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# THE HIGH VALUE MAN MANIFESTO

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SOCIAL POWER AND CHARISMA  
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## THE “SECRET” ABOUT YOUR SOCIAL LIFE NOBODY TELLS YOU...

What you now hold in your hands is just a snapshot of my years of extensive research and experience studying status, value, and charisma, and the role it plays in dating and relationships.

Up till now, this information has been closely held and only available to select students who were accepted as clients to my most advanced personal coaching program.

I strongly suggest you read this immediately. There's a very big idea inside and many men have transformed themselves overnight once they grasped the concepts you are about to receive right now for free.

### WARNING:

Before we get into it, I just want to make sure just to close down any other sites you have open in your browser. If you got instant messenger on Skype, just shut it off. Turn off your cellphone. No multi-tasking. In fact, I recommend reading this report on your kindle or a device that doesn't allow you to get distracted.

Hell, go old school and print it out. That way you can highlight stuff, take notes, and underline the big insights you have.

You don't want to let a key insight slip by.

## WHY DO MOST GUYS REALLY STRUGGLE

Did you ever feel like the game was rigged against you?

What I've found during my 10 years coaching men on their dating and sex life is that most guys are fighting an uphill battle when it comes to attracting and keeping that cool, hot girl they desperately want.

The reason they are fighting an uphill (and almost unwinnable) battle is because they are starting from a position of “low status” and “low value” in the eyes of the women they are pursuing.

Let me simplify the big difference between being seen as “low value” vs. being seen as “high value.”

- Girls are actively looking for a reason to say “no” or disqualify a low value guy
- Girls are actively looking for a reason to say “yes” to a high value guy

Lack of “perceived value” by women is really the primary cause for so much struggling and time wasting with your interactions, dates, and relationships.

The key word there is “perceived” as I'll explain shortly. And I want to assure you that any man, can dramatically increase his status and value in the eyes of women by following three steps I'm going to outline in this report.

I'm going to address the issues I see that cripple your "social value" because I know from years working with my private coaching clients that "fixing" these issues is the fastest way to success.

This report will expose those issues, one by one, and you'll gain clarity into your social life (and how to grow it) that you've never had before.

But first lets talk about why status and value is so important, and then clear up any misconceptions you have about the word "status."

“THE BIG DIFFERENCE BETWEEN BEING SEEN AS “LOW VALUE” VS “HIGH VALUE”

GIRLS ARE ACTIVELY LOOKING FOR A REASON TO SAY “NO” TO A LOW VALUE GUY

GIRLS ARE ACTIVELY LOOKING FOR A REASON TO SAY “YES” TO A HIGH VALUE GUY.

”

## WHY IS STATUS SO IMPORTANT?

I'm really, really excited to be teaching the material in this report.

I've held off on teaching about value and status for a long time because I wanted to be able to simplify it. I wanted to make sure that I could teach it in a way that would make it accessible for everyone.

As we go through the three steps I'm going to outline in this report, I think you'll agree that following these three steps can really transform you into a guy that girls put a lot of value on being with.

First off, I'm going to be using the word status and value interchangeably. I don't want to confuse you but they're both going to have the same meaning.

### So why is this important?

Because if you're out there and you're constantly putting effort into the girls you're meeting, and maybe you're getting numbers, you think you have attraction yet:

- Girls are Flaking on you
- Girls are not respecting you
- Girls have no sense of urgency to hang out with you.
- Girls are not choosing you from the other guys in your social scene
- Girls consistently lose attraction to you early in the relationship

## **IT'S BECAUSE YOU LACK STATUS AND GIRLS DON'T ASSIGN ENOUGH VALUE TO BEING WITH YOU.**

Point blank, when people value something, they make time for it.

So, if a girl is not making time for you, it's because your value in her eyes is not there. She has no sense of urgency. She has a "take it or leave it attitude" toward you.

**How else do you know if you lack value and status?**

- You've become the guy in your social circle that none of the girls take seriously as a guy that they would date or have sex with.
- Women smirk at your prowess as a man or maybe even make jokes when you talk about it
- Or you just feel invisible to the girls around you.

## **IT'S BECAUSE YOU LACK STATUS AND VALUE.**

# INTIMIDATION

Status and value is important because when you don't have it, that's when you're intimidated around hot girls or even around high-status guys.

As guys, we always ask; "How do you talk to girls?"

But a lot of guys out there, when you're around cool guys, you have no clue how to really communicate with them, be yourself around them, and make friends with these guys.

One thing I will tell you is that when you can make friends and hang out with guys that are legitimately cool "high-status guys", getting around high quality girls and getting these girls into your life becomes a lot easier.

You might be thinking, "I don't like those guys. I don't want to hang out with those guys."

But that is your intimidation talking. I used to think the same way.

Now, I'll explain in a minute, but most of your intimidation towards "status" stems from your misconceptions about what it really means.



## WHAT HAPPENS WHEN YOU'RE SEEN AS A HIGH VALUE MAN?

When girls begin to see you as a high value man, what you're going to notice is the roles shift and you become the guy that women work to be with.

*You become the guy women chase. Period.*

### “MISCONCEPTIONS ABOUT VALUE AND STATUS”

There are a lot of misconceptions around the word status.

When guys hear the word “status” a lot of different things can pop into your mind.

When I used to hear the word “status”, I would think: “Status, the rich guy, the guy with the Ferrari. The muscular guy in the suit at the club spending a lot of money.”

So I want to clear some of those misconceptions up and explain exactly what we're talking about in this report.

If you like most guys, when you hear the word “status,” you're intimidated by the idea of being high-status because you mistakenly think that it involves turning into the big shot at the club, the guy who spends a lot of money, or the guy who seems to have endless “connections.”

Or that if it's not money that you're intimidated by, it's that you think you have to be this super-outgoing, loud, alpha male guy, that's how you get status....

**But the truth is status doesn't really involve any of that.**

As you'll see throughout the report, the guy in the VIP section, the guy ordering 500 bottles of ... \$500 bottles of champagne, that guy is bullshit.

That guy is a mirage.

I know plenty of those guys and they're all show. Very few of them are getting laid at the end of the night and if they are, it cost them \$500.

