

Magnetic Attraction with Matthew Hussy

A Secret Survey Bonus

By Michael Fiore

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Magnetic Attraction with Matthew Hussy

MICHAEL FIORE: Hello, this is Michael Fiore, and I want to welcome you to another bonus interview program for “The Secret Survey: What Men Desperately Want You to Know But Will Never Tell You.” I’m actually really, really excited about this. This is a topic that I did not have room for in the main Secret Survey program because, of course, that program was based off actual survey results from both men and from women. But today we’re going to talk to somebody really, really smart, who has a fantastic and sexy British accent, about one of the biggest questions I always get from women, especially single women, ‘cause a lot of single women buy our programs, enroll in our programs. And that is women asking me, “Michael, how do I get a man to chase me? And how do I meet high quality, wonderful men? And where are all the good guys? Why do I keep ending up dating douchebags?” as I like to say. I don’t know if, Matt, I don’t know if they have the word douchebag in Britain, but I use it as almost a technical term at this point.

MATTHEW HUSSY: I like it. I like it. I’m going to start using it more.

MICHAEL FIORE: So I’m calling this interview “How to Magnetically Attract Wonderful Men,” is what we’re going to call this particular interview. And I’m really excited from our pre-call, with what Matthew is going to share with you.

So the guy I’ve got on the phone with me here is named Matthew Hussy. And yes, his last name is Hussy, so for all of the Americans who are listening we can all laugh about the last name Hussy, just one of those things. I’m going to let Matt introduce who he is, but he is, from our conversations, one of the smartest guys who teach women about guys out there. Matt is a coach, living in England, who largely spends a lot of his time teaching women how to have more confidence and how to attract great men. And Matt, I’m going to let you take it from there. Introduce yourself, and then we’ll see where the conversation goes.

MATTHEW HUSSY: Appreciate it, appreciate the introduction. It's a real pleasure to be here. I actually started out not coaching women. I started out coaching guys, and more specifically I was coaching guys in their confidence. But the more I would coach guys, the more I would end up talking about women, because we'd have, you know, I'd have a guy who was a banker who would, you know, he'd be talking about how he wanted to improve his public speaking and improve his confidence and improve his presence, and, you know, we'd get three-quarters of the way through the session and I'd say, "Listen, we only have a couple of minutes left, do you want to deal with anything else?" And he'd say, "Well, there's just this one woman I wanted to ask you about." And then he'd start talking about women. So I started becoming known for being the guy who worked with guys in their love lives. But two years later I've worked with over ten thousand guys across the world and-

MICHAEL FIORE: Wow.

MATTHEW HUSSY: Yeah, it was a big process.

MICHAEL FIORE: That sounds exhausting.

MATTHEW HUSSY: It was. It was.

MICHAEL FIORE: This is why I personally don't do personal coaching, because I'm like, I can't imagine doing that amount of time. I'm sure that wasn't all one-on-one, but still, that's quite a lot-

MATTHEW HUSSY: Oh, you know, we did live events. I did a hell of a lot. I did a long time for one-to-one coaching, and that was where I really build my craft but, you know, I got to a stage where I coached so many guys, but truthfully my passion was women, because I'd grown up around women I was extremely close to. I was very close to my female cousins, my best friends growing up, you know I had really strong female figures in my life, my mom and my aunt, and really, I had a passion for helping those people, because those were the people that I'd grown up around and who had really looked after me. And I'd seen them make the same mistakes with guys all through my life. And having coached ten thousand guys, I kinda came back to these women to begin with and said, "Look, I still don't quite get you. But I get guys now, you know, I understand them. I know why they do the things they do. I know why they ask for your number even though they're

never going to call. I know why they go for this woman and not that woman. Why they see this woman as a friend and this woman as the girlfriend, or why they see this woman as a one night stand, but they don't want to go on a date with her next week." And I said, "So I can't tell you about you, but I can tell you about guys, if that's useful to you." And they just exploded.

MICHAEL FIORE: You know what's wonderful, Matt, is talking. . . is it Matt or Matthew, by the way? Do you care which one or is it-

MATTHEW HUSSY: Either is fine.

MICHAEL FIORE: Great. I know some British people are more formal. I actually lived in England for a year myself when I was younger. The questions you're asking, you know, "why does he get my phone number and then never call me?" I can hear all the women on the line going "is he going to answer that in this call?" Already! So hopefully we'll be able to kind of cover that.

MATTHEW HUSSY: Absolutely. And that's where it started and, you know, it just grew from there. And I almost by accident, I started to have a hell of a lot of women come to us and ask for advice, and that was where my organization was born. "Get the Guy," which was designed to work with women in their love lives, and by this point we've coached tens of thousands of women through our programs, and the videos that we've got online have reached over three million. So it's been a big journey.

MICHAEL FIORE: That is fantastic. So Matt, let's dive in. Let's get going! I just wanted to take a brief moment to share your credibility. He's also very cute, ladies. I'm looking at his Skype photo right now, and I'm a very heterosexual man, but that's a nice brow ridge, I gotta say. So Matt, let's just dive in. I mean so many women I talk to and so many women who grab these programs, they're oftentimes women who are in their thirties or older, and are a little disappointed, actually a lot disappointed that they've reached this age in their lives. They're not 22 anymore, and they're like "where is that wonderful guy?" Right? "Where is that man I've wanted for so long?"

So many women who are listening have been married in the past or been involved in long-term relationships and now aren't

anymore, and are back out in the world, and are doing that dating thing and are just trying to look for that wonderful guy. So let's just kind of start with a very basic question: What are the biggest mistakes that women are, mostly likely unconsciously, making that are causing them not to find good men, or not to have good relationships with those men if they do find them?

