GETTING HER TO SAY YES!

A dating game plan for professional, single men to get her attention and fall for you

Anisa Hassan
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Could you have been mistaken in the dating scene?

It is a known fact that most men do not fully understand DATING, let alone the art of attraction.

In general, men (and women) admittedly believe that just by working on their physical looks, a little bit of flexing of the muscles here, a tiny snip of a haircut there would solve most, if not all their dating problems. Others spend insane amount of money at the slimming centres or buying gym memberships just to get them in a fighting-fit shape, ready for love.

Here’s the rub. There are so many missing pieces in between. We’ve got to put the pieces together so that you have complete mastery over your dating life and the relationship that you’re going to build as a result.

Your body of work

When you set out just to impress a woman just based on your good looks and fierce physique alone, you’re working too hard and missing the plot.

This is where you’re sending the signal that makes her believe that she’s better than you and that you need to jump through hoops (of fire for some) to win her affection.

But wait a minute, I’m not suggesting that you play a cruel, mind game with her because men are master of strategies! All I’m saying is, women are not at all attracted and would not in a million years, date a man who wreaks the vibration that he’s needy and lacking in confidence.

Yet, since time immemorial with a slew of “pick-up artists” in the marketplace peddling their “secrets to seduction”, men mistakenly believe that they need to spend their time chasing “skirts”, trying to find the right lines to use and sifting through all the mixed-signals that women are sending out to them... some with the intention to confuse.
If you could identify with this, don’t you think that it’s so exhausting, childish and downright confusing? Would you ever stand a chance to win the heart of a smart, successful woman just by asking, “Hey baby, what’s your sign?” Oh, come on!!! The womenfolk must have probably heard that line, like a gazillion times and it’s becoming staler than yesterday’s bread.

For one, understand that women want you to speak to them the way that you want to be spoken to... with RESPECT. Yes, both the tall, curvy, sharp-dresser lady (who doesn’t have a ring on) to believe it or not, the old lady, who’s pushing the cart to clean your toilets, wrinkles and all.

Almost 80% of men do not really know how to master this art of engaging a woman and they end up not having an iota of a chance to go further in their dating quest.

Then, you start blaming your failure to connect with a woman to that lack of biceps, that not so flashy Toyota Altis car you’re driving, that promotion that you’ve been passed over, that simple New Balance shoes that you find oh-so comfortable but they’re never going to make you feel like a million-bucks and that list just goes on and on. Oh, stop it already! Woe is me!

You have given your power away to women who you think needed you to be tall, dark, handsome, articulate and established... then you start pushing the blame on some external factors that emanate only from your internal make-up. Well, it just seems that you can’t catch a break, right?

**Cut yourself some slack**

Now, why don’t you just cut yourself some slack. You have never really been taught how to date and to brush up on your dating skills, you may have probably read a book or an article in *Men's Health* and you thought you were ready!

Armed with your new-found skills and knowledge, you head out to the dating pool... date a couple of nice and sweet ladies and you thought you were headed in the right direction... until, they stop texting or calling or their schedules suddenly get soooooo busy, it’s now impossible to meet, even on Skype!

**The end of your nightmare**

Ok, before this living nightmare spirals out of control, stay the course and know that help’s on the way. Based on my decade-long experience managing professional male and female clients, I have
distilled three of the most insanely, massive mistakes that men commit that have damaged their chances of meeting someone special.

Once you know why these three cardinal sins have made all your past attempts at dating unsuccessful, you will be given the tools that can help you date more confidently and successfully in no time.
So, let’s break it down. What could you have possibly done to deserve such luck at dating?

Before you crack your head and dive deep, let’s just start by quickly making sure that bad breath and body odour are completely and entirely ruled out from this list. (Sometimes, it’s *THAT* basic, guys!!!)

Learning these 3 massive mistakes does NOT make you a “manipulative” person. Rather, you will now understand why dating has not worked for you all these while and how you could effectively turn your fate around once you make the effort to make this work.

Just like success at work or in any fields, this will require you to dig deep and work hard. No woman will fall into your lap just because you have admitted your “mistakes”. This process requires you to start with a lot of courage; courage to acknowledge your mistakes and courage to be turned down or flatly rejected along the way.

When you’re deep in the trenches learning first hand from the dating scene, you’ll discover that all your experiences will add up to something good and eventually you’ll develop an inner confidence and unshakeable spirit that will not only get you noticed, but land you the woman of your dreams.

For now, it’s important to note that most men do not know about the potential minefield they’re walking into. Understanding and learning from these three massive mistakes will help you walk away from the minefield and prevent you from blowing yourself up!

**#1 Massive Mistake: Not owning your masculinity**

Both men and women possess masculine and feminine energies. It’s the ying and yang of life. The following is a quality chart that depicts the masculine and feminine energy.
<table>
<thead>
<tr>
<th>Masculine Qualities</th>
<th>Feminine Qualities</th>
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<tbody>
<tr>
<td>Strong</td>
<td>Gentle</td>
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<tr>
<td>Stoic</td>
<td>Sensitive</td>
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<tr>
<td>Self oriented</td>
<td>Compassionate</td>
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<tr>
<td>Bold, dominant, courageous</td>
<td>Yielding</td>
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<tr>
<td>Muscular</td>
<td>Soft</td>
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<tr>
<td>Provider</td>
<td>Nurturer</td>
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<tr>
<td>Direct, pointed</td>
<td>Graceful</td>
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<tr>
<td>Aloof, reserved</td>
<td>Communicative</td>
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<tr>
<td>Logical, analytical</td>
<td>Intuitive</td>
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<tr>
<td>Rational</td>
<td>Emotional</td>
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<td>Homebuilder</td>
<td>Homemaker</td>
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<tr>
<td>Independent, Role model</td>
<td>Close, warm &amp; motherly</td>
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<tr>
<td>Outspoken</td>
<td>Observant</td>
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<tr>
<td>Active and assertive</td>
<td>Passive &amp; receptive</td>
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<tr>
<td>Society, outwardly driven</td>
<td>Family, inwardly oriented</td>
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<td>Initiating, leading</td>
<td>Responsive</td>
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<tr>
<td>Competitive</td>
<td>Co-operative</td>
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<tr>
<td>Risk taker, adventurous</td>
<td>Conservative</td>
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<tr>
<td>Individualistic, self reliant</td>
<td>Relational</td>
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<tr>
<td>Authority</td>
<td>Power</td>
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From the list, you would have probably identified qualities that you have yet to possess. It doesn’t take very much for a woman to see and sense a man who’s feeling inadequate about his masculinity.

**Are you a man’s man?**

Without even having to say a word, a woman – intuitive as she is – would immediately head in the opposite direction if she spots a man with a hunched-over physique and uncertainty written all over his body.

Creating the wrong first impression could indeed be a blow to a man’s ego. But this is where men generally get stuck and could do with more attention.

Fixing the way you present yourself may not necessarily be the immediate answer if you’re still feeling unsure of yourself from the inside.

Men with masculine energy are natural leaders. That in itself is one attribute that women crave for. This should not be mistaken for an energy that’s bullying or giving others a hard time just to prove that you’re superior and in control.

Owning your masculinity comes with you **exuding a quiet confidence**. There’s a knowingness that you know who you are and that you believe in the strength of your conviction. You know who you want to be with.