That's not power, that's not status. That's basically paying for sex.



**“POWER IS WHEN THE GIRL IS AT THE CLUB UNTIL 2AM DRINKING THAT GUY'S CHAMPAGNE AND SHE'S TEXTING YOU AFTERWARDS.”**

## SO WHY DO MOST GUYS REALLY LACK “VALUE?”

If your status and value isn't based on how much money you make, how physically attractive you are, or how many friends you have, then why do so many men lack status and value?

Quite frankly, the reasons are all internal:

- You lack a strong personality
- You do not know how to display your personality in an attractive way.
- You trade away your “status” to be liked by the other person (biggie)
- You communicate to others in a way that subtly tells the other person you think they are better than you

- As girls get to know you, you become more and more boring in their eyes.

This is all relative to the value that you bring to the relationship. It is relative to the amount of status you have.

So pay attention, what I'm going to teach you in this report are three very specific steps to become a high-status man.

Now, if value doesn't look like all those misconceptions we've just debunked than what are the real qualities and characteristics of a high status man?

## WHAT ARE SOME CHARACTERISTICS OF THE HIGH VALUE MAN?

**1.** You have an “edge” to you that other people respect and respond to...

**2.** You have a “presence” to you that makes you stand out from the crowd...

**3.** You make things seem “effortless” and never seem to be trying too hard...

**4.** You have a “sticky” personality that people want to be around and emulate...

**5.** You are “talked about” when you're not around...

**6.** You are intriguing and people want to learn more about you...

**7.** You embrace and play a “character” that other people are invested in...

**8.** You have a “sexual” vibe to you that women notice...

Did you notice that nothing above mentions having money, a nice car, a table in the VIP section?

Lets continue and I want to address what I believe is a key insight into this entire report.

## “WHO YOU ARE VS. WHAT YOU DO”

So how does status, power and value relate to the big picture of meeting and dating women?

So for years I’ve been teaching things like flirting, building sexual tension, escalating, being fun and sexual...

So how does “status” and “value” fit in with this?

What this training focus is on is the bigger picture.

What I mean by that is you’re **building an identity for yourself that is magnetic to women**, and this is important because who you are is more important than what you do.

This is a biggie. So I’m going to say it again. If you’re smart you’ll underline it, highlight it, and tape it to your refrigerator.

### “WHO YOU ARE” IS MORE IMPORTANT THAN “WHAT YOU DO.”

Doing is the things I mentioned; the flirting, the humor, the connecting, the building sexual tension...

That’s the DOING.

Who you are will get you way more girls than what you do...

There’s a lot of leverage with who you are.

**What I mean by “who you are” is the level of status and value, the women in your life perceive you to have.**

The million-dollar word there is “perceive.”

There’s a scene in the movie Wolf of Wall Street. There’s a scene where Matt McConaughey is sitting there at the restaurant and he’s like:

“It’s a fugazi, a fagazi, it’s a wazi, it’s a woozi, woo-woo-woo it’s fairy dust. It’s not fucking real, it doesn’t exist.”

That’s what value is.

It’s not real, it doesn’t exist.

**Value is just someone’s perception of who you are.**

There’s not a clear black and white, this guy makes a million dollars a year so he has value and this guy has six-pack abs and he has value.

It’s all perception.

Somebody can perceive you this way or they can perceive you that way. It’s all based on how they perceive you.

#### WHO’ING

- What people notice about you
- What people hear about you
- What people surmise about you
- Your reputation
- The level of status assigned to you

#### DOING

- Approaching girls
- Flirting
- Humor
- Texting girls
- Going for the kiss



## THE SECRET IS THAT GIRLS ARE LOOKING AT YOU AND WHETHER YOU REALIZE IT OR NOT, YOU'RE TELLING THEM EXACTLY HOW MUCH VALUE THEY SHOULD PLACE ON YOU.

What this training is about is sticking a big, fact, expensive price tag on yourself and getting other people to buy into it.

We're going to get into the "how" in a bit but for now just know that when girls are attracted to you because of your power and your status, you don't need to do nearly as much.

You probably notice this already. The more a guy has inborn status, has inborn power around the scene he's in, he doesn't have to be a master flirt. He's not going out to bars and having to be the super funny guy to get laid.

## "PERCEPTION IS EVERYTHING"

When I'm working with my \$1000 coaching clients helping them with a specific girl, I'll always ask; "Do you think she currently perceives you as having more or less status and value than her?"

Because perception affects every piece of advice I can give someone.

I'll give a piece of advice like; "you can't buy girls flowers at work. Never send a girl flowers at work."

And some guy will write me in and he's like, "My friend gets laid all the time and he sent the girl flowers to work."

I've got to explain to them that it's based on a lot of her perception of him.

**If a girl perceives a guy as being extremely, extremely high status, he can get away with a lot more mistakes than if she sees you as a friendly guy, the low value guy.**

Everything is easier when she perceives you to be "high value."

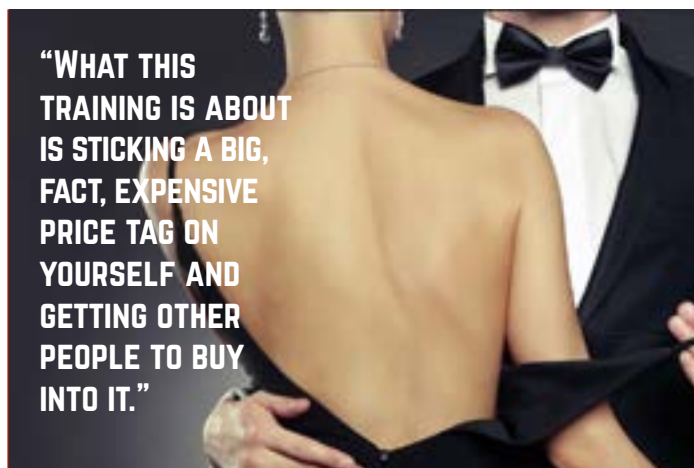
For instance, with the flirting and the conversation, the higher the value she's perceives you to have, the easier it is.