MATTHEW HUSSY: One of the, one of the biggest mistakes is people are looking for, they're looking for this easy answer, which is for someone to say, "Here's, like, a zip code where all the amazing guys are." And so you have people who are constantly saying, "Where are all the good guys?" And they're almost looking for an address. But life doesn't actually work like that, and even if you, you know no one, I don't care how successful some online dating site is, there's no online dating site where are all the good guys are. And there's no one coffee shop where all the good guys are, and there's no one bar where all the good guys are. It doesn't work like that. So one of the big mistakes is actually looking for that perfect place instead of understanding the true nature of the game.

And one of the best ways I can highlight this is I had a male client, who back in the day was a very successful guy in his, he must have been in his late thirties, at the top of his field in his profession, working in London with his own successful business, and he said to me, "Look Matt," he said, "I'm done, you know, being with different people. I want to be with one person, I want to have a really amazing relationship for the rest of my life." And he said, "And I don't mind the situation of the woman, I don't mind if she's divorced, I don't mind if she has children, I'm fine. I just want a really great person to share my life with." And I said to him, "Okay, so tell me, what do you do? What do you do with your time?" And he said to me, "Well, Matt, I do all the normal stuff that people do. I go to the cinema, I go to restaurants with friends, I go to the theater. I, you know, hang out, I drink coffee, I..." And he listed all of these really obvious things that people do. And every time I step into an event of mine where women say to me, "Where are all the good guys?" I always have this guy in my mind, because all I can say half the time is, "He's doing the exact same stuff you are."

MICHAEL FIORE: He's everywhere, basically.

MATTHEW HUSSY: He's everywhere, he's everywhere doing his thing. Now if you think about it like this: people's activities are divided up into a kind of 80/20 percent concept, which is this, 20 percent of the time people are doing things that are very unique to them. In other words, they might be doing a specific sport that they do that's kind of unique, or they might be dancing in a class that's pretty unique to them, or they might be doing a specific hobby, something.

And if you say, for example, said to me, "Matt, I want to sporty guy who's kind of adrenaline seeking, and he's got a good body and he values his health and he's a bit of a life lover and he's outdoorsy." And I'd say, "You know what, go join a rock climbing class, because you're going to meet guys who are of that nature." But if you take that guy who's at the rock climbing class, and you say "what is he doing the rest of the time?" i.e. in the 80 percent, he's doing the same stuff as everyone else. He's having dinner at home, he's going to restaurants, he's going to the movies, he's grabbing a coffee, he's just doing the same stuff.

So mistake number two—mistake number 1 one is assume they're all in one magical place—mistake number 2 is "now that I know that these guys are going to be doing everyday things around me, it's hoping somehow that the guy I like is going to have it in him to come and do something about it." Now women often forget. . . there's a very bad blanket association that I find a lot of women have, which is to say, firstly, "if he's, if he likes me he's already talking to me." Now I've approached thousands of guys—

MICHAEL FIORE: Oh yeah.

MATTHEW HUSSY: That all the women out there, I can tell you firsthand that is one of the biggest myths that is perpetuated amongst women, is that if he likes you he's already talking to you.

MICHAEL FIORE: Fundamentally untrue.

MATTHEW HUSSY: Fundamentally untrue.

MICHAEL FIORE: I think women do not really understand what it's like to be a guy and be expected to be the aggressor and to face that rejection on a daily basis.

MATTHEW HUSSY: I think that for many women. . . I speak to a lot of women who can't even imagine that a guy has any confidence issues. You know, they find it difficult to, you know, a surprising number of women will say to me, "It seems like guys are just confident. They don't have these same things." And all I can think is imagine it like this: yes, guys have grown up with the idea that it's their job to make the move, right? They did grow up with that idea, but they also grew up with the idea that a huge amount of their self worth as a man is linked to what women think of them. So now you've got guys who think they should be making the move, but also think that rejection means death, or death as a man, and thirdly, never got taught how to make a move. Now if you put those three things together, you've got a huge nation of guys who are not as proactive as people think they are.

MICHAEL FIORE: I think there's also, Matt, there's also the idea that a lot of guys, myself included up until you know, I finally figured this stuff out several years ago, think women don't want us to pursue them to a certain degree. Right? There's a self esteem issue around a lot of it. But it's like, "Oh, I don't want to bother her," or "She's going to be annoyed at me if I go talk to her." You know?

MATTHEW HUSSY: And sometimes it's the fear of being misinterpreted.

MICHAEL FIORE: Very much so.

MATTHEW HUSSY: We don't. . . especially for a guy who is a gentleman and for a guy who does actually respect people, very often he has, and I'm not saying this is a misguided association, but very often a guy like that will have the association that "if I go up to her, then I'm somehow going to be seen as creepy, I'm going to be seen as one of those guys who doesn't respect women, or thinks that he can just get her into the bed or has an agenda. And actually, I just really want to talk to this woman and see where it goes." So there's that whole dynamic going on.

And we also have to understand that we can be. . . women will go out on an evening and based on the guys that come up to them, they may assume that all guys have the ability to come up to them, and for some reason always it's the wrong guys who come up to them. But actually generally women only ever met the loudest guy in the room.

MICHAEL FIORE: Yes.