That’s why it’s just unnecessary to go around explaining who you are and why you are the way you are to your date. At this crucial, initial stage, no one needs to know how your childhood trauma has shaped your current view of women. Let’s say you’ve been beaten senseless by your mother for poor behaviour or because she’s just that psychotic, this doesn’t require you to explain to every woman why you fear them! While this may just be an example, you do get the drift, right?

This is not the time to be unfolding your life’s story. Save that for a later time, with someone who really cares. For now, you’ve got to be bold, even though you may be shaking in your pants and not know where any of these attempts will lead you to.

**Don’t disapprove yourself**

Seeking approval from someone you’ve just met is also a big, bad idea.

Fred constantly checks-in on his date, even when he was on the date! He’s perpetually asking his date if her meal was OK, if she was feeling too cold (so that she could have his jacket) and if the
coffee was too hot for her (so that he could get the waiter to make it more lukewarm). He was just “showing his concern and trying to be helpful”... or so he thinks.

While I’m not suggesting that Fred ignores her needs... over-helping or overly concerned about his date’s well-being was the final nail in his dating coffin.

Know that women want men to be in-charge on most occasions. They don’t necessarily want to reassure you that you are on the right track at all times. This is a sure-fire way to annoy her silly and make her lose interest in you. Learn not to show that you’ll sacrifice the world just to be with her. She’ll make sure that she turns you into her sacrificial lamb!

Another soft-hearted and kind gentleman Ben, thought that he was displaying husband-like qualities when he agreed to pick up and send this lady to and from work after just their first date! Even though he had to sacrifice a lot of his personal time doing this “husbandly duties”, he was fine with this arrangement... until she told him, he was “suffocating” her. Where could he have possibly gone wrong, he asked? He just wanted to make sure she was safe.

**Scale back time of possession**

Part of owning your masculinity has also got to do with learning to scale back your time of possession. Ok, this is a football (soccer) term that most men could quickly identify with.

In football, the team that holds the ball for long stretches on offense invariably wins the game, right? Well, that’s downright WRONG when it comes to dating.

Instead of dominating the conversation with a “look at me, look at me, look at me” attitude, you should learn to ask a question and really listen. Looking at a woman as she talks about her, her job, her life while nodding in agreement once in a while, makes you a way better conversationalist than you’d imagine possible. When you have less chance to foul up, you score more points.

**Running out of questions**

A lot of men couldn’t help asking, “What questions do I ask her?”, “What if I clam up after I ask her those questions?”, “What if she gives me a one-sentence answer?”, and worse, “What if I run out of questions to ask?”
Ok guys, hold on to your horses! This is not an interrogation session. It is not an interview where you have to be the ONLY one asking the questions. This is a date and just like a partnership-type of game like tennis or badminton, you must be prepared to serve and be served.

Asking questions is a good start but you must also be prepared to do the answering yourself if she show interest in your life, your work and your hobbies.

**Let her lead**

So, during those times that she’s “leading” the conversation, make sure you eyes are locked on her. By that I mean, above her neck region. Most men make this mistake too early in the game. They pretend that they’re listening when clearly, their eyes start leering to other parts of the body. No matter how well Pilates has sculpted her body or how devilishly low-cut her neckline is, be different! When you lock your gaze for a full iris-to-iris contact, she’ll be wonderfully impressed that you know how to respect her. And when you win her trust, you win her over.

Our hectic work schedule also makes us live in a hurried, microwave-oven world where all of us seem to be yearning for instant results. This “rushed” feeling permeates every aspect of our lives... from the way we speak, the way we shuffle from one meeting to another, right down to the way we inhale our “instant noodles” because there’s another meeting to catch.


**Keep calm and be cool**

Learn to be calm under pressure. Be purposeful in your walk, in your talk and in your mannerism. There’s no need for you to play the game of “there’s plenty of fish for me to catch” if you don’t reciprocate now. Many men go on a date expecting instant results especially after they’ve purchased their latest toys. Yes, for some... they’ll attract attention... but the wrong kind of attention.

Flashing your beachside condo and your cherry-red Ferrari could scream insecurity for some women, though it is definitely your prerogative to get them if you want to.

But coming back to being calm under pressure... a man who portrays that he has got time to listen and to be attentive to a woman’s needs tend to show mastery in the dating scene. He will most likely “get the girl” easily and effortlessly.

While many women argue that chivalry is dead... and this is true to a very large extent, be the man who skillfully shows you’re different. Good, ol’ values like opening the car door, ordering a meal for her and walking her to her car or sending her home after a nice evening, are gentlemanly gestures that are commonly practised by less and less men.

**#2 Massive Mistake: It’s not YOU, it’s ME**

How many times have we heard the line, “It’s not you, it’s me.” I got news for you men... it is YOU. You are the problem. You are the prime, the sole, the ultimate reason you are where you are right now. You have run out of excuses and it’s time to be a man, shape up and own up!

**Not having a successful game plan**

It is natural for men to be objective and target-driven. But the ones who have had very little success with women tend to not have a successful game plan handy.
The mistake is, they don’t date with success in mind. When they get mired in internal blows and self-defeating chatter relating to “I’m not worthy”, “I’m not enough” and “I don’t deserve it”, how could anyone else take notice, let alone give you a chance or two?

You’ve got to crush these self limiting beliefs before they have the slightest chance of crushing you!

For once, whatever happened to you in the past is by no means a precursor to what’s going to happen to you in the future.

If men study the rules of dating as carefully as they get excited tracking their stock-portfolio, attracting the right kind of women becomes a walk in the park. It is when rules are flouted and boundaries are crossed, the pursuit of happiness becomes a mission impossible!

There are many occasions when men fail to realize when they’ve crossed the line. They talk copiously about taboo topics and/or start sharing too much information that’s meant for a later time.

Unreal men with real stories

Case #1

Greg for once thought that by speaking freely and openly about all the dates that he has been on, will give the women the impression that he’s an honest chap. According to him, he believes in “what you see is what you get.” He wants to be as transparent as possible so that he’ll end up with someone who’ll be equally open and honest with him.

Case #2

Mike, thought he was impressing the women by spewing details about how he used to date models only but now his preference has changed. He has “lowered his standards” and is now going after wife-material type-of-girls. By being “authentic” about wanting to settle-down, he seemed to think that this will win him a one way ticket to a woman’s heart.

Case #3

Tim was left by his high-flying girlfriend because he couldn’t keep up with her emotionally, physically, financially and professionally... and he just wanted to make sure that the next woman
that he dates, will not have such high expectations of him. What? Isn’t it noble to set the records straight?

Now, if only I had a dollar for every time I hear stories of defeat, insecurity and downright hopelessness... I’d be a ____________ (oh well, fill it yourself).

**Avoid T.M.I**

Listen. Stories about conquests, multiple dates on a single night and your "loser" attitude could at best, bore a woman to tears...and at worst drive her to an early menopause! There’s no easy way to put this... but enough is enough... talking about women to another woman you’re dating, is wrong and downright disrespectful.

When there’s TMI (too much information) right off the bat, you’ve left nothing to be desired or discovered. The mystery is lost and so is the plot.

Just like a man who’s out fishing, you’ve got to cast the rod and then reel ’em back so that the fish would notice you. Luring the fish to bite the bait is the fun part of the process.

But if you hook your bait all at once, there’s every chance that you’re out to just feed the fish and nothing more will happen.

Understand that sometimes, you just have to rein yourself in when you feel the innate desire to let it all out.

Examples of taboo topics include ex-girlfriends or ex-wives, religious, sexual and political orientation, earning capacity, current personal debt and unlawful child... just to name a few.