Because when she perceives you as being high value, you can literally make a couple funny jokes and then just sit back and let the girl do the work. Let her to be the one convincing you that she's the one right for you.

Whereas the low-value guy, he's constantly fighting an uphill battle.

The "low value guy" is constantly thinking of the next joke he's got to tell, the next story he can tell, and how can he keep her from getting bored.

You never want to be the one in the position of having to do the convincing.



"WHAT THIS TRAINING IS ABOUT IS STICKING A BIG, FACT, EXPENSIVE PRICE TAG ON YOURSELF AND GETTING OTHER PEOPLE TO BUY INTO IT."

## WHAT STATUS IS REALLY ABOUT

***Most of status is about what's going on in your own head.***

More than anything else, its about what's going on in your own head

There are certain attitudes and there are certain behaviors that demand respect and there are certain attitudes and there are certain behaviors that project status and power.

It's about those attitudes and those behaviors, but more importantly...

**...It's about being known for those attitudes and behaviors that project status and power.**

Right now in your social scene, you're known for something.

Everybody knows you for something.

When the people in your social scene think of you, when your name comes up, something pops in their head.

**This training is about controlling what you're known for, controlling how people view you, controlling their perception of you, and to show you that you can use it to your advantage.**

Remember, perception is fairy dust. It's not real. It doesn't exist.

You control it.

The problem up until now is that a lot of guys have been oblivious to it and when you're not paying attention to this, it will come back and bite you.

“

**ITS ABOUT BEING KNOWN FOR ATTITUDES AND BEHAVIORS THAT PROJECT STATUS AND POWER**

”

**Let me repeat that:**

If you're not paying attention to and controlling the perception other people have of you it will come back to haunt you.

**“I THOUGHT YOU WERE NICE BUT YOU'RE NOT, YOU'RE BAD...”**

Second off, when you begin putting these attitudes and these behaviors into practice, you're going to see that you can go to literally from zero to 60.

People catch on quick.

A lot of guys are worried that, “Well, if everybody already knows me, how can I just change ... How can I all of the sudden slap an expensive price tag on myself?”

“This girl and these guys I've been hanging out with them for a year. Aren't they going to think this is weird?”

I can tell you that I was in a social scene a few years back. At the time, I had a girlfriend and was concentrating on my career, so I took myself out of the game.

I was sort of “antisocial” because my mind was preoccupied with starting my career and my girlfriend.

Then I break up with my girlfriend and I’m like, “Shit.” I realize I need to get back into the game.

I totally changed my attitude and behavior, and I did it almost overnight, and no one blinked an eye.

Because it’s NOT REAL.

**It’s perception.**

And when you believe it enough, people buy into it.

Now, I shouldn’t say that no one noticed. I remember I’d taken this girl Anna home one night and we’re having sex and we finish up

and we’re lying in bed and she’s like, “I used to think you were so nice. A nice, quiet, studious guy but you’re not. You’re totally bad.”

That was the extent of the blowback I got from completely changing who I was within this scene.

When I say changing who I was, I don’t mean turning into somebody new. I just mean restructuring the perception people had of me.

The worst I got from this was “I thought you were nice but you’re not, you’re bad.”

**PEOPLE CATCH ON QUICK,  
AND THEY FOLLOW YOUR LEAD.**

When this happens, you start to notice that girls that used to view you in a platonic way, girls that even ignored you, they start looking at you more, they start making excuses to talk to you, they start getting jealous when they see you with other girls and this is because status and power is magnetic to girls.

## “STATUS IS A DRUG FOR GIRLS”

Girls make themselves available to you when you have power and status.

The amount of effort you need to put in decreases and the results you get multiply.

Plus, the girls that come in to your life, they tend to stay into your life for a really long time. Girls start doing things to get noticed by you because of your status.

It's like crack for them. When girls are around it, you notice that they get very girly, they get very feminine, they start acting out this feminine role and you start noticing that they want you to notice them.

You'll notice that high-status guys, they always have three or four girls that they've been casually seeing for years and they've got another three or four girls who at the drop of a hat would head over to their house and re-engage a fling.

These girls stay around and they continue to give you sex, they continue to give you affection, they continue to give you companionship, and also as a side bonus, they also help continue to build your status in the eyes of the other girls around your scene.

## GIRLS ARE DRAWN TO STATUS AND POWER.

Even if you don't want to admit it, you are drawn to power and status. It is magnetic.

We want to be around it, we want to leach off of it, we want to take from it and even when we resent it, some people resent the high-status guy because he's too confident or he's too this or he's too that.

*But you're still drawn to him.*

Their attention still goes to him even if they fight it and they say they don't like him, they're still thinking about him, they're still focusing their attention on him.

**“ THIS TRAINING IS ABOUT CONTROLLING WHAT YOU'RE KNOWN FOR, CONTROLLING HOW PEOPLE VIEW YOU, CONTROLLING THEIR PERCEPTION OF YOU, AND TO SHOW YOU THAT YOU CAN USE IT TO YOUR ADVANTAGE.**

**”**

## “DO YOU TRADE STATUS TO BE LIKED?”

So why do most men LACK STATUS?

Why do most men never have the power in their relationships with the girls they really want?

There are several big mistakes that men continually make. I can bet you're guilty of at least a few of these (probably all of them.)

Now there's one mistake that is head and shoulders above all the other mistakes. That mistake is trading away your status to be liked.

This is when you offer to give the woman higher social status, more of the power at the expense of your own, in exchange for validation from her. Guys trade away their status in order to be liked. They do it with women they want to sleep with, and they do it to both the men and the women within their social scene they want to be friends with.

**So here's an example of trading your status to be liked:**

Here is a simple example and it's actually happened to me yesterday. A few friends of mine were going out and there was a girl with us and we're getting into my friend's truck and one of the guys called "shotgun." and the girl goes, "Oh, can I have it please?"

The guy, he made a little joke, but in the end, he got into the back seat and he gave her a shotgun.

Why?

Because he wanted her to like him.