MATTHEW HUSSY: There are amazing guys who are sitting with their friends, having a conversation just like that woman is on that night, and they're not in the habit of just waltzing up to a complete stranger and making stuff happen. Now one of the greatest gifts that a woman can give to a man is that license that says "if you try something it could go well for you." Not it will go well, but it could go well. You know? He doesn't want to know, this is where it gets blurred because the association too often is "if I do anything I'm going to be seen as desperate."

MICHAEL FIORE: Yes.

MATTHEW HUSSY: And that's not true. The truth is, if you immediately show that you're already his, just based on the fact that he's good looking or he has style, then yes, that's going to seem desperate. But if you demonstrate that he has a shot if he plays his cards right, that's a very different story. All you showed then is that there's the possibility of success, not that he's already won.

MICHAEL FIORE: You're opening the door at that point, right? You're giving him a signal that an advance would not necessarily be immediately rejected. Right?

MATTHEW HUSSY: Exactly.

MICHAEL FIORE: As opposed to doing what they call, you know, in the pickup community, "The Bitch Shield." That a lot of women... which is just a woman giving off the "please do not approach me" vibe all the time.

MATTHEW HUSSY: Precisely. Which is too often actually just more of a "please don't reject me first" thing, but we all do it. There's this great line in that film *Pay It Forward*, there's this great line where Kevin Spacey, who has these, I think they're burn marks all over his body from when he was younger, and he's still terribly insecure about things that have happened to him, his female costar—I can't remember who it was now—but she makes an advance at him, and he pulls away. And she says this great line where she says, "I can't reject you 'cause you're too quick for me." And that, to me, sums up the way most people go around life, is you can't reject them because they are too busy rejecting themselves first.

MICHAEL FIORE: So it's a large self esteem issue there basically. Both on a man's side, because as a guy I can tell you, I used to have a really hard time talking to girls, right? And I'm a pretty attractive guy, you know? Tall, good looking enough, I have a job, and it would still be, and I'm pretty loud too, and it was still the hardest thing in the world to walk up to a girl that I actually found attractive. It's hard for guys, by the way, to understand that women have insecurities about these things.

MATTHEW HUSSY: And you know, what women should also remember that it's not just, you make a valid point because you say yourself, "It wasn't like I didn't have the assets on my side," you know?

MICHAEL FIORE: Yeah.

MATTHEW HUSSY: It was just something in me, and too many people assume it is just guys who don't have those things, that are insecure in this way but actually we should remember that often it's, sometimes it's the best looking guys who have the most difficulty, because they feel like they have the most to lose. If I have based a huge amount of my self worth on the fact that I am good looking and attractive, that actually makes it harder for me very often to go up and talk to someone, because I don't want to wreck that.

MICHAEL FIORE: Yeah you don't want to lose that. It's kind of, the phrase I use is, if you never try you never fail. Right?

MATTHEW HUSSY: Precisely.

MICHAEL FIORE: People think that means you should never try, but the opposite of that, well you should try, and you should feel good from there. The analogy I use is a good friend of mine for years and years would think of himself as a great screenwriter but never wrote a screenplay.

MATTHEW HUSSY: Precisely, and as long as he never writes it he can hold on to it.

MICHAEL FIORE: Exactly. But as soon as he, if he ever wrote a screenplay and it got rejected, his illusion falls apart, and where do you kind of go from there?

MATTHEW HUSSY: Precisely.

MICHAEL FIORE: Wonderful stuff, wonderful stuff. So those are the . . . can you just recap really briefly what the mistakes are so we kind of get them solid. . .

MATTHEW HUSSY: Yeah, so having, believing that, you know, there's some magical place where all these guys are, instead of noticing that although they may be, although there is a strategy to sourcing them, we also have to remember that 80 percent of their time they're doing the same things as us. And secondly-

MICHAEL FIORE: Even superheroes drink coffee.

MATTHEW HUSSY: Precisely. They're still walking along the street, they're still taking transport, you know, exactly.

MICHAEL FIORE: Exactly.

MATTHEW HUSSY: And secondly, even if you do know where these guys are, assuming that if they like you they're already talking to you. And this is a mistake because a guy can think you're an absolute goddess and still not be talking to you. In fact, that's the reason he's not talking to you.

MICHAEL FIORE: Yeah, 'cause he's like, "Oh my god, oh my god, oh my god, oh my god." Yes. Great. So Matt, this leads us to a very obvious next question: how does a woman find a great guy, and how does she open the door? How does she make it known that it's, he's welcome to try, without feeling like she herself is being the pursuer and going after the guy?

MATTHEW HUSSY: The first thing that people have to do is start raising their awareness socially. So when they're walking around, when they're going about their daily business, they have to be actually taking people in during that time. Not just for three hours on a Friday night when they decide to be social. Because it's not, you know, fate is not going to work in your favor or in that way, very rarely. You know, ultimately you could be in a bookshop or a coffee shop and see someone that you're attracted to. . . most people don't, because it's not even on their radar that they might meet someone in that environment, but you have to be prepared to notice people in that environment. And when you do, there's something that happens to people. They notice someone that they're kind of attracted to and then they immediately allow their brain to come up with a bunch of reasons why it's not right, or why it's not suitable. So they'll go, "Oh, it's daytime. Oh, he's probably got a girlfriend in the bathroom. Oh, he's on his way somewhere. I'm on my way somewhere. We're all busy. Oh, this is crazy." You know, there's a whole bunch of reasons.

MICHAEL FIORE: It's sabotage at that point, right?

