimony.

### **Take Action #6: Be Here, Now**

Rather than dwelling on the past or the future, or on who I think I am and who I imagine others are -- helps free me from excess baggage, anxiety and neurosis - and opens me to love.

When you are with her, your ex should not be a topic of discussion. Sure, you can mention her, or answer (briefly) if asked about her. But any kind of lengthy

explanation of what went wrong begins to sound like reminiscence.

I can't underline this one enough. When it comes to the past, tread lightly and quickly, and get back to the woman staring at you.

To the now. To the way the breeze is moving her hair. To the candle light playing in her eyes.

Anything but the ex!

A lot of men don't believe this, because we got habituated to needy young women in our youth – but at our age, women are FAR more interested in the depth of your presence than the amount of time you spend together.

If she feels that you are truly with her, 10 minutes is more valuable than 2 hours of half-presence.

If you feel that you can't give her your full attention – stand in your truth and value her at the same time: “I have to take care of this bit of business. It is important to me and to what I do. You deserve more than half my attention, you deserve all of it, and I'd rather unload my responsibility than come to you with the absolute full 100% attention you deserve.”

Any woman who doesn't respect that, isn't worth your time.

### **Take Action #7: Give Her The Steady Center She Wants**

When a woman gets overwhelmed by her emotions, (one woman I used to be with called this “flooding”) – your impulse might be to help her down, or help or explain away the intensity of what she is feeling. Or, you might try to run away and come back when “I can talk to you.”

But your position as a mature masculine man is neither to fix nor to run – but to remain, and to remain in your strength. What does a strengthening, for this; I turn to the song of songs, where it says “love is stronger than death.” Can you maintain an openhearted, settled, imperturbable love for her no matter how chaotic she seems, or angry she gets that you – at first – for not joining her in her chaos?

You are no longer a firebrand. You are solid and who is rested in the calm of his leadership. This is attractive. Stay with her. Take her hand and press your lips into her palm or wrist. Press your belly into hers and hold her tight.

As David Deida writes,

*“Keep your breath is full. Keep your body strong. Keep your attention present. No matter what your woman says or does, give her love.... Do what ever it takes to crack the shell of her closure, get your love inside that crack, and put her heart. Learn to enjoy her anger, her tears, her silent hardness.”*

One of the ideas that I think is so powerful in The Way of the Superior Man is that how you treat your woman is how you treat the world, and vice a versa. How you penetrate each, either timidly or with full, powerful, present consciousness – is related, one to the other.

Mastery of life is learning to work with the unknown, unpredictable and wildly delicious feminine – whether in a woman’s body or in the nature of the world itself – and to give yourself fully and openly to create the greatest good with no attachment to the result.

This is why trying to fix a woman that right away comes off like an expression of youthful fear - like you can’t handle chaos like it, upsets you.

When you operate from fear, you lose your natural authority and the masculine aspect of your attractiveness. (For more on natural authority, play close attention to the Training with John Alanis in Unit One of the Intensive Series)

### **Take Action #8: If You Want to Keep Her, Accept Her 80% As Enough**

The downside of online dating is that there are infinite choices. That’s also its upside.

But if you get into it, you start realizing that there are so many women to choose from, that even when you find a great one, you will be tempted to keep looking.

But the truth is if you find somebody who has 80% of the qualities you are looking for – don’t throw them back into the pond! Chances are all you may find, at best, is another 80%er.

If you want to just keep dating, throw as much as you want back into the pond. But if you meet a girl you really like, that you think may have long-term value or you, shut down your dating profile. Get rid of that distraction and temptation. It will destroy anything you try to build – I have seen this happen over and over.

And I have lived it.

## CONCLUSION

As I wrote in the introduction, this is meant to be a resource-rich workbook for you. Print it out and keep it handy.

Review the Action Steps often until they become part of your instincts, part of your self.

As a man over 35, women will expect you to embody all the expertise of the Advanced Masculine.

Of course, they may expect it even though they haven't done the work to transition into the Advanced Feminine!

That doesn't matter. Leave those women to their fates.

The beautiful thing is that when you meet a woman who HAS honed her Advanced Feminine qualities (and I'll be writing a book soon for them!) – and you have done your work – as outlined here, in Irresistible, in the AT Home 6 Month Home Study Training Course and elsewhere – you will find joyful companionship, laughter, lightness, hot and profound sex, warmth and fulfillments beyond anything you might have experienced early in life.

I honor you for taking the steps you've already taken.

I honor you for the steps you will continue to take.

And I wish you a deeply satisfying exploration of life with the goddess – in all her lovely forms.

If you have any questions or ideas, please never hesitate to send them to me at [support@adamgilad.com](mailto:support@adamgilad.com)

To your happiness!!

Your friend,

Adam