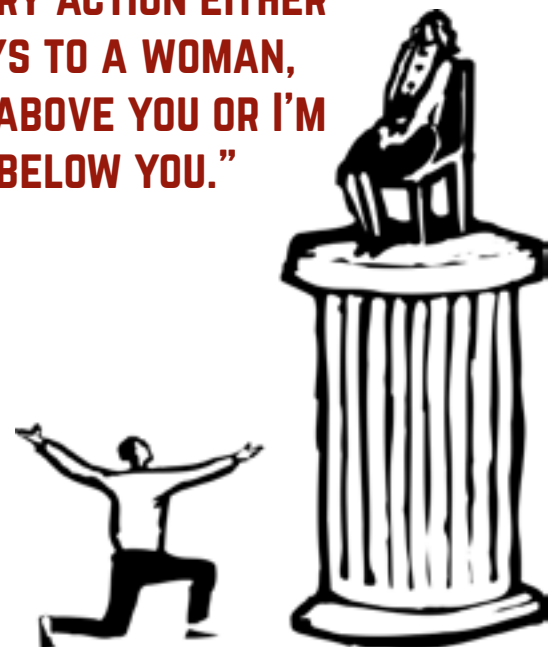
Now, it's not like he totally lost all his status, but it's his mindset of; "If I say no to her, she's not going to like me."

When you're afraid to say no because you're afraid of not being liked, you're giving away your status.

A lot of times it's even subtler.

It's anytime you change or hide your opinion on something in order to be liked. Any time you put someone else's comfort level above your own.

**“EVERY ACTION EITHER  
SAYS TO A WOMAN,  
“I’M ABOVE YOU OR I’M  
BELOW YOU.”**



## THE TRUTH ABOUT JERKS, BAD BOYS, AND ASSHOLES...

A lot of people hate on assholes or jerks, but most of the time, these guys are not abusive.

When we say a guy's an asshole, most assholes don't verbally abuse girls, they don't beat girls. We don't call them assholes because they do these things.

So what are they really guilty of?

They're guilty of placing more value on themselves than they are on the other person and they refuse to trade their status to be liked.

**The #1 reason girls are so attracted to jerks is because jerks place more value on themselves than they do on her. Jerks refuse to trade their status to be liked. And women LOVE them for it.**

We call them assholes for it. Even women will call them asshole. "That guy is such an asshole." Yet women are drawn to these guys. Women want a guy who places an extraordinary amount of value on himself.

## ARE YOU BUILDING A "LOW STATUS" REPUTATION?

On a very subtle level, when you meet people, especially a girl you're attracted to, you're saying 'you are better than me.'

...And trust me, she realizes you're saying this.

**Every action either says to a woman, "I'm above you or I'm below you."**

No woman wants to be with a man who is below her. She just doesn't. And she'll find it impossible to stay attracted to you the moment she realizes she is above you.

And when you start trading your status away you're just not damaging yourself with that woman, you're building a reputation as a low-value guy.

When you start supplicating yourself to women, other people notice and it spreads like wildfire.

Your value drops to EVERYONE in your social world.

Reputation is something we'll get to in a bit. For now, just understand, that every mistake you make, every time you trade away your status, you're slowly building a low status reputation.

**IT'S A PARADOX  
BECAUSE THE  
HARDER YOU  
APPEAR TO BE  
TRYING TO  
DEMONSTRATE  
STATUS OR VALUE,  
THE LESS VALUE  
YOU COME OFF AS  
HAVING.**



## “ARE YOU SENDING THESE LOW STATUS SIGNALS?”

The other big mistake guys make is they try to actively say or do things with the intention of increasing their value.

You probably remember a lot of the old pick-up artist stuff was based on telling made-up stories or ‘negging’ girls or casually mentioning, “I used to date this Victoria’s secret model.”

It’s a paradox because the harder you appear to be trying to demonstrate status or value, the less value you come off as having.

**Because the truth is, you give away your value with hundreds of little tells.**

1. If you can’t look a girl in the eye
2. If you’re investing in a conversation and she’s not
3. If you’re putting in an uneven amount of effort into a relationship
4. If you’re highly reactive emotionally to things she does or says

5. If she senses that you’re intimidated
6. If you change your opinion or hide information because you fear she’ll disapprove
7. If you’d rather be liked by her than be yourself around her.
8. If you can’t handle the tension and you’re noticeably uncomfortable
9. If you’re overly explaining yourself to her
10. If you demonstrate a scarcity mentality where you’re just over-eager and you don’t want her to walk away or you’re afraid to lose her
11. If you hide your vulnerability
12. If you have no boundaries

“

**THE #1 REASON GIRLS ARE SO ATTRACTED TO JERKS IS BECAUSE JERKS PLACE MORE VALUE ON THEMSELVES THAN THEY DO ON HER. JERKS REFUSE TO TRADE THEIR STATUS TO BE LIKED. AND WOMEN LOVE THEM FOR IT.**

”

## VALUE SHOULD ALWAYS BE IMPLIED BY YOUR ATTITUDE, BEHAVIOR AND YOUR REPUTATION. IT SHOULD NEVER BE OVERTLY STATED, IT SHOULD ALWAYS BE IMPLIED.

Value should be what?

Repeat after me, this is a biggie.

Value should be implied by your attitude, your behavior and your reputation.

She should assume you have value by the way you're acting, behaving, and by your reputation.

I call it "your story." The way people talk about you, the way she sees other people reacting to you.

All of that should imply your value. You should never have to go out and explain your value to someone.

**Value is 100% implied.**

So let me give you an example of implied value.

## WHAT DO YOU DO WHEN A GIRL SAYS, "WILL YOU BUY ME A DRINK?"

Guys normally handle the situation one or two ways and they're both wrong.

Most guys will immediately buy the girl a drink because they want her to like him and that's trading status to be liked.

Some guys, they're going to try to demonstrate value and they're going to say, "I don't buy girls drinks."

But that is "try hard" too. That lowers your value too.

So how do you handle the situation? What's the right way to handle it?

If a girl says to me, if I'm at a bar and I'm talking to a girl and she says, "Will you buy me a drink?"

All you have to do is say something like, "I will if we're sitting down. You go find us some nice seats where we can sit next to each other and chat and I'll go grab us some drinks is that cool?"