**No Bragging Zone**

And, there’s something very un-classy and insecure about men who love to brag!

So, you have made a killing with your Wall Street portfolio, you’ve put in your order for that private jet and you have more money than you can spend. (Cue eyes rolling).

Truth be told, no one is really interested in what or how much you have if you treat them poorly.

Women tend to prefer listening to stories of personal struggles and victories. They are drawn deeper into the conversation when they discover that you’ve personally helped raise funds to
support a cause or a charity that you truly believe in. Conversations that are meaningful versus those that are mindless, win the day and the lady, hands down.

**But my condition is different**

And keeping up with the “me, me, me mentality”, here’s a word of caution for men who are on medication. Not to be taken as a sign of weakness because men do fall ill sometimes... but if you have a condition that requires you to keep up with your medicine like clockwork, you could choose to do it privately and discreetly.

Laying down your multiple doses of anti-depressant, anti-inflammatory or anti-histamine for your date and the whole world to see does NOT put you in the best, possible light. Self-medicate if you must, but in private. Always in private!

Think about it. No matter how you fit into her parameters, the moment she finds out you’re suffering from an unstable state of mind or a slew of other allergies and conditions will not make you an obvious choice. Unless of course, she has a similar condition herself!
The final straw about this self-centred behaviour is when a man lets you know that he has a tight deadline to meet. That he has the means to settle down now and he’s not that confident about his financial prowess once the next economic downturn hits home.

Laugh all you want! These are real stories shared by women who simply couldn’t wrap their heads around why some men are insanely clueless when it comes to approaching and attracting women.

Have we become a society where self-absorbed men roam freely without a clue that their misinformed thoughts, behaviours, words and actions are doing all they could to repel women 100% of the time?

#3 Massive Mistake: Familiarity breeds contempt

If no one has told you before, get this. When you lay your eyes on an attractive woman, the instinct is for you to wonder how does she feel?

Her porcelain skin, her perfectly-shaped eyes, her perfectly-lined cupid’s bow, her curvy body... ok, you get the picture right?

Getting too physical

Now, if you start getting touchy-feely too soon, one of two things will happen. The best case scenario, you’ll get a death-stare for “crossing the line”.

The worst case scenario is you’ll feel a hot, tight sensation across the face before being drenched with a drink.

But you also know that not touching her at all (after a couple of dates) would mean that you run the risk of being kept in the “friend zone” and you know that’s not what you want.

Being just a “friend” to an attractive woman, sucks big time!
The key is to keep it brief. A light touch on the arm just before you open a conversation could just do the trick. Then quickly pull away before she starts pulling away.

Trust me, she will notice every touch and she’ll pay close attention when you’ll touch her next. When you keep it light, you’ll leave her wanting for more. It’s better that you leave her with that feeling than having her say, “Ok, ok... that’s enough touching for the night.”

No matter how well the date is progressing, it is an absolute best to leave the date with dignity, wanting more out of you. A kiss on the hand, a quick hug to indicate the end of the date leaves her begging for more. So be sure, there’s no rampant hand holding, under the table canoodling or projecting a conjoined-twin feature in the first, few dates.

**Hunt or be hunted**

Unseasoned daters tend to zero-in for the kill once they start fancying a woman of their liking. They don’t want to waste time. They don’t want to be in competition with other men. For goodness sake, it’s a prize to be won and they want to win! It’s just in their nature.

So what’s a man to do? Well, in many cases – he hunts her down, just like in the prehistoric days where dinosaurs roamed the earth!

**(Im)Balance of power**

Horrible tales of love gone wrong, abound. The one where there’s a severe imbalance of power and the man simply wants to dominate the relationship.

Women being driven over the edge with endless phone calls, countless text messages and surprise visits to the office, just to name a psycho few!

This type of dating disaster gets even worse when he has a raging temper and a jealous streak to boot. Clearly, that’s serious trouble that no woman should ever put up with.

This insecure need to control and be domineering is a masculine faux-pas. This behaviour encroaches both on a woman’s physical and headspace. It displays the man’s desire to dominate and subjugate and this, will never, ever, ever, ever lead to any successful let alone meaningful relationship.

So don’t be surprised when a woman walks out on you and even gets herself a restraining order. The problem is simply you!
Power is a very difficult thing to balance out but it is supremely important to a healthy relationship. A woman doesn’t want to go out with a “wuss” she could walk all over any more than she enjoys being bullied. Equally important is to note that she doesn’t want to be controlled and be told what to do all the time.

There needs to be a balance of power and if it starts tipping one way, it’ll be a matter of time before resentment builds and the crack leads to a break up.

**Self-invitation is no invitation**

Ok, so if you’re not that kind of dude, perhaps consider this next scenario. A man, knowing that his date has some real potential wants to take it further. He self-invites himself to the woman’s apartment at the pretext of sending her home and wanting to “see” how she lives.

The woman obliges but soon realizes that she has made the biggest mistake by inviting him over. Not wanting to jeopardize a fine evening, she keeps him company by sitting in a chair across from him — tacitly creating an obvious space between them. He knows he doesn’t stand a chance, reading from her signals and he leaves, feeling ashamed, bruised and defeated. He then gets a cursory email from her two days later saying “Thank you” and “good luck” in his next dating adventure.

Men – you’ve got to learn to read the signs! Inviting yourself to a woman’s apartment is not an invitation. You have not only created an uncomfortable proposal but you have also blown every bit of a chance of ever being with her. The fact that you “unwittingly” disrespected her in her own turf proved that she could not trust you. Without trust, there’s never going to be any trysts! 😞 You’ve got to take small steps and action to win her trust so that in turn, she will respect you for being patient and making her feel comfortable. Lunging yourself into her sofa doesn’t show that you care for any respect for yourself.

**Overzealous about caring, providing and creating a future together**

This happens to the best of men. They seem to think they’ve been well brought up and they know their roles as the provider of the family. They know that before they can even think about settling down, they need to be established first and foremost.
So they put a game plan that will prove to the women that they have deep pockets and they are capable of having a future.

For instance, John went on a date at a mid-range restaurant but thought that the lady, deserved an intimately posh setting, even though this was just a first date! He ordered the most expensive dish on the menu for her and he wined and dined her like a true gentleman.

But why didn’t he get her number at the end of the night?

**Creepy is as creepy does**

Relax! It’s her first date and she’s picking up all the creepy, trigger alarms that you’re either a pleaser or a player! In her head, she would probably be thinking “How many other women has he treated this way just to get into her pants?”

While that may not be your intention, showing special interest from the start in this instance, did not get him the girl.

Worse, talking about having a future and how many children you should have together doesn’t make you all that much of a father-figure too!

**Understand that passion and obsession are not one and the same**

If you haven’t brought this woman to a fever-pitch of excitement over you, your best bet is to simply get her excited at the prospect of re-connecting with you again in the near future.

Judging from her open body language, you’ll know if she’s keen to meet you again. Then this is the chance for you to sneak-in an opportunity to set a time and place to meet again.

This type of “bold move” would set the tone right and she’d appreciate you for making plans again. But make sure you finish the date first! Don’t go talking about the future as if she’s in it. This may come across as too pushy or too clingy.

Rapid plans for the future scare her off because you’re showing your desperation to "lock something in." Ironically, the less definite you make the future, and the more she feels like things are just "happening", the more she will be attracted to you. It will feel "natural."
Heed this. When you’re on a date... the only factor that you need to consider is to bring her level of excitement and interest in you UP. Once you have connected with her fully, asking for the next date will be as they say in basketball, a slam dunk!
Uncover 2 of women’s Cardinal Desires

(and they’re not Chanel bags and Jimmy Choo shoes)

It is important to note that there are two primary desires that a woman wants you to fulfill before you can make any headway with them.