MATTHEW HUSSY: Precisely. So here's how people can start: firstly, turn off that whole part of your brain and say, "Okay, I don't need to do something miraculous here. I just need to do something." So if I see someone... I'll give you a prime example. I was sat in Starbucks the other day and I literally had someone who sat next to me. I just finished a business meeting, and I kind of put my head in my hands, you know, when you've kind of had a tiring day so far, and I put my head in my hands and like clutched my face. And she looked at me and she just said, "Long day?" And that was it. That was it. And I then joked to her, it was like 4 o'clock, I said, "It's too early for it to have been a long day, you know it's too early." And she laughed and then we started talking. Now had she not said those two words, "long day," which, by the way, come from social awareness, 'cause she's aware of her surroundings and what's going on, had she not said that we wouldn't have engaged in a conversation. And we actually ended up exchanging details. Now that happened just off the back of her doing that. It's the little things that make the big difference.

MICHAEL FIORE: And let's make a point here. She wasn't picking you up, right? She wasn't like, "Are those space pants? Because your ass looks out of this world in those." Right? She wasn't being a cheesy, like, you know, "Was your father a thief? Cause your stars are in the skies" and all that stuff. She just made a, I'm assuming she smiled too, right?

MATTHEW HUSSY: Yeah, exactly. It was cute, you know? It was kind of playful, and so it's all about those little moments that start to engage us with people on a regular basis. And I would encourage women not to just do it with guys that they think are hot, but to do it with everyone, because the problem is if they save those moments just for someone they're attracted to, they will never do it. Because they will always convince themselves that there's something wrong with that person that means they shouldn't. Whereas if they get in the habit of doing it two or three times a day, just in little ways, then it's going to become much easier, and when they get to someone they really like, it will be a piece of cake.

And just to give an extra practical example that women can use, one of the best starting things that a woman can do to engage with any guy, and it's completely risk free and you won't get rejected, it's impossible to get rejected, and it doesn't make you look desperate, is to ask a favor.

MICHAEL FIORE: Very interesting, very interesting. Yeah, continue

MATTHEW HUSSY: Ask a favor. It is one of the most blinding efficient ways to start a conversation with a guy, and I'll give you a couple of reasons for this. Firstly, around thirty years ago they did a study into the psychology of favors, and what they were looking for was the obvious pattern that "if I do you a favor, you'll like me more."

MICHAEL FIORE: Yes.

MATTHEW HUSSY: Here's what they found: "If I do you a favor, I'll like you more," because we like people we're able to help in some way. The only caveat was that the favor couldn't be too onerous; it had to be something that was easy to perform. But as long as it was easy to perform, the person liked the person they did a favor for because they felt bonded to them and there was a greater degree of trust. Now-

MICHAEL FIORE: Whereas if a favor is too big it can build a resentment, basically.

MATTHEW HUSSY: Precisely, precisely.

MICHAEL FIORE: If it's too big of an ask. But if, you know, a small favor would be something like "can you get the door for me, I've got a package here."

MATTHEW HUSSY: Right, exactly.

MICHAEL FIORE: Or something small. Continue.

MATTHEW HUSSY: That's right. Now the interesting thing is this: if you apply this principle from the direction of man to woman, the effect is magnified. And the reason is, guys have two fundamental instincts: provide and protect. Provide and protect. Now guys have always had these instincts, they still have them and it's the same reason, you know, when you get a group of little, you could get a group of little kids together of some young males who, you know, 8 or 9, or even 5 or 6, and you'd say, "I need a big strong man to help me lift these boxes up the stairs" and every single one of them would clamor to be that big, strong man who could carry the boxes up the stairs. Well, we never grew out of that. We're still that kid who wants to prove himself by carrying the boxes, and as a woman, if you can ask a guy a favor...and there's an exact line I'll give the ladies out there that they can use.

MICHAEL FIORE: Fantastic.

MATTHEW HUSSY: To start this, you start like this. You turn to a guy, and you look him in the eye, and you say, "I could really use your help with something." Now when a woman says that to a guy, something magical happens.

MICHAEL FIORE: You know, honestly, it's kind of hot. I'm imagining it as a guy myself, and I'm like, oh cute girl just saying "I could really use your help with something." I'm like, "awesome, I'm in, let's go. What do you need?"

MATTHEW HUSSY: Precisely, precisely. Because any time a guy hears that, his immediate thought is "anything." You know, give me a task, I will do it. Because we want to be able to help, and most of the time we're just happy a girl is talking to us. You know, so... and the nice thing for a woman is... and let's give it a practical scenario now, let's say a woman is in a bar scenario, and I'm not talking, you know, your five shots for three dollars bar on a Saturday night. I'm talking a nice, sophisticated bar, and you're taking some drinks to your friends, and you just ordered a round, and you turn to the guy at the bar on your right, and you say, "I could really use your help with something. I need to take these drinks to my friends, could you just hold my jacket for me for two seconds?" And you take your drinks over to your friends. By the way, no guy in his right mind is going to go "no."

MICHAEL FIORE: No, no, I can't imagine. Even putting myself in that position, even if I was a woman who, even... I have a girlfriend myself, I love her a lot, I'm not going to cheat on her, I'm not looking for women out in the world, and even if it was a woman who I didn't find attractive I'd be like, "yeah, sure, no problem. Happy to."

MATTHEW HUSSY: Exactly, because she asked in a kind of delicate and charming way.

MICHAEL FIORE: Yes.

MATTHEW HUSSY: So she takes the drinks over, she then comes back and she says, "Thank you so much." Takes the jacket back and says, "How's your night going, anyway?"

MICHAEL FIORE: Perfect.

MATTHEW HUSSY: Now the brilliant part about this is at the point where she asks “how’s your night going?” Which is a very easy-to-ask question, it’s like she’s just saying “thank you” because he did her a favor, not like she went up to him to ask that. So it’s like starting at 60 miles per hour instead of starting at 0.