Because what you're doing there is you're just demanding equivalent or greater value for what you're doing.

You didn't say, "No way, you buy me a drink."

A high-value guy wouldn't say something like that.



## **A high-value guy, he assumes that the girl is interested in him.**

She's interested in you, so why would you not want to buy her a drink?

...But you're also going to want to her put some effort in.

If she's willing to put that effort in, so am I. I'll buy her the drink.

The low status guy, he's not worried if she's putting effort in before buying the drink.

## **That is the difference.**

If you're just getting to know a girl she's piecing these things together fast.

She's paying attention to how people react to you, how you react to other people, and how you react to her most importantly.

## **STATUS IS RELATIVE**

Status. Power. Value. It is all relative.

Within every social environment, there are self-made celebrities.

This was the case in high school. We celebrated certain classmates. We gave them a level of status way higher than they probably deserve. Certain guys in high school fucked the hottest girls because of who they were.

There was no rhyme or reason for why these guys were fucking the hot girls. These guys weren't always the best-looking guys, they weren't always the funniest. But for

whatever reason, they had a level of status that allowed them to bang the cheerleaders and prom queens.

We do this at our work environment. We do it in our industry. We turn certain men, certain women into celebrities within a social scene.

We do it in a college environment, in a bar or a club environment. Any scene that you're in, we look around and we try to determine; "Who in this scene has the most value?"

And then we turn them into celebrities.

## **"THE CELEBRITY FACTOR"**

It's just a natural fact. It's just something that we've been conditioned to do is to look around and go, "Who's the star of this environment?"

And what they're looking for is characteristics we mentioned earlier.

- Who's talked about?
- Who has presence, an edge, intriguing?
- Who has charisma makes things appear effortless?
- Etc.

What we do in every situation is we look around and we assign ridiculously high amounts of value to some guys and ridiculously low amounts of value to other guys.

What I'm really trying to beat into your head is that you're 100% control of your perceived value because it's just perception and perception can be controlled.

**When a girl meets you, she's trying to figure out how much value you hold within your particular scene, and the good news is that you can create it out of thin air.**

## MY "AHA MOMENT"

About six years ago I had hooked up with this girl Beth from my social circle. I had a crush on this girl for a really long time. So when we finally kissed it was sort of a big deal for me.

Now this wasn't a peck on the cheek type kiss either. It was like an explosion of passion. We had been friends for awhile, so it just felt like all the built up sexual tension finally exploded...

I wake up the next day and I'm feeling on top of the world. If you saw the movie "Say Anything" there's a scene where John Cusack, he's skipping down the street, fist pumping in the air while the girl is watching him out the window.

That was me.

I was on the phone with all my friends as soon as I woke up; "I hooked up with her last night." Shamelessly bragging.

I figured this was it. We were good friends. We're both attracted to each other. The kissing was amazing. I figured I was about to start dating her. If I'm honest, I actually thought I'd marry her.

But immediately afterwards she starts avoiding me. She's taking forever to respond to my text, she's always busy.

This goes on for a month. She's stringing me along, not quite giving me the friend zone speech but definitely not making herself available to me.

I start asking around and finally a mutual friend pulls me aside and he's like, "Yeah, Beth doesn't want you to know but I'm pretty sure she's fucking Mickey."

Mickey was a guy in our scene that had already fucked a lot of the girls in our scene. He wasn't a good-looking guy. In fact Beth and I would make fun of him. She would be like, "I can't believe that girl slept with Mickey."

**“ WHEN SOMEONE SENSES THAT THEIR GAMES AND MANIPULATION WON'T WORK ON YOU, YOU INSTANTLY HAVE POWER OVER THEM. ”**

”

I thought she was on my team.

I thought cute, innocent wonderful Beth wouldn't fall for Mickey's shit.

But hook, line, and sinker. She was fucking him.

The reason I told this story is because at that point in my life, I had worked on my game. I was at the point where meeting and dating girls wasn't that hard for me anymore.

But the day I found out Beth was fucking Mickey I had a painful realization.

I had that realization that I wasn't Mickey. Girls, given the choice, they were always going to choose the Mickey's of the world over me.

Even the girls that I thought were different, the good girls. The girls I connected with.

His status, his power was always going to triumph.

You can probably remember a time that you've had a similar situation. Where you lost a girl to a guy. Where you were watching a girl you like fall for some guy. And you can't understand why.

I can almost guarantee it was because of his value, it was because of the status he had within that scene.

Now, lets show you how you can gain that same level of status.

## “3 STEPS TO STATUS”

I'm going to go through them real fast and then we'll dig in.

### **STEP 1: PLACE A HIGH PRICE TAG ON YOUR- SELF.**

The fact is most guys place a very low price tag on themselves because they're willing to trade their status and power with a girl or within their social scene to be liked.

### **STEP 2: COMMUNICATE FROM A POSITION OF IMPLIED STATUS**

High-status people communicate in a way that gets other people working to impress, entertain and qualify themselves to them.

### **STEP 3: CREATE A HIGH STATUS STORY**

Whenever someone meets you or when a girl who is interested in you, at some point she's going to ask what's his story.

If you work with a girl, she's going to go to people; she's going to ask, "What's his story?" If she doesn't specifically ask it, she's going to start paying attention to the way other people talk to you, the way they talk about you.

She's going to try to piece together your story. Your story is everything a girl assumes, surmises or hears about you. That's your story.

A girl's attraction for you can be dramatically altered for the positive or the negative based on how other people perceive you.

This is a biggie and I'm going to make sure that you create a high-status story.

Those are the steps to becoming a high-status guy. Place a high price tag on yourself, communicate from a position of status, and control the story and reputation being pulled about you.

In a lot of ways, step number three is the most important yet most guys don't really pay any attention to the reputation they're creating and how it affects them with all the girls in their social scene.

Space those three steps out on your paper because we're going to be filling in some information under each of the headings in just a minute.

## “STEP 1 PLACE A HIGH PRICE TAG ON YOURSELF”

How do you put a high price tag on yourself?

Write this down:

### **DON'T BLINK.**

In every conversation, in every relationship, one person blinks first and it's in that moment that you hand over your power.