It turns out that women experience attraction in a very different way than men. While men are attracted by physical stuff (a woman’s buxom chest, waist/hip ratio, length of hair etc), surprise, women on the other hand, are attracted to personality traits i.e confidence, leadership and humor, just to name a few.

Simply put, attraction works very differently for women than it does for men. Men are attracted to looks first, personality second. Women are attracted to personality first, looks second. (I know that a woman will see you before getting to know you, so you’ll be JUDGED on your looks, but as far as attraction is concerned, personality trumps looks.)

Men see all physically attractive women as potential sex partners, but women don’t see all physically attractive men this way. A woman has to find out a bit about you first – namely, whether or not you’re a leader or a “wuss”.

Then she’ll decide if you’re either “friendship material” or “possible romantic partner” type.

Sometimes, it seems that a lot of the things that women are attracted to simply don’t make sense. Take for instance, women who are always pining to be with the “rebel type, bad boys”, men who treat them poorly and men who don’t call them after spending the night together. What’s up with these types of women?

Inexplicable as it may seem right now, you’ve got to learn about these two cardinal desires that all women crave for.
#1 Cardinal Desire - Trust not thrust

When you’re at the infantile stage of dating, you’ve got to acquire the skills to make her trust you before she can be attracted to you. In the same token, pay close attention that she’s also someone who respects you.

Trust is mostly under her control, because it’s established by her criteria in advance. From the get go, it’s up to you to establish the foundation of trust with her so that she will allow you to progress from stage to stage in the dating continuum.

Trust is her overall comfort level being with someone like you. Some men are too eager to get results and they go straight for lust instead of trust. Now, at this stage, don’t ever be fooled by lust. This is a high octane, super-charged kind of attraction and this will almost, always override trust. But be mindful of the trap that lust presents. It is always short lived!

**Like attracts like?**

Attraction is not a logical or rational process, because it’s established by factors women were born and socialized into.

Women are not just attracted to a man’s physical appearance, even if they do help spark initial interest. Illogical as this may sound, a reasonably good-looking man actually has a tougher time than an average looking one because women would intuitively get their antennas up and categorize them as “players”.

#2 Cardinal Desire - R. E. S. P. E. C. T.

Yes, Aretha Franklin has belted it out, loud and clear for you. She even spelt it for you! This is something not just Aretha, but all of women-kind desire from you.

A woman never wants to feel subverted, subjugated or tricked, and they surely don’t want to be treated as a hustler, or made to feel as if they are bad in any way. It is of utmost importance that you treat her with respect. However, respect is also critical for you, too. It works both ways.

**How much self-respect is enough?**

Respect is what you achieve through the effective presentation of yourself, and you’ll discover that much of the focus to get better at dating has got to do with mastering your inner game! You must establish the rules and the limits here.
Matt is one of my favourite clients whom women love to date. They are attracted to him as he projects a sense of passion and purpose in life. These qualities are highly engaging to women than possessing the outward show of wealth. When a man demonstrates passion for life and achieving his goals, he inwardly implies that he’s capable of being passionate in a relationship. In general, women are intrigued by men who project and respect ambition.

Still, in any real relationships, she will also test you along the way, to see if you are respect-able. and if you do not pass her tests, you will lose her interest and soon her respect. Once lost, respect can almost never be regained.

You must start out with a strict code that women must adhere to. If she violates your rules, she loses. She’s out of the door and out of your life. You do not need a woman (or any person, for that matter) in your life that does not give you a proper amount of respect.

If you’ve ever observed a relationship where the woman is constantly putting the man down or belittling him, you’ve actually witnessed a real-life relationship that can never stand a chance for that happily-ever-after.

The thing about respect is that you must behave like the man who deserves it. You are not entitled to respect.
Dating Rules Every Man Must Know

Apart from fulfilling her twin desires of trust and respect, men who follow these six dating rules play a much better game than a man who flouts them all and expects to win.

#1: Doesn't matter how much you like her, she must like you back

So she seemed to have brought you to the point of no return. You get into a euphoric tizzy just thinking about her. You’re absolutely sure she’s the one for you, the one who’s meant to share your hopes and dreams and have beautiful babies together with you.

But soon you’ll just have to step on the brakes! You could give her your “everything” but she still turns you down, flatly! Haven’t you already been forewarned by J-Lo that her “love won’t cost a thing”?

No matter how much you feel that you’re in love with the woman of your dreams, no matter how much you court her and profess your love for her, they’re all an exercise in futility if she doesn’t like you back.

Most men play full-out in their pursuit of an attractive woman, only to be dropped the bombshell! Blinded by their solitary pursuit, some women didn’t even notice that these men exist! It’s worse when some women know how desperate you are to win their love and use it as a tool to manipulate the men.

Put it this way, if a slightly overweight woman with a distinct moustache traces on her upper lip approaches you and tells you she likes you, will you marry her already?

Exactly!

If you’re pursuing a woman who doesn’t like you back, you’re just like that overweight woman with that distinct moustache!

No matter how much diamonds and pearls you shower her with, you stand a minus zero chance of success, if she doesn’t like you back.
On the flip side, if she’s already into you, there’s no way of stopping her from loving and caring for you. She’ll go to hell and back just to stand by her man and be with him through thick and thin. This is the kind of reciprocity you’ll get from her if she has a deep attraction for you.

**#2: Advance at your own risk**

To tighten your game plan now that we’ve established that she must like you back, you have to seek her permission to take her to second base. Traffic rules, just like dating are made simple. You’ve got to wait for the green light otherwise you’ll get into a head-on collision.

You cannot demand that she gives you the permission to proceed with the dating process. You’ve just got to wait for it.

A dating coach for men, Marius Panzerela has listed the following step-by-step signs that you need to look out for:

- If she likes the way you look, she will let you approach her
- If she likes your approach, she will let you talk
- If she likes the conversation, she will give you her number
- If she likes the first date, she will give you the second one
- If she likes you holding her hand, she will let you touch her hair
- And the list continues in a manner that your imagination wants to take you 😊

Clearly, every step of the way, she is in control of who she lets in to her life. It doesn’t take a rocket scientist to read these signs as this is just the logical sequence of how dating unfolds.

Nothing has ever developed from a friendship to a torrid love affair without first getting her permission. Otherwise, it’s just a straight-up sexual harassment, don’t you think?

If women ever want you to advance, they will give you subtle clues, sometimes in a downright obvious way. While you wish that they just say it out loud, women who own their femininity will exude their desire to be with you through their gentle yet open body language.

These may be as simple as a knowing smile, cheeks turning blushed, accidental touching, gentle touching of their hand on their chest, twirling their hair and such like.
Yet, a lot of time men are so infatuated or deeply blinded by their own lusts and emotions that they failed to read the signs correctly. That’s why they have no clue when to advance and when to back off and end up in a very embarrassing situation.

#3: Your crystal ball is always broken

You’re learning to pick up on the signs and clues that she’s leaving behind and you think you’re getting better. Well, you really got a lot to learn if you think you can now have access to her mind.

Most men at the early stages of the dating continuum fail to read the women’s minds 99.99% of the time. This is because they tend to project their own emotions on the women they wish to attract.