MICHAEL FIORE: At that point it’s almost like the polite thing to do.

MATTHEW HUSSY: Precisely!

MICHAEL FIORE: It’s not a play, it’s just like, well you just did me a favor, there’s a bond between us now, the polite thing for me to do is say “how’s your night going?”

MATTHEW HUSSY: That’s exactly right. And now if he likes her, he will carry on a conversation, and if he’s not that interested then he’ll keep it short and sweet. But either way, she’s lost nothing ’cause she never took a risk.

MICHAEL FIORE: And there’s no like big gravity to it. It’s not like, you know, as a guy walking up to a girl and trying to make some elaborate play and then getting rejected, right?

MATTHEW HUSSY: Precisely.

MICHAEL FIORE: There’s the level of rejection with this kind of thing is so low, it’s barely even there.

MATTHEW HUSSY: Yeah, it’s nothing. But what it . . . my philosophy in “Get the Guy” is always the same. It’s “don’t assume, get certain.” In other words, don’t assume that someone doesn’t like you; just be certain either way. And you don’t have to get full-on rejected to be certain; it sometimes can just be what a guy didn’t do, not what he did do. And if he didn’t carry on the conversation, then okay, fine, but what’s the worst that happened out of that? It’s not . . . trust me, it’s far worse as a guy to walk up to a woman and for her to say something like “oh, is that some sort of pick up line?”

MICHAEL FIORE: Oh my god, yeah.

MATTHEW HUSSY: That’s far worse. We’re not asking women to do that. We’re just asking to put themselves in a position where the guy could do the chasing if he wanted to.

MICHAEL FIORE: Opening the door and giving the opportunity. And I would even say, expanding on that, you know the physical signals a woman can give a man at that point. It's not like, you don't have to heave your bosom like Marilyn Monroe, right? In fact, a lot of guys will find that kind of off-putting.

MATTHEW HUSSY: Right.

MICHAEL FIORE: It's too strong, and it's like, "what's going on? I don't understand" here. But just like, a little coy smile, right? A cock of the head, a little bit of like interest. Turning your body towards him to some degree is really all it takes for most guys to be like "oh, wait a minute, I might have a shot here."

MATTHEW HUSSY: That's right, and you know, the truth is in most cases, us guys get more turned on by a woman's look than her looks.

MICHAEL FIORE: Very much so. I mean, the looks do matter, you know. Guys are visual creatures and that's kind of fine, but that coyness and that attitude is tremendously attractive.

MATTHEW HUSSY: For sure.

MICHAEL FIORE: And that ability to be like, "hey yes, I'm open to you pursuing me."

MATTHEW HUSSY: Absolutely, absolutely. And you know what's funny? Even though looks are important, because we're attracted to different, we get this chemistry with people, actually someone can, you can get someone who you wouldn't have given a second look to, who all of a sudden becomes someone you are attracted to because of the way they act and the way they look.

MICHAEL FIORE: Very much so.

MATTHEW HUSSY: And they way they look at you. And it, you know, we've all had a situation where someone is not our normal type, and then all of a sudden they turn us on and we don't know why, but it was because they triggered all of that stuff in us by the way they acted and behaved.

MICHAEL FIORE: Very, very much so. That is brilliant stuff, Matt. That is really, really brilliant stuff. Now is there anything if you're dealing with that fear of rejection? We talked about that to a certain degree. I think this opening the gambit of yours is brilliant, this idea of just asking for a favor. It's so simple and so very, very powerful. But there's still going to be a lot of women listening who are just like, "I'm just so scared of even talking to anybody because I'm scared of being rejected." Do you have anything else that can kind of help with that?

MATTHEW HUSSY: Yeah, I do. I mean I... actually, on my programs we usually spend almost two hours purely on rejection handling, because it's that big of a subject. And you can go, there are little quick and easy ways to overcome that fear, and there are big ways. For example, if you're out there and you're talking to people, a little way to quickly overcome fear of rejection is to change your intent. In other words, rather than... a little bit like we've talked about, rather than... your mission is not to go and talk to this guy and to get him to marry you. Your mission is to go and find out what he's all about. And I will always remind women of something: you're not going over there to see if he likes you. You're going over there to see if you like him.

MICHAEL FIORE: Very much so.

MATTHEW HUSSY: He was attractive enough that he made you curious for five minutes. That doesn't mean he's your dream guy. That just means you want to know a little bit more about him. And any time I get women to write out the long list of things they want in a guy-

MICHAEL FIORE: Which is always this tremendously long, ridiculous list.

MATTHEW HUSSY: Very long list.

MICHAEL FIORE: "He must be 6'4", he must have..." you know, yeah. "His skin must be the color of a particular brand of milk" or something like that... anyway.

MATTHEW HUSSY: You know, they are long lists. And I have to remind women when they see a guy and they think he's hot and they get all nervous, I have to remind them of their list and say, "Look back at this list and tell me how many of these things you know he has right now." And for most of them, it's like, "oh okay, well, I guess he ticked three out of my thirty different things."

MICHAEL FIORE: He still has his hair, yeah.

MATTHEW HUSSY: He is a, this guy is a long way from being your ideal guy. So isn't it mental that you're getting so nervous right now? And when you start looking at it like that, it starts becoming evident.