You do it to be liked, you do it to be approved of, you do it to ease the tension, you do it to avoid conflict.

Are you familiar with the game of chicken? The game of chicken is when two people are heading towards each other and you try to see who will swerve first, nice guys always swerve first.

They always let the other person win. Because when you place more value on the other person than you do on yourself, you always swerve first. You always blink, you always trade away your status and you always hand over your power to the other person.

### **WHAT IS BLINKING?**

It is that moment when you sense by a girl's tone of voice that you said something wrong and you panic and you backpedal.

You blinked and she noticed.

It's when you go into a date thinking, "I'm going to flirt with her. I'm going to seduce her. I'm going to be suave and seductive." And then She makes a comment like, "I'm so over players." And suddenly you turn into Mr. PG trying to show her how nice you are and how you're not one of those terrible players that she hates so much yet sometimes always winds up in bed with.

It's when you confidently walk up to a girl but then you notice that she yawns or she wrinkles her nose or whatever. And suddenly you can't think of a thing to say because, "Man, I might be bothering her."

You blinked and she noticed.

It's when you hesitate before you kiss a girl because you just don't want to be wrong.

You blinked, you wanted to kiss her but you weren't 100% sure she wanted to kiss you, and you put more value on what she wants.

You blinked. You gave her the power in that situation.

## **STATUS IS LARGELY ABOUT SHEDDING THAT FEELING OF 'I'M NOT GOOD ENOUGH' AND THAT FEELING OF EVERYONE ELSE IS MORE IMPORTANT THAN ME.**

People recognize, and they respect you immediately when they know they can't intimidate you.

It transmutes into business success, financial success, dating, having sex with, even marrying high-quality women.

Write this down:

## **ULTIMATELY, POWER COMES FROM YOUR INABILITY TO BE CONTROLLED.**

When someone senses that their games and manipulation won't work on you, you instantly have power over them.

When a beautiful girl recognizes you're not intimidated by her, she assumes you have status.

The reason "players" do so well with women is because the woman realizes he cannot be controlled.

Remember what I said earlier: Status is largely about what's going on inside your own head.

**Your status is defined by your attitudes about yourself, it's about your attitude towards women, it's your bravado, it's the size of your balls. You've got to be willing to play chicken and not blink first.**

Here is another thing to write down:

What a woman really wants from you is certainty.

That is why girls hate needy behavior.

The reason girls hate needy behavior is because if you're acting like you're not sure if she should like you, she starts second guessing herself.

*This is why girls hate needy behavior. Because if you're acting like you're not sure if she should like you... she starts second guessing herself. Same thing on the approach. Same thing when you ask her out on a date. Same thing when you're trying to sleep with her.*

You're uncertain and she senses that.

The thing is she doesn't know.

## **COMMUNICATION STYLES**

### **HIGH VALUE**

- Humanizing
- Connecting
- Non Judgmental
- Cool vulnerability
- Drawing out

### **LOW VALUE**

- Impressing
- Entertaining
- Judgemental Vibe
- Wearing a social mask
- Over investing

**She doesn't know how much status you have. She doesn't know how attractive you are. She is looking at your attitude and behavior for clues.**

The first clue you're giving her is how much value you place on yourself.

What do I mean by displaying CERTAINITY? Here is an example:

Say you're talking to a girl and you say, "Captain Jack's is my favorite bar in the city."

And she replies, "That place is so five years ago. You still go there?"

YOU DON'T BLINK.

You don't back peddle. And you don't feel the need to explain yourself.

You don't need to tell her all the reasons why you like Captain Jack's. You don't need to justify liking something to her.

Once you do start justifying your preferences, opinions, or interests you're telling her that her opinion of you is more important than your opinion of yourself. You're telling her that her opinion of Captain Jack's is more important than your opinion of Captain Jack's. You must display certainty.

Certainty is just one element of putting a high price tag on yourself. But it's a good one to start with.

And it also ties into the next step.

## "STEP 2

### COMMUNICATE FROM A POSITION OF IMPLIED STATUS"

OK, so let's assume you've put a high price tag on yourself.

Now, how do you communicate this without looking like you're trying too hard, bragging, or coming off arrogant?

The first part of a high status communication style is being "non-reactive."

This is how you communicate CERTAINITY.

I remember before I really understood this, I was out at a bar and some girl I was talking to, she looks down at my sneakers and says, "I don't get why guys wear sneakers to a bar. You'd look so much better with a pair of shoes on."

It totally threw off my game. I blinked. I REACTED.

I responded, "Actually, a lot of girls like these sneakers."

I was practically stuttering as I said it. That's an example of reacting. My communication style got totally thrown off by her comment.

She was able to control me with a simple comment.

Some guys react differently.

Some guys they might say, "Good thing I'm not trying to impress you."

That's still reacting. That's the same as when a girl asked you to buy her a drink and you refuse. You're still reacting.

How about when a girl compliments you? What if the girl had said: "I love your sneakers. You look so good in them?"

Some guys would still get nervous and start telling her where they bought them, who picked them out, or immediately feel the need to compliment her back and tell her how they like her outfit.

What is a non-reactive communication style? It's when a girl says, "I don't get why guys wear sneakers to a bar. You would look better in shoes."

And you're completely cool. You simply say, "Thanks for the tip."

And you continue the conversation like it was never said.

Or you say, "Oh yeah, I totally hate guys in sneakers to." And you continue like it was never said.

When a girl gives you a compliment, you simply say "Thanks. That is sweet of you to say."

And you continue the conversation like it was never said.

That's high status.

The first part of communicating from a position of status is being Non-Reactive and unaffected by what she says.

A woman notices when you're unaffected by what she says.

Now, she also notices the other 12 "Status Tells" I mentioned earlier. So you need to keep those in mind too.

## "WHO IS INVESTING MORE?"

Remember, because a nice guy doesn't place a high amount of value on himself. He thinks he has to do things to get the girl to like him. When he meets a girl he's interested in, his brain is like, "What can I do? What can I say?"

Have you ever been talking to girl who was sort of moody or boring? And it made you feel like you had to be more entertaining? You felt the pressure to make sure she was having a good time?