Based on stories told and retold by hundreds of my male clients who didn’t get ahead with the women they desire, their masculine energy of wanting to figure things out by themselves almost, always gets them in a bind.

Eddie who had two fun dates with two different women thought that they have not fully healed from a past relationship that’s still haunting them. He assumed that he could not get any further than just being a friend to these grieving women. He didn’t see the point and as a result, he got to stay exactly where he was. Single and alone.

This is where Eddie could do without gazing into his broken crystal ball. Instead of engaging the conversation with the women further and casually checking-into the women’s emotional availability, the blurred vision reflected from the broken crystal ball blew Eddie’s chances. If only he had asked...

Her emotional availability belongs to her and she will tell you if she’s ready to start dating or not. You don’t have to be the person to decide for her. In Eddie’s case, it certainly worked against him.

#4: Eliminate distractions, build attraction

How many times have you heard these utterly defeating and frustrating lines?

“But I’m not good enough for her...

“But I don’t have that Ivy League degree...

“But I don’t have the height, the skin color, the hair, the looks, the thick wallet... bla bla bla...”
You’re responsible over the riot in your mind, no matter how much you want to convince yourself that “it is the truth” and “you know it”.

When you whine about your shortcomings or whatever that you’re lacking, you’re choosing to focus on what’s not working instead of those that are fully functioning in your favor!

Do you go to a job interview and convince the interviewer that you have all the attributes and qualities that they’re not looking for? Would you stand a chance to land that dream job if you are telling them the truth, the whole truth and nothing but the truth that you’re not the candidate they’re looking for?

It may seem like a long shot at first... but hey, it’s certainly worth a shot.

History is replete with stories of couples who seemed so incompatible at first but intense attraction brought them together and subsequently their “happily-ever after”.

Forget the minor distractions that have been plaguing your mind. If a woman feels deep attraction for you because of how you’ve made her feel, she would overlook all the superficial requirements, even to the extent of forsaking her family, just to be with you.

You have got to stop paying attention to the noise when you have the choir singing for you!

#5: Don’t be like the dog chasing its tail, stay put like the fridge magnet

Now that’s a silly picture to envision but that’s exactly what most men have been up to. Chasing, chasing and more chasing. Women get it. It is in your DNA! Women expect you to pursue them but you also know what types of women are worth pursuing, right?

It is a fact that since attraction has got nothing to do with logic and everything to do with feelings, you’ve got to drop the chasing and learn to stay put and attract her to you instead.

Chasing a woman would involve you convincing her through “logic” that you’re meant for her. It’s plain to see. Men who have failed at dating have this in common.

Instead, men who have more success at dating attract a woman of his choice by means of communicating and building trust with her. If you think you’ve got to be a “smooth talker” or someone who’s pretty slick to get the nod of approval, you know how that kind of story goes.
You may get her attention (not attraction) at first but sooner or later after she’s done with you, she’s going to move on to another man whom she has more attraction for. Remember, you want her attraction, not just attention.

What some of the successful men do is to master the art of communication. They are not the kind of guys who buy stuff just to win her adoration. They are also not the types who beg or coerce women to go out with them.

Instead they use their powerful tool of communication to keep the women enthralled.

Most men would imagine that a beautiful woman would reject any advances made, so they either put on a bravado or talk meekly. Both instances are doomed to fail. Instead, when you recondition your communication skills and make it a point to talk to every types of women that you meet on a daily basis – the waitress, the bank tellers, the check-out counter girls and other business colleagues – you’re on your way to creating a comfortable conversation that could disarm any women.

The key is to recondition your approach, to tease, have fun and to generally be comfortable in your own skin. Using humour is also known to effectively attract women into a conversation with you.

Let’s say you’re having lunch and a waitress asks, “Table for one?”. You can be quick on the uptake and say “Table for two, if you’re joining me.” She may flash you a smile and direct you to a good seat, be extra nice to you and the moment’s done. Well, so be it... but now what you’ve done is elevate your confidence.

You’ve got to loosen up to attract the right kind of woman. You may tease, flirt and generally have fun. Women tend to sit up and notice that you’re that kind of man that they want to get to know, better.

**#6: Give her your Ninja Warrior challenge**

Have you been with someone or do you know someone who’s just easy? It means someone who’s just too eager to please or someone who doesn’t need very much to get her to do whatever you want. Well, you’ll soon realize that the fun fizzles pretty quickly too.

Everybody loves a good challenge and being with an easy partner is just plain boring.
Men tend to have multiple sexual partners but they generally don’t stick around for long with these types of women. On the flip side of the coin, men who don’t take charge always get exploited by women who are in between real boyfriends. They don’t stay with a man, let alone marry someone who’s not a challenge.

By being a challenge doesn’t mean you mistreat her and see how she reacts? The challenge here tacitly implies that you create a situation of uncertainty that makes her think that she may lose you if she doesn’t get her acts together.

Real, sane women will never want you to act like as though they are the only thing in your life that’s important. They don’t want to see you leave everything at the drop of a hat, just so that you can seal and secure their love.

Many women think that if you do not have your own gig, your own ambition and that they have easily twirled you around their little finger with little or no effort at all, you’re nothing more than pathetic!

Have a life outside your dating relationship. Don’t be afraid to drop women behaving badly like a bag of potatoes. Don’t act easy and don’t seek approval and try to always please a woman. These are lethal combinations that could lead to a deadly outcome, right in your face. Have dignity for yourself and be a challenge that makes fighting for you, a worthwhile affair!
Gaining Self-Mastery is the Answer

You wouldn’t be reading this if you look like George Clooney, even from the side profile! You’d probably already get so many women interested in you that they’d have to pick a number.

Even if you’re sulking right now thinking that you do look like Clooney at an angle, I assure you that you’ll get the attention initially but that’s not enough for you to sustain an enduring, meaningful relationship. You’ll probably be stuck on a rat’s wheel thinking where could I have possibly gone wrong?

Understand that at the early stages of the dating process, everything you do will either increase or decrease your chance of attracting a woman. So enough second guessing, let’s point you to the right direction and show you that getting to that seemingly elusive end goal starts from as near as yourself.

Here’s why you need to undo your past mistakes and adopt new thought patterns, positive habits and the right attitudes to get you on a more successful trajectory.

By now you’re well aware from the dating rules that women do not care how much you’re attracted to them. The only thing that matters is how attracted they are to you.

You can’t make a woman want you by wanting her badly and then letting her know about it. It may be initially flattering to her, but it does nothing to make her attraction mechanism kick in for you.

It’s your job to behave in ways that women find attractive, not to make them believe that you love them so much that they must date you. You cannot coerce a woman into feeling attraction for you, no matter how many poems you write or stuffed animals you give her. This is one of the biggest fallacies of romance that movies and television shove down our throats all the time.

On top of knowing and applying the dating rules, get your head around these attraction truisms.
Women are attracted to men who are not fearful of them or anyone else

Women are attracted to men who are confident of who they are

Women are attracted to men who can lead and have ambition

Women are attracted to men who they can trust

Women are attracted to men who have self respect and respect them in return
To have fun and measurable success in dating and finding that right woman to be your soulmate, you need to go beyond getting exposure (going online or hitting-on women at the bar) and getting social (checking-out profiles to ‘make friends’ with)... you need to start by getting confident!