I mean, let's face it, as a guy it's the same thing. We can get really nervous when we see someone who we think is kind of hot, and then actually, if we look at all the things that someone needs in order to hold us long term, actually we realize that she has only one of the things that we might be looking for. And that isn't, not even close right now to being our ideal person. So how is it we're getting this nervous about it? The other more, slightly more conceptual but just as powerful, if not more, way to overcome fear of rejection is to become more afraid of time.

MICHAEL FIORE: Very interesting, okay.

MATTHEW HUSSY: There is a temptation amongst human beings to get addicted to comfort. And any time we're in our normal daily lives and we don't talk to someone because it's easier not to, and we don't put ourselves on the line 'cause it's easier not to, we're giving in to comfort. But over time not doing that will become less comfortable, because we will gradually begin to realize that our hopes and our dreams and all the things that really matter to us are fading, and that we have all of these, we want to live in an extraordinary life and part of that is an extraordinary relationship with an amazing person. And any time people throw away days like they're nothing, I remind them that there's going to be a day, and I know this because I've worked with people who're in their eighties who tell me this exact thing, it's not 'cause I'm so old and wise. I know that people wake up, and there's a certain day where they look back, and all the comfort they had from not doing things fades. And it turns into this horrible sickening emotion that suddenly comes out of nowhere, which is regret. And on that day people will weep for the amount of times they could have walked up to that person and they didn't.

And they won't, no one is going to get to the end of their lives and think, "God, you know, I'm really glad that I never got rejected." No one's going to think that. They're going to look back, and they're going to weep for looking at the photos of them, and they're going to go, "God, look how beautiful I was.

Look how amazing I was. Look how many resources I had, and what did I do with it? I hid it all because I was afraid of what this one guy would think of me.”

And there’s a phrase I always use which, for those people out there listening right now you can write down, which is “The most dangerous thing about regret is that you don’t feel it yet.” In other words, we sow the seeds of regret today when we walk past that person and we don’t do anything about it, but we don’t feel the pain of it today. We’re going to feel the pain of that later, and that’s what makes regret such a dangerous, dangerous emotion. It’s that although we create it today, we don’t feel it today. So it’s like a wound we’re creating, but we’re not aware of yet, and when we finally are aware of it, that stings worse than anything else in this life. So if any women out there need a reason to get over their fear of rejection, you don’t have to sit there and go through therapy for years and worry about all of the insecurities and the time when we were kids and this happened, and this happened. All you need to think of is the alternative is far, far worse.

MICHAEL FIORE: Brilliant stuff, my friend, brilliant, brilliant stuff. Let’s talk a little bit about the, something you touched on early on when we first started, which was the idea of how men rank women. And I touch on this in “The Secret Survey” program itself. I give kind of a step-by-step of how men kind of react to women originally and when they make those decisions. But I’d love to hear your thoughts on it as well about you know, how does a guy rank women according to, “okay, do I want to sleep with her? Do I want to date her? Do I want to marry her?” Right? Or “do I want to run away from her as quickly as possible?” And kind of go from there. I’d love to hear your thoughts on that and what your teachings are on that.

MATTHEW HUSSY: Well, I would say, “I want to sleep with her” comes from initial sexual tension.

MICHAEL FIORE: Yes.

MATTHEW HUSSY: And there are very simple ways to create that, and let’s face it, that’s important. If you don’t create that, then you’re going to end up as the friend.

MICHAEL FIORE: Yes.

MATTHEW HUSSY: So women should not be avoiding trying to do that. They should just make sure that they have an awareness of the types of guys they're dealing with, and make sure they only engage with the guys who are going to treat them with the right respect.

But the second stage of dating comes not just from sexual tension, it comes from a playfulness that says, "I could sit at home with this woman watching 'Family Guy' in my pants eating pizza." You know, it's that like, you know, we could be playful and fun together. The relationship stage comes from a guy seeing someone as someone who is actually going to further his growth long term. Someone who he has to live up to, someone who is more than his equal, someone who is, in every way, someone that makes him the best man that he can be. And that comes from a much deeper connection than just chemistry. Many people make the mistake of thinking that chemistry is going to give them a long term relationship.

MICHAEL FIORE: This is something we talk about a lot, what a lot of women are asking. You know, "Michael, how do I make it last forever? You know, we use to have this incredible spark, he used to pursue me like a tiger, and now you know, we sit around in our sweatpants and we're, you know, friends at best. What do we do?" It's that whole, like, relying on chemistry, or relying on that initial chemical love to maintain a relationship; in my opinion it's a huge mistake.

MATTHEW HUSSY: Absolutely.

MICHAEL FIORE: It doesn't work that way. It's a garden you have to tend as you kind of go on. A lot of women I know get angry sometimes about the idea of "wow, a guy will really just sleep with a girl he's not interested in." Right? They get, and certainly I know women who do this as well, but it seems to be a sticking point sometimes with women that I talk to, where they're like, "Michael, I can't believe..."

For instance, I had a friend, good friend of mine, beautiful woman, beautiful girl who texted me and she was in a panic. And she's like, "I was seeing this guy and then he told me he didn't want to date me anymore. And, you know, "he said we're going to be friends, and then I seduced him and we slept together and he still doesn't want to date me. I don't understand." Right, kind of goes from there.

Let's talk a little bit about that whole, like, what sex kind of means to guys for a moment, compared to what it means for women. 'Cause I think, it's something I talk about a lot in the "Secret Survey" Program, I talk about it a lot in the other stuff we do, but I think it's just something really worth putting more of an exclamation point on. Because, you know, yes, guys are looking for long term relationships. We're looking for love, we're looking for things like that, but also there are certainly times we're just looking for physical pleasure or getting our egos stroked, essentially. Going out there and seduce a girl.