When a girl senses a you're willing to invest in a conversation, even if she's not giving you much in return, she knows she has more value than you.

If a girl is moody around you, she's essentially saying, "I don't have to be fun around you."

When a girl senses he doesn't have to invest, she loses respect for you.

**High status communication involves getting the woman to invest as much or more than you're investing.**

Another way to imply the value rather than to seek it is and this is something that I learned from watching celebrities getting interviewed.

I'm not talking about how they act in movies.

I'm talking about when a celebrity is on Jay Leno or Jimmy Kimmel, one of those late night talk shows.

If you notice that they're not afraid to display some cool vulnerability. It's almost like when you know you have status and it's implied, you almost just want to tell amusing stories about yourself.

Like Matthew McConaughey, he doesn't need to talk about how much he works out, how much time he spends in a gym, he doesn't need to talk about all the beautiful actresses that he's banged. He doesn't need to talk about how big his yacht is.

If you're listening to this, just close your eyes and imagine what a conversation would look like between Matt McConaughey and a girl he was interested in.

Can't you just see him just suddenly drawing things out of the girl, just listening, nodding his head asking thoughtful questions, taking his time to make rapport, very warm, very non-judgmental, he's not blabbering away to keep the girl interested.

When he chimes in, he's not telling some badass story about a yacht. He's not trying super hard to make her laugh.

He's probably displaying some cool vulnerability. He's probably telling some story about how his mom used to dress him up as a cowboy when he was a little kid and he wanted to be a rodeo star or something. He's humanizing himself.

**When your status is implied, you're more interested in humanizing yourself and connecting than you are with impressing.**

That's the type of guy that girls want to be around.

There are certain ways to imply value and a lot of it is about subtraction rather than addition.

It's about eliminating certain things that display lack of value and status.

I have a friend who drives a Porsche. I had to pull him aside one day and tell him, "Forget that you drive the fucking Porsche because it's hurting your game."

It was hurting his game because as he's talking to a girl, the whole time his mind is looking for a way to bring his Porsche into the conversation, and he's constantly trying to direct the conversation in a way that he can tell some story about his Porsche.

The girl knows what you're doing. Girls aren't stupid. She knows what you're trying to do.

Girls know when you're trying to impress her and high status guys don't need to do that.

There are a lot of things. I'm not going to go into too many of them here but a lot of it is about subtraction.

## WHAT DEFINES YOUR REPUTATION?

1. How People Treat You
2. How People Talk About You
3. How People React to You
4. What People Notice About You
5. How You React to Others
6. The Level of Respect You Receive



## “STEP 3 CONTROL YOUR STORY”

So a few years back I attended a charity event at a nearby lounge.

It was hosted by a girl I had gone to college with. I hadn't seen the girl or any of her friends in probably five years. But she was raising money for a mutual friend who was having some health issues, so I went to the event, figuring I'd catch up with some old friends, and drink some beers.

I had a girlfriend at the time, she wasn't with me, but I had no intention of going there to meet girls.

One girl that was there, Danielle, was the sister of a girl I knew. I had never met her before. But had heard from friends she was hot. And she was. She also turned out to be very cool. Very fun.

Another girl Jennifer came over to me and introduced herself. I had never met her before, but she was a friend of a couple girls I knew. She was also hot, not as hot as Danielle. But she was definitely hot, and in some ways even cooler.

Now the reason I mention these two girls is because while I had fun talking to them, I put almost no effort into gaming them, flirting with them, or whatever.

Yet, the next day, first on Facebook I get a message from Jennifer. She basically tells me she had fun talking to me, and wanted to know if I wanted to meet her for lunch that Friday.

Later in the day I'm talking to my friend Jeff. And he says, “I don't know what you said to

her, but Danielle was all about you.”

Turns out that Danielle's sister Michelle was basically prying Jeff for information about me, telling him how interested Danielle was.

Now I had a girlfriend like I said, so I didn't pursue either one of them. It was a nice ego boost though. Especially Danielle, because she was a girl that all my friends were talking about that night. She was the girl everyone at the lounge had their eye on.

So why am I telling this story?

Both Jennifer and Danielle were cool, hot girls, both in their mid twenties who would have no problem meeting guys, probably get hit on constantly, so what did I do to make them so attracted to me?

I didn't do anything. I was all based on WHO I WAS

**In this case, my reputation did most of the heavy lifting.**

Now, here's the interesting part of reputation.

Neither of those girls had met me before. While they may have heard my name before, neither of them knew much about me. Its also doubtful that either one of pried their friends that night for a lot of information on me.

At the most, the conversation went like “Who's he?” ... “Oh, he's Bobby, he's a cool guy.”

Maybe they told a quick anecdote or story they remembered about me from college.

That's like the extent of it.

The reason I stress this is because a lot of people when they think of "reputation" they think you have to have this history of being a big stud, or hosting awesome parties, or whatever.

But here's the thing.

A girl will surmise your reputation based on how other people treat you, talk about you, react to you, and the level of respect you seem to have within a group or social environment.

I'm going to repeat that, so write it down:

**A girl will surmise your reputation based on how other people treat you, talk about you, react to you, and the level of respect you seem to have within a group or social environment.**

Go sit in a high school cafeteria. Within minutes, you can probably assume the reputation of 90% of the people there.

See, Danielle and Jennifer, they saw the way their friends acted towards me. They picked up on the level of respect I was given. And then they simply confirmed it. All they needed was a simple "Bobby's a cool guy"...

Now, had I not developed a certain amount of status within that group... it could have gone the other way.

I mean, all it would have taken was for one of their friends to say, "Bobby was kind of creepy back in college." And boom. All the attraction would have been gone. My value would have plummeted.

Or they could have said... "He's SOOOOO nice". Boom. All the attraction plummets.



Or they could have just wrinkled their nose in a disapproving way. Boom. All the attraction plummets.

**The #1 reason a guy gets turned down within a social scene is because his reputation is working against him... even if he doesn't realize it.**

There's a whole host of things that play into your reputation and there are specific things that allow you to control the story told about you.

You can actually engineer a reputation that is magnetic for your specific social scene.