**To have the kind of success that you have never had before, you must first do things that you’ve never done before.**

The straightforward solution to your dating disasters and meet-up miseries requires a **game plan** that will allow you to gain mastery over 3 critical, mutually non-exclusive components. They are:-

- Mastery over your past mistakes
- Mastery over your inner game
- Mastery over your outer game

Firstly, you’ve got to quickly draw the lessons from those 3 massive mistakes that we’ve discussed at length.

Secondly, if there’s one thing that you could focus on to just get ahead, it would be to gain mastery over your inner game. However, this is arguably the most difficult component to master. This is all about **mindset, beliefs, thoughts and emotions** that plague your heart and mind during those times you’re feeling low and not knowing how to pick yourself up.

You also need to know what women are attracted to so that you could gear every fibre in your being to be that man that she can’t do without.

Finally, you must gain control over your outer game. It is about your actions, attitude and what you project externally once you have reined-in your inner workings into a tight bundle. It knows how to elicit attraction instead of affection.
If you’ve made it this far, you’re certainly not the type who’s just looking to go out and just have fun on dates. You’re dead serious and committed in finding that dream partner and you know your time has come.

The interesting truth is that the majority of men out there don’t want to play the field and date a bunch of women at once. They merely want to have the power to date many women at first, but they ultimately desire to be with a single, attractive woman exclusively, leading to a real relationship.

Mastering one of the three aspects needed to date successfully, could get you some traction at first. But when you truly gain mastery over all three components, you’ll experience that feeling of when “the rubber hits the road”. You’ll feel that the tide is finally turning in your favour as you immensely increase your chance at finding the right type of woman for you.

**#1: Mastery over your past mistakes**

Here’s a secret that every man must know!

A woman’s attraction for you is summed up in a single behaviour. You must be able to show her how little you are intimidated by her or by anyone else for that matter.

By now, you should already feel it in your bones that mastering your masculine energy is the first, confident step in the right direction.

Of course by masculinity, this includes but not limited to the physical aspect. Understand that a man’s masculine priority is underpinned by purpose and direction.

At this juncture, you have one very important question to ask. Are you prepared to make radical changes in your thoughts and beliefs and take massive actions in order to get a far superior result at dating?

When you begin to analyze your purpose and realign your direction, you’ll soon realize that you are now able to solve many of your dating woes easily and fairly quickly.

**#1.1 Taking control of your masculine energy**

You’ve always wondered why the bad guys always get the girls? The answer may be too straightforward that it may even astound you.

**They seem to have all the luck because they don’t act like as though the women are the centre of their Universe!**
There… I’ve said it!

Most men hold on to this mistaken belief that is part genetic and part learned that “an attractive woman is a rare and valuable thing.” That’s why, it’s worth putting aside self-respect, honesty, personal needs and wants, while gambling time, money, effort, and energy for even a sliver of a chance at getting love, approval, affection and sex from her.

Most men walk around as if attractive women are the centre of the universe. And it is no wonder that many of their beliefs, thoughts, actions and communication clearly demonstrate this behaviour.

Men are often expected to approach women, pursue women, compliment them, buy them gifts and food, be "nice" and respectful, and even get down on a bended knee and offer a diamond worth several months (if not years) of hard work when requesting a woman’s hand in marriage.

Other beliefs (even fallacies) that men have been conditioned with from young by their mothers (or fathers) include:

- I need to initiate, approach and chase after women
- I need to prove that I’m worthy of their approval
- I shouldn’t upset a woman
- I’d better not mess this up, because I have a lot more to lose
- If she rejects me, I’m doomed for life
- I had better impress her before she starts looking for other guys
- I should surrender control to her if I want to win her heart
- If attractive women aren’t interested in me, then there’s something wrong with me
- "Nice" guys finish first, and I had better just “give in” to them

As a result of these beliefs, “attractive” women seemingly have the power because men seem to unwittingly give them away and surrender control.
Now, understand this. A REAL MAN who has his life together has many more X-factors than a man who doesn’t know who he is, what he stands for and what he wants in a woman. Women crave for men who give off the right energy and can be considered as the “total package”. It is your responsibility to start taking control of all aspects of your life.

This includes being in control of your thoughts and emotions, to keeping yourself fit and healthy to how you project yourself to the world. On top of that you would have to learn the art of being an interesting conversationalist and a great leader. Easy right? 😊

By now, you may already want to throw in the towel. “This is too daunting!” I hear you say.

Now it’s almost always uncomfortable and challenging when you’re trying to consider changing a key belief and perspective that you’ve held on for let’s say, 30 to 40 years. You can’t change overnight and you won’t be able to keep up with the momentum.

All I’m asking you to do at this point is to take small steps. Start by having more self-respect for yourself and I’m sure that’s not difficult to begin with.

When you have your eyes on women who are in demand, expect them to be demanding! But instead of investing in someone else whom you barely know, why not be demanding on yourself first?

The magic happens when you stop looking at and treating attractive women as though they are rarer, more valuable and more important than yourself. You can expect a shift in your thinking when you view women and dating a little differently.

- It starts to break habit patterns of thought and behaviour that put women in control of you
- It helps you realize that attractive women are also desperately looking for that total package and competing for something that other women desire… and you might as well be that “total package”
- It encourages you to take immediate responsibility for your thoughts, emotions and results that you’re getting in the dating scene.
- It opens your mind to the possibility that when you cultivate the right skills and take the right action, women will be drawn to you.
So, we’ve established that the earth isn’t the centre of the Universe, neither is attractive women… so you need to stop acting like it.

**#1.2 Master the art of listening**

Men go out on dates either talking too much or too little. They are generally focussed on what to say rather than how to listen.

After getting the niceties out of the way, an unseasoned dater tends to be a little shy and will start to clam up or bring up boring topics to talk about.

While a man who wants to display his confidence will have a barrage of questions to ask or will start spilling the beans about his past, present and future. This is a definite *yawn*.

Trying to find a man who could strike that balance between speaking and listening sometimes is few and far between.

But, the beauty of a date lies in the rapport that you build right from the beginning without having any preconceived notion about who your date is or what she wants from you.

Surveys have shown that a man generally takes 30 seconds (less than a minute) or less to decide if he wants to continue dating a woman that he has just met. That’s brutal!

Judgmental as this may sound, the woman also has a right to judge you… not necessarily from your looks alone but from the way you listen to her and make her feel.

If you’re going into a date, you need to fully cultivate good listening skills. Listening to find out what is of interest or concern to your date and offering your ideas, suggestions and help in return would make your date sit up and listen to you intently too.

The more you know about your date, the easier it is to find common grounds and the more likely it is for your date to remember you.

Part of creating the mystery is to be able to balance a good conversation with the art of listening.

Some open-ended questions that you could raise to have a better conversation include:

*Where did you grow up?*

*How was your childhood like?*

*Who are you closest to when you were growing up? Why?*
What kind of interests or hobbies did you have when you were growing up? Do you still love doing that now?

What kind of books or movies or Netflix shows are you into right now?

Do you love travelling? Where have you been to that’s interesting?

If you could take a couple of months break from work, where else would you like to go or what else do you like to learn or experience?

Listen carefully to how she responds without judging her. These questions could offer you a glimpse into her childhood, her family, her interests and her passion that could help you draw parallel with your own life.

When you consciously look for things that you have in common, chances are, you’ll find them. Likewise, if you’re convinced of your differences, you’ll never be able to find anything that’s common with her. You get to choose where you’ll put your attention, so choose wisely.

#1.3 Master your head space

One of the most common mistakes men make in the world is simply not taking action. They are often "mentally paralyzed" before they even begin.