MATTHEW HUSSY: I mean, it's not a prerequisite for guys that sex leads to emotion. Those two things don't have to go hand in hand. But that doesn't actually make guys any less romantic. It just means guys have a tendency to segment their romantic moments. And so you can have a guy who, because he needs a certain release, or as you say, he just needs that ego validated, he goes into this caveman mode of "okay, need sex." You know, "I need sex." However, that's not the same as the type of connection he has when he sleeps with someone who he actually has some sort of bond with. And the thing that I always say to women is, I can't stand all of these kind of rules that people place on sex and wait this long and-

MICHAEL FIORE: Yeah, yeah, yeah, yeah, yeah.

MATTHEW HUSSY: I don't buy it, because it's actually, as with so much dating advice, as you know Michael, it's misguided because it's based on too much of a concrete rule. The truth is a guy will think of it as something more if she sleeps with him at what I call "an emotional hook point." In other words, if she gets to a place where they've had enough shared experiences that they've reached a deeper connection, then sex will mean something to him and he won't just run off afterwards. But if she chooses to get intimate with him before they've reached that emotional hook point, then she runs the very real risk of being seen as someone who doesn't mean anything to him long term.

MICHAEL FIORE: And a lot of guys, myself included, I've been there, I've done this right, you'll sleep with a girl, and because you just established that sexual connection really quickly without doing anything else, you kind of shut off the idea of her being somebody you would date.

MATTHEW HUSSY: That's right. Even if, even if she could be.

MICHAEL FIORE: Yeah, you'd just be like, "oh well, this is just somebody I'm going to have sex with." And that doesn't necessarily make him an asshole, right? That doesn't necessarily make him a horrible, horrible human being. He's just like "oh yeah, we had sex and that was fun," and he's just kind of thinking that it was the same thing for you that it is for him.

MATTHEW HUSSY: Right, and he's a man which means he's, you know, usually quite adept at segmenting these things and separating them, and so he suddenly puts her in a certain category.

MICHAEL FIORE: In a certain box. Very similar to when I coach guys about these things, is the whole, like, you know, guys complain all the time about getting put in the "friend box" really, really with women. They'll meet a woman and become a friend and I'm always telling them you need to establish that sexual connection really early. You need to establish that danger that could be passion there really, really early.

MATTHEW HUSSY: Absolutely.

MICHAEL FIORE: Right, 'cause if it ever gets to the point that you just see somebody as a sexual being, well, it's never going to go anywhere.

MATTHEW HUSSY: That's right, that's right, that's absolutely right.

MICHAEL FIORE: Matt, fantastic stuff! Another question that we, you mentioned really early on that I just, I want to know the answer too, I think I know the answer for myself. Maybe it's different for other people. Why would a guy meet a woman, get her number, and then not call her?

MATTHEW HUSSY: This is a really, this is a really confusing one for a lot of people, but there's not one answer. But there is a way to view this whole thing a bit more simply, I believe. Because I don't think it's as obvious as "he's just not into you."

MICHAEL FIORE: Yeah.

MATTHEW HUSSY: I don't buy that, and I'll tell you why. I've met people where I genuinely was attracted to them, and then I left and I got swept up in my business and everything I'm doing, and then five days later I suddenly look at my phone and I realize, "oh god, I never texted that person. What was I thinking?" And by that point I've blown it, or, you know, it could be two weeks.

And this kind of goes back to the way guys compartmentalize. They are very good at compartmentalizing parts of their life. So if they spend the next week in business mode, they're not thinking about their personal life, they're not even engaged in it in any way, and then they suddenly come back to thinking about it on some lonely Friday night, and they think, "oh god, I never, yeah I wanted to speak to that person." And then they go back there.

So I'm not, I don't live in a flowery world where I say, "Women, every single time he doesn't call or text you he's still interested." I'm not saying that. But what I am saying is it's a very dangerous move to put everyone who doesn't contact you in the category of "he's not attracted to me and therefore I'm not attractive."

MICHAEL FIORE: And it's a judgment on me as a woman at that point right? Something.

MATTHEW HUSSY: Precisely.

MICHAEL FIORE: What I talk about a lot is, it's frustrating for some reason for some of the women, when they go through my material, 'cause they're just like, my answer would be if a woman said, "well why didn't he call me?" "Because he didn't call you."

And it sounds like such a cop out, right? But it's, like, well I don't know, right? Is it possible he didn't call you because he has a girlfriend? Or he is a scumbag? Or because you did something or blah, blah, blah? Yeah. It's also possible he got the digits wrong. It's possible get got busy, maybe his father died, his dog has cancer. Like a billion things but here's the thing. If you list out all of the possible reasons that he didn't call you maybe three of them have anything to do with you.

MATTHEW HUSSY: And here's the other thing. I'll say, let's even for a moment say that they did. Let's for a moment say that it's because he wasn't attracted enough. I would like to turn this whole thing on this head and challenge people who say that "after I met a guy he didn't call me and therefore he's not interested," and say that that is an extremely arrogant thought to have. Here's why.

MICHAEL FIORE: Okay.

MATTHEW HUSSY: If I've talked to someone for ten minutes or half hour and I already think that they're supposed to think I'm the person they've always dreamt about, there's something arrogant about that.

MICHAEL FIORE: Very much so.

MATTHEW HUSSY: Because truthfully, how many times have you, you know, women out there and you, Michael, actually the more time you spent with someone the more attracted you became.

MICHAEL FIORE: Oh, very much so. Yeah.