**When you engineer a reputation that is magnetic for your specific social scene you become a celebrity and have your choice of girls within that scene.**

There's too many to go into now, but there's a lot of different things that make up your story.

Most guys are not conscious of this but here's the thing. Your story will ultimately get you laid more than any other thing out there.

"Who you are" is the aphrodisiac to girls. It's not the lines you say, not your car you drive, not the clothes you wear.



Who you are is the ultimate aphrodisiac.

I can see it with my own circle of friends. Certain guys, they've got 3,4,5, sometimes 10 girls they're casually seeing. Girls they can call up and do stuff with, have sex with, whatever. These girls stick around for years.

My friend Bill, he's got this one girl he bangs. She's hot, a little crazy, but hot. And I swear she's like Beetle Juice. She disappears for months/years sometimes. Then its like someone says her name, and Bill's getting the "what you up to" text from her at 1 am...

These are the same girls you meet, go on a date with and they stop calling you back. Its because their attention is focused on THIS GUY.

And so are 5 other girls.

Five other girls think they're going to be the one to get him to settle down. The average guy is taking her out on a date, paying for dinner, in his head he thinks there's a little relationship going on...(maybe he's going to meet the parents soon, picturing what their kids are going to look like) and when he drops her off... she's texting Bill.

Bill's not giving her flowers. He doesn't even have to feed her. All he has to do is respond to the text, and he's getting laid.

That's what its like....

**And that's what YOU can create when you put the effort into WHOING instead of DOING.**

Think about how powerful reputation is. Five years after I graduated college I was still able to attract hot girls I had never met before, simply because of my "story."

I've had similar experiences with other social scenes I was in. I remember three years after quitting a job as a bartender, I ran into an old co-worker. I put absolutely no work into flirting with her, yet by the end of the night she was naked in my bed.

Most guys don't work on this. Most guys ignore this. Most guys get CRUSHED because they have a "low value story."

You can be the best flirting guy in the world but if you're doing it within a social circle and one girl wrinkles her nose at the other girl... You're done for.

A lot of times you don't even know what happened. A lot of guys sit around and they're like, "Why did she lose interest? Everything was so good? What happened?"

Let me tell you what happened. She pieced together that you were very low value within your social. And she BOLTED.

Everybody wants to think they're getting a deal. We all want to be with somebody where we think they're slightly better than us and we're getting the deal.

## “BECOMING THE CELEBRITY”

The reason this is so effective is because we are a society that places extremely high value on celebrity.

It's anybody who's got an extreme level of status within a group. Anyone who is known and talked about.

There's the celebrity of your industry, there is the celebrity of the restaurant you work at. There's the celebrity in your college social circle. The celebrity that is at the bars and clubs you go to. We celebritize people.

**Here is the good news: There are a lot of things you can do to become the celebrity within your social world.**

So, can we all agree that WHO YOU ARE is more powerful than what you do?

You've probably already witnessed this in your social scene, where some guys just seemed to have some kind of super power you couldn't explain. Because when you listened to what they say or whatever it was never that spectacular. Yet girls always chose them.

It was because of their status and reputation. Can we also agree that status has nothing to do with superficial shit like money, or even connections?



A lot of people think status is about being “connected.” That you have to know a lot of people.

That's not the case.

You just have to become a celebrity within your scene. And you can reach that point. Now, as that happens, the amount of people you know increases, the connections you have increases, the amount of parties you're invited to increases... so people may assume its because of who you know... when in reality its because of you are.

People, men and women, are drawn to powerful and charismatic men.

## HERE'S A QUICK RECAP

**STEP 1:** The first step is putting that high price tag on yourself.

A lot of people worry that “I’m not confident enough to pull this off”... you’re missing the point if you think like that. I’ve never been that super outgoing guy who likes walking up to strangers and starting conversations. You don’t need to be that kind of guy.

You just need to be aware of the fact that women are waiting for you to blink. Waiting for you supplicate.

And you have to not blink.

**STEP 2:** And then you have to communicate from a position of implied status.

Again, this type of conversation is actually probably easier than what you’re doing now, as right now your mind is running 100 miles per hour on how you can impress the girl.

Communicating from a position of implied status is all about subtly. It is about subtle cues you’re sending. Its about taking the position that you’re the prize, and communicating from that position.

**STEP 3:** And you have to put effort into controlling your story

You should also be convinced that Your Story and Your Reputation is the greatest asset you can build. It is the ultimate seduction weapon. It’s why some guys get laid like rock stars, while other guys get table scraps. It’s why I had two hot girls making the move on me, when I put very little effort in.

## THE BENEFITS OF FOCUSING ON ‘WHO YOU ARE’

When you shift your focus to who you are, to creating a reputation and story that is magnetic for your scene:

- You start getting chosen, this means that the girls in your scene make themselves available to you, they want to be around you, and she makes it easy for you to make a move.

- When you’re with a girl her attention is focused on you, she isn’t looking around for something better, she isn’t flaking on you, she’s excited and anxious, and feels lucky to spend time with you
- Girls will be cool having sex with you, even knowing you’re having sex with other girls too, they almost expect it

- You're never lonely, because you have a phone full of girls wanting to hang out with you (some of them will be female friends, but its more of a situation where you've put her in the friend zone, and you just genuinely enjoy hanging out with them)
- Guys will want to hang out with you, network with you, go into business with you (this is the same strategies I used to grow TSB Magazine into a seven figure company)
- The cool, super hot girls, they want to be with you, because you're on their level, your reputation, your story has them slightly intimidated by you, you're the prize.

## IDENTITY LEVEL CHANGE

Let me be frank, the strategies, tactics, and mindsets I shared with you today are just the appetizers.

The main course is my **“Social Power & Charisma Implant System.”**

It is essentially a step-by-step blueprint for transforming yourself into that high status, socially charismatic man within any social scene you're a part of.

So if you're ready to take your dating and sex life to the next level you need to take a look at my program.

You can learn more about it here:

<http://www.socialpowerandcharisma.com/implant>

There is no risk to try it out. But if you don't join now, you'll never know what you're missing.

I wish you the best of luck.

**Make it happen!**

*Bobby Rio*