There’s a critical period between spotting an attractive woman, thinking of approaching her and turning that thought into action or just letting the opportunity slip by. Then a split second later, you see someone who has more courage than you grabbing that opportunity.

From this possible scenario, you must understand that sometimes you need to overcome your fear of making an approach or you never will. Overcoming this crucial hurdle is the most important and difficult step to take, before you can have a stab at success.

Failure as you may well already know is not a permanent state. The only way to eliminate failure is therefore to learn from it!

Men (just like women in similar situations) have an amazing ability to come up with reasons that things won’t work. However, no matter how many excuses you make, the fact remains that making an attempt to approach a woman carries almost zero-risk and offers a huge payoff, if it’s successful. It is way better than just standing still.
Our client Harry, spends almost every night at the bar looking at women without initiating any approach. During those times, he comes up with a 1001 reasons (in his head) why she probably won’t talk to him, why he thinks she already has a boyfriend and why she won’t entertain the thought of talking to him.

This is the headspace that men must learn to control. Otherwise these unfounded fears will control you and continually make you feel miserable and unworthy.

Being bold is part of owning your masculinity and when you know that the worst thing that could happen to you is when a woman rejects you with a “No”, the best thing that you could do is to just shrug it aside, dust it off and move on. Seriously, that’s all that you need to do! A rejection is nothing more than that. This should never leave you with a permanent trauma.

#2: Master your inner game

To build confidence, you must imagine yourself as the island and not the waves. Be the man who provides a safe haven for the woman in his life. Mastering your inner qualities begins with confidence and clarity of purpose.

You are the architect of your own life and you need to constantly strive to create an original masterpiece that you’ll be proud of. Be bold enough to discard the “old you” - the one who has been weighing you down – in favour of creating a whole new set of mindset, attitude and behaviour.

The key to having a solid inner game lies in you holding firmly and practicing the 3 S’s. These three qualities when internally developed and externally demonstrated will bring about a potent effect on the women you’re working at attracting.

The 3 S’s are:-

Trait #1: Self Confidence

Trait #2: Self Discipline

Trait #3: Sense of Humour

**Trait #1 – Self Confidence**

It works both ways. Just as men are attracted to women who are warm and projecting an inner glow about themselves, women too are easily attracted to men who exude confidence and security.

Undeniably, men who have self confidence demonstrate clearly that they are:
- Happy with themselves
- Not afraid of life and what the future holds
- Positive in their outlook and attitude
- Has drive and know where they’re headed
- Has complete control and independence; not needing or dependent on anyone else

It is easy to spot a man with a high level of self confidence as he generally carries around a positive feeling about himself and the world around him. Conversely, a man with a low self confidence cannot escape the clutches of negativity. There’s always something wrong with him or the world around him. Nothing seems to work in his life and he’s pretty darn sure that nothing ever will.

The cause of poor self confidence is an accumulation of negative emotions about himself. And if he can learn to eliminate the negative emotions, then he can eliminate the cause of having that lack of self-confidence.

The good news is, a man who may have low self confidence could learn to overcome the hurdle by taking specific action that will lead him to a different set of results. He must be willing to take action.

Eleanor Roosevelt summed up the issue of self esteem very aptly, “No one can make you feel inferior without your permission.”

Some of the specific actions that have been known to remedy the lack of self-confidence issue include:

- **Seeking an objective opinion from a professional coach**
- **Learning the Emotional Freedom Technique (a coaching session with the author would reveal what this technique is about)**
- **Choosing better thoughts and repeating success patterns**
- **Feeding the mind with inspiration and wisdom**
- **Meditation**

A well-trained dating and relationship coach could help identify the negative emotions and specifically break down action steps that men could take immediately. Be sure that you’re seeking...
someone who is credible in the field and that you’re comfortable about revealing your true self to him/her. Otherwise, this will be an exercise in futility.

Building self-confidence requires you to tune-in to the right things. What someone says about you is not necessarily true but we almost, always react in a manner that attempts at invalidating their arguments or accusations.

Let’s say for instance, a date didn’t go so well and the woman says that “You’re self-centred, status-conscious and a huge show-off”.

Knowing that it’s not true, most men would still react in an angry and defensive tone and they want to quickly justify themselves.

But let’s say the woman instead says, “I’m not interested to go out with you again because you’re a green-eyed Zebra with spots!”

So, the example may be far-fetched, but why would men take a different stance by laughing out loud (LOL) and walking away confidently from a lady who’s probably a severe nut case?

If both of her statements are untrue, why would you react with anger at one and LOL’d at the other?

Men with self-confidence understand that untruthful allegations especially from someone they do not care about, doesn’t warrant any justification. They are just words that could not hurt you, let alone leave a permanent scar.

**Trait #2: Self Discipline**

The hardest part about changing any aspect of yourself that’s not working in your favour begins with having the self-discipline. It’s about the willingness to pay the price, do what you need to do to transform your life and reach your goals.

It is always easy to settle back in your comfort zone and decide not to change. But you know you have to pay a far higher price for refusing to change. Self discipline is the trait that will help you move, albeit slowly and sometimes painfully in the direction of your dreams.

- Will you spend an hour a day running instead of lying on the couch?
- Will you choose better, more nutritious food to keep the kilos away?
• Are you prepared to go out on a Friday night to learn a new skill like cooking or ballroom dancing rather than watching re-runs of football matches at the bar?

• Will you consider engaging a professional to identify the gaps in your life instead of hitting the bar with the same pick-up lines and wonder why it hasn’t worked?

Along with self-discipline comes persistence. Are you prepared to have faith that the small action steps that you take will bring about the massive results that you’re after?

Or are you the sort who easily throws your hands in the air and shouts “been there, done that!” and “nothing will ever work!”

Getting rid of old habits and thinking is hard because we’re conditioned to fear change. You’re now in a position to become your biggest motivator or your ultimate detractor.

You know that if you want to be a winner, you’ve got to get yourself into the winners’ circle. And when you consistently do what winners do, you will get similar results.

Similarly, to attract a woman you’ve got to have the self-discipline as well as the persistence to go the distance. That’s why if you start taking control of your thoughts and stick with your game plan with persistence, your goal becomes achievable in no time.

**Trait #3 : Sense of humour**

Time and time again, women who seek out men list “having a sense of humour” high on their list. Why is this so?

It is natural for us to feel good about ourselves. Laughing releases good, happy hormones called “endorphins” which work as a natural pain and stress reliever.

This by no means is a suggestion that you should start taking stand-up comedy as a new hobby. Trying to force yourself to have a funny bone could end up wrecking your life.

Women in general want to feel at ease with the men they’re with. Having a sense of humour shows at a certain level that you’re secure about yourself and you’re not only confident but you know how not to take yourself too seriously. It also lets the women have some space that they do not have to put on pretences and they could let their guard down somewhat.
But if you don’t have a well-developed funny bone, fret not. We are not referring to comedian level like Russell Peters, Dave Chapelle, Trevor Noah types… you’re not a one man laugh machine and you really don’t have to get out of your way to make a woman laugh.

It’s just that humor conveys a level of self confidence on its own and you just have to learn to gently make a woman feel at ease with a gentle poke in the ribs. After all, you can’t demonstrate a sense of humor without displaying a little confidence at the same time. It also shows that you don’t take life too seriously and that you’re not so intense that you can’t crack a joke.
Women are attracted to men for reasons that seem illogical

It is a known fact that women make their buying decisions based on emotions first and they will back it up with logic later.