MATTHEW HUSSY: So sometimes we have to accept the fact that saying "he's not into me 'cause he didn't call me" is actually too backwards thinking, because what we should be thinking about is "ahh, I didn't do enough to get them attracted yet, and actually him not calling me now isn't a reflection of how attracted he could be; it's just a reflection of where he is now. And that's based on a very short period of time with me." I have a fundamental belief about myself, call it overconfident, call it arrogant but I have a belief-

MICHAEL FIORE: This is why we get along so well, cause we're both overconfident and arrogant. That's why we get along.

MATTHEW HUSSY: I have a belief that I chose to take on some time ago which is, if anyone spent enough time with me, just me and them on a desert island, we'd probably end up falling in love.

MICHAEL FIORE: Fantastic.

MATTHEW HUSSY: You know, they would end up loving me because I don't, you know, I think I'm a lovable person. So there's no reason why that wouldn't happen. Now if this is isn't happening out there, when I'm talking to someone, it's because we didn't spend enough time on that desert island together.

And I think that actually, if women took on the same belief that ultimately, he hasn't spent that much time with you yet, he hasn't. . . A. he hasn't spent nearly enough time with you to know that you're his dream woman, and B. he hasn't spend nearly enough time with you for you to be offended by his judgment on you, then it changes the whole game.

MICHAEL FIORE: There's also something here, Matthew, about why the hell do you care what he thinks? Right?

MATTHEW HUSSY: One guy.

MICHAEL FIORE: It's like, who is this guy? Who is this guy?

MATTHEW HUSSY: He's god.

MICHAEL FIORE: He's like, he's just some guy you met, and you spent ten minutes with or went on a date with, and you're like, well, does it matter what he actually thinks? Does it say anything about who you are as a person? Why are you giving him the power to make you feel good or bad at that particular point?

MATTHEW HUSSY: Absolutely.

MICHAEL FIORE: When he's just somebody, you have no idea who this. . . I mean, we've all been there, don't get me wrong. When I was younger, of course, we all had that, "oh my god, where's this girl and what's going on?" But at a certain point, you know, you build up your own self esteem.

Like I have some things we do in the "Secret Survey" program called the "I like myself game," and all these other things built around establishing your self esteem. I know for me, my dating life got a lot better when I realized, when I got the confidence to know any woman I go out with and perhaps any woman who comes home with me, is going to have a fantastic time and is going to be better for it later.

MATTHEW HUSSY: And you know what, nothing is set in stone, nothing is constant. I always remember I was a teenager and I really, really liked this girl and I always wanted to go out with her, but I never had the courage to ask, and so I settled to be her friend. And we talked and talked and talked, and I remember one afternoon we were talking and I was usually quite happy around her and smiling, and she made me laugh, and I started laughing and she suddenly looked me dead in the eye and she said, "Wow, you are really ugly when you smile."

Now imagine hearing that from someone you're insanely attracted to, and really, really want to go out with. I mean, it was soul destroying. But a few years later, and you know I'd dated girls in between and, you know, had experiences in between, a few years later, it was after, you know, I had finished school by this time, I was a much older teenager and I remember seeing her and thinking, "I don't want to be this person's friend." I wanted more from this person, and I remembering going out one evening and deciding to act around this person like I did around everyone else. And all of a sudden I got attraction and we ended up in a relationship for two years that was full of passion

MICHAEL FIORE: Wow.

MATTHEW HUSSY: And amazing. You know, it turns out there were other reasons we weren't right for each other.

MICHAEL FIORE: Sure, sure, of course.

MATTHEW HUSSY: We had this insane attraction, and what it taught me is that if someone can say a comment like that to you and then later on have a two-year relationship with you filled with passion and excitement, then we shouldn't be too concerned about any static or any still shot taken in time, because things change and evolve and life is not as black and white as we think.

MICHAEL FIORE: That's wonderful. Matt. I hate to say it 'cause I'm enjoying this immensely, but we have to stop. We have to finish up this call. So for women who are listening, I hope you got something out of this. I got something out of this. I think this is brilliant context.

MATTHEW HUSSY: It's been a lot of fun.

MICHAEL FIORE: It's been a lot of fun, and it's always great to talk to somebody who has just some great ideas and has really thought about this stuff and, you know, expands on this stuff and really thinks about what's going on. But I hope that when you're listening, you know, it's really all about your own confidence, your own self esteem, liking yourself and just not being so worried about it, in a weird sort of way.

Matthew, Matthew Hussy, where can women learn more? What can we do for the ladies who are listening to this program where they can get more from you? I know a lot of them are going to want to learn more from you, so what can we do?

MATTHEW HUSSY: Well the... I've actually set up a link for people to go to, which is gettheguy.co.uk/secret So that's gettheguy.co.uk/secret and for any women who are out there listening right now, my focus has always been on internally being as confident as we can be but also getting very practical in what can we do and what can we say and where can we go. So if you want to know more, go there and I got a little offer, a little surprise waiting for you, so check it out.

MICHAEL FIORE: Fantastic. He'll have something really special for you at that link. Again it's gettheguy.co.uk/secret. Kind of like the Secret Survey, and you'll have some really nifty stuff there. And Matt, I'm already planning on asking you back for some other programs that we do in the future. Hope you'd be willing to do that.

MATTHEW HUSSY: Absolutely.

MICHAEL FIORE: To teach some of this wonderful stuff and help them and find wonderful men. So thank you so much for your time.

MATTHEW HUSSY: Thank you for having me, and it's great to work with someone else who's so credible in this area. I really appreciate you having me.

MICHAEL FIORE: Thank you.