You need proof? Ask to see how many handbags and matching shoes she owns in her closet. There’s always a reason!

Similarly, women are attracted to men in such a manner. A woman will not look you over, tally up your positive qualities and then decide if she wants you. It doesn’t work that way.

She wants you because of the attitudes and behaviours that you display that engages her interest and arouses her excitement at a primal level.

It is therefore your job to understand what these “good attitudes and behaviours” are and demonstrate these attractive qualities to her but by giving her enough space to take the necessary actions.

Don’t expect her to be hunting you down because clearly, you don’t want her to be doing your job. Be responsible for initiating and taking action. But, she will now be in a place where your advances are not only hoped for but warmly welcomed.

She won’t hesitate to seize them when you put them in front of her.

#3: Master your outer game

- Women are attracted to men who are fun to be with
- Women are attracted to men who go after what they want
- Women are attracted to men who take care of themselves
- Women are attracted to men who treat themselves and others kindly
If you’ve been a chick magnet on the wrong end of the polar (read you’ve been repelling instead of attracting women), you need to pay close attention here. Notice that this is the last, not the first step in learning how to attract women.

Truthfully women the world over, pay more attention on your personality rather than your looks. Fixing your looks first without having an intimate understanding of your own belief and psyche is like subscribing to all the cable channels you can buy and only watching the news. You’re just wasting your money that gives you the false belief that a good look fixes all your problems, including world hunger.

But now that we’re at the tail end of this book, let’s study how your physical attributes could help you seal the deal.

**First impressions last a lifetime**

A survey asked women to rate what parts of the body they look at when they’re checking men out. They come in this order.

- The man’s style
- The gadget (toys) he has with him
- The face
- The shoes
- The shoulders, chest and butt

**The man’s style**

Ever wondered why women prefer tall men? Well, it’s because they simply stand out? The women’s psyche has been embedded with the need to be protected so it’s no wonder that even a woman who’s 5 feet tall (1.5m), will go after a 6 footer (1.82m), just because.

Your dress sense as well as your posture also play a pivotal role when a woman checks you out. They want to see you standing tall, standing apart from the crowd and not just standing behind friends, hoping to be noticed. It’s all back to the confidence that you choose to display and you can make a concerted effort to show up differently from now on.
The gadget (toys) he has with him

Men who go out on dates carrying a backpack give off the signal he’s going someplace else. They’re not giving the women the comfort that he’s here to stay.

Men who carry briefcase may show that he’s serious about his work but on the flipside, he may not be putting her as the centre of his attention.

Men who drive fancy cars are just that – men with toys who want to show off what they’ve got. It may attract certain types of women who want to experience the thrill of hitching a ride in your Porsche and there are others who’ll completely rule you out as “trouble” and will not come near you with a ten-foot pole.

Women are instinctive that way. That doesn’t mean they’re always right.

The face

Once she has secured your attention, she’ll then check out your face, starting from your hair – is it styled or tousled? Does he have a clean face or are pimples erupting more regularly than Mount Kilimanjaro? Does his eyes look smart and penetrating or does he look away every time? The eyes convey your dominance, get attention and show interest all at the same time. Be sure to use your eyes and turn eye contact into your advantage.

When a man learns to hold his eye contact for longer than her, you’ve just acquired the art of dominance. So the next time you’re in the presence of an attractive woman, hold your gaze long enough until she looks away. Most men usually become self-conscious about the fact that you’re checking a woman out and as a result, nothing happens.

To manage interest when a man first meets a new woman, be sure to look directly at her when she begins her conversation and glance away occasionally at the pretext of picking up a drink so that she doesn’t think that you’re “mental”. This also shows that you’re not afraid of her and that she has your fullest attention.

They say, the eyes have it… be sure your eyes are saying the right things!

Finally, women make a general assessment of the face. Is it cute? Does it have a little stubble that conveys sexiness and masculinity or is it clean-shaven, indicating that he’s honest and straightforward?
Different women are drawn to different aspects of men so you have to first understand yourself and present a look that you’re most comfortable with. Don’t be sporting a goatee with your reading glasses the next time… just because you read in *Cosmo magazine* that women have a thing for men with stubbles.

**“These shoes are made for walking”**

Contrary to popular belief, women check out their shoes more than they check out yours. But since we’re on the topic of creating good first impressions, note that having a good, clean pair of shoes with matching socks go a long way. Just steer clear of your running shoes because seriously, runners are for running, not for dating!

**Me Tarzan, You Jane**

You must have watched the movie *Tarzan* at one point in your life. If you recollect, he’s this dashingly good-looking, half-clad man with strong shoulders and bursting chest, made for pounding “Ohhhyohyohyohyohyohyohyohyohyohyohyohyoh!” Fast forward light years ahead and you think you’ll be the first in line to get noticed with your sloppy paunch or your skinny arms. Think again!

Though women have never envisioned their men to look like the fighting-fit fire fighters that they watch on TV, they would appreciate more if they know you’re respecting yourself and doing something to stay active. Women do fantasize about meeting their *Christian Grey – that 50 Shades guy* – but honestly, they know too well that it’s just a fantasy and best left to the imagination. In reality, most women don’t really pay too much attention on the men’s looks as much as they pay attention on how the men make them feel, when they’re together.

When you love yourself enough, no self-respecting men would allow themselves to carry around another 50kg of excess fats on his body. For goodness sake, with that weight, you might as well be pregnant with another adult!

You need to send a clear message that you value yourself and when you get lean and active, your healthy body can do wonders to your confidence. Working out, whether at the gym or on your own also releases the testosterone hormone that makes you strong and masculine!

**In the end... The journey of a thousand miles begin with a single step**

Most men find the initial meetings with women the toughest part to figure out in the dating continuum. They are still “wet behind the ears” so to speak and are so afraid to make mistakes, which is a natural thing.
Mistakes are made everyday even by the best of men but the real men will learn from their mistakes, pick themselves up and get even better from working on themselves every step of the way. Interestingly, all men agree that the only way to build your social muscle is to use it. So, let’s get cracking and bulk up on that dating experience.

For a long time, the key to the heart of an attractive woman has made men climb mountains, cross oceans and travel the deepest end of the world just to prove their love.

But you can skip all those heavy-duty stuff and keep your eyes focussed on the prize by showing her that your highly evolved personality is equally worthy of her attention. You must also view yourself as the prize that she’s craving for.

Haven’t you heard them say that “all the good men are taken?” Well, they’ve not met you yet!

Real attraction happens when both of you stand eye to eye, on an equal footing knowing that one has the authority to pursue and the other has the power to choose.

When there’s balance, there’s harmony and there’s a higher likelihood that the dating experience is not just going to be positive and fun but will lead to something deeper and more meaningful!
About the Author

Anisa Hassan is an award-winning entrepreneur who is best known for her offline, luxury matchmaking service – Date High Flyers (www.datehighflyers.com) and her online, Muslim matchmaking app - Joompa (www.letsjoompa.com). She has personally helped and spent more than 500 hours coaching thousands of clients to build their courage and confidence to date better and have real relationships. Through her unique understanding of human behaviours and how men and women think and date, Anisa has guided her clients from heartbreak to breakthroughs in their personal quest to find love. For close to two decades, Anisa has helped more than 1000 couples get married as a result of her introduction and she is currently on a mission to create 1 million marriages worldwide. Away from her business, Anisa loves spending time in the outdoors and having family and friends over for a hearty barbecue. She is married to her college sweetheart and is blessed with two daughters.

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