



**THE ART OF  
ATTRACTION**



**CARLOS XUMA**

## Introduction From Carlos Xuma:

I've been giving advice for years now, to friends, family, and every guy I come in contact with. The interesting thing that I've discovered after all this time is that we all want the same things, but we have different ways of pursuing those goals.

Women want love, sex, security, etc.

Men want sex, love, security, etc.

(Notice that those are the same, but the order is different...)

In order to reach our goals and get what we want, we use different behaviors to find the people we want in our lives to fill our needs.

Unfortunately, most guys only understand coming from a position of NEED, and so they scare off so many potential women that could be good for them. When guys come from a strong Alpha Attitude of power (**Alpha Male Power**, as I call it) they attract more women.

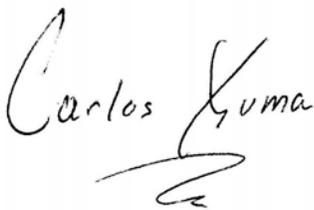
This attitude, though, is a tough thing to describe to someone who has never really felt it or had it.

What is 'it' ?

In this e-book, I'm going to give you some examples through questions sent in by my students and clients, and I hope this will help make 'it' clearer to you. It may take several different readings to figure 'it' out, but you will have the epiphany if you really get this into your head.

After we're done with the Q&A portion of this book, I'll tell you how you can speed up your ability to get 'it' and become the man you've always wanted to be.

An **Alpha Man**.

A handwritten signature in black ink that reads "Carlos Xuma". The signature is written in a cursive, flowing style with a long horizontal stroke at the bottom.

Northern California, USA

## About Carlos Xuma

Carlos Xuma writes about dating challenges and how to overcome them, all from the **man's** perspective. He understands that women have shared information on how to rule the world of relationships since time began. They rule through **sexual power** and an innate understanding of psychology and persuasion.

Guys need that same knowledge.

You need an ally in this game, and Carlos is here to give you that winning edge.

The methods and techniques you learn in his various programs teach you how to be more successful with women by winning at your **INNER** game. Inner game is the sense of self-confidence and self-esteem that a true **Alpha Man** feels when his life is together. He has goals and a purpose.

Character and integrity.

And if a man is going somewhere in life with a passion, women will want to be a part of that lifestyle.

No deception, tricks, or hypnosis. You learn how to succeed with women by being **the best man you can be - from the inside out.**

Carlos' dating tips and advice for men are seen and/or heard on **World Talk Radio, Maxim Radio, Double Agent, Summum Magazine, The Dating Insider Book, Bikini Hang-out, About.com, SeductionLair.com, Don Juan**, and many more online and offline publications.

Carlos Xuma is the author of **The Dating Black Book** and **Seduction Method** e-books, along with the **Secrets of the Alpha Man** and the **Approach Women Now** programs.

He also produces and records the **Advanced Audio Coaching** each month – now in its third year!

# The Attractive Attitudes for Men

**Have you ever gotten so fed up with dating women and dealing with all the crap that you just pull out of the game entirely?** You get sick of being blown off all the time, and really sick of never being able to reach women in the first place.

Hey, I've been there.

We all reach a point of disgust and anger about all the silly social rules in the dating game and we throw in the towel.

However, this kind of reaction implies a few things about you. First off, that you're needing a particular result in order to persist. Well, that's perfectly understandable. You wouldn't show up at your job every day if you didn't get the expected paycheck each week, now would you?

**When it comes to dating women and the whole pick-up game, you've got to realize that you may have to walk a while in the desert before you find the oasis you're looking for.**

Hey, if that's the worst news I ever heard about dating, I would have said, "NO PROBLEM! Bring it on!"

Now **the good news** is that you can shorten the path to your oasis by being smart about how you get women interested in you.

So, in keeping with this, I'm going to tell you about **three essential attitudes** that draw women to men.

As you read these, I want you to do something for me. No matter how 'obvious' what I might say seems, I want you to re-think your beliefs about them, and see if you are still, perhaps, working under the opposite belief in some way.

If that sounds confusing, just wait and we'll go into it in more detail.

**Let's start with things that women find alluring.**

These **Three Attitudes** will improve your image 100+% in the eyes of the women you approach and date if you'll work on them.

In fact, if you really **get** what I'm about to tell you, you're going to have a problem finding time for all the women that will want to get with you.

That's not cheap marketing hype, either. I'm totally serious.

With my Alpha hobbies, helping you guys, and the women in my life, I'm starting to forget to pay bills and keep enough water in my dog's bowl. BAD Carlos, I know.

But that's known as a "high quality" problem - one that every guy wants to have.

So here are the **Three Success Attitudes**:

## **ATTRACTIVE Attitude #1 - Guys who like themselves**

Yes, even though we're men, we still have **plenty** of things to like about ourselves. Contrary to the popular media that demonizes us, guys are pretty cool. Having a pecker rocks!

I mean, let's start with the obvious things about guys that are cool: We invented beer and stock car racing. What more do we have to do, after all? Yeah, I'm also pretty sure we invented the remote control, and probably the electric guitar, too.

We're **GUYS**. We make cool stuff.

But that's not all. You see, women really pick up on guys who **like** being guys.

And not just guys who like their own gender. Women really like guys who like **THEMSELVES**. It comes across in the way we treat ourselves and the way we treat other people. If you like yourself, you probably aren't a dick. It's an easy deduction, because the ironic thing about confidence and self-esteem is that the men you think might have it (i.e., Jerks) actually don't have confidence at all. They're making up for being horribly insecure dweebs.

Ya dig?

So the more you communicate a self-liking, the more you're going to cultivate a more interesting and vibrant personality. And that "vibrant" turns into a "vibe" that you'll get with a woman when she picks up on it.

Just don't self-like yourself **TOO** much there, spanky. Keep the hand lotion out of sight.

## **ATTRACTIVE Attitude #2 - Guys who are fun to be around.**

And when I say fun, man, I mean **FUN**.

You don't have to juggle or tell great jokes, but you do need to have a winning personality that gets people interested in you.

The easiest way to cultivate this trait is to open yourself up to being more **PLAYFUL**.

Being playful means having a slightly childish part of you that you can bring out on occasion to have a little fun with women. Tease them a little. Poke them in the ribs. Tell her she's got cooties.

Another great way to be fun is to go **PLACES** that are fun. I like meeting women in interesting locations in San Francisco so we can be interactive.

There's a great place here called the Exploratorium where you get to interact with hundreds of experiments and scientific demonstrations - from magnetism to music to glow-in-the-dark bacteria. It's a hoot. And there's a LOT of possibility for physical interaction between you and HER there, too.

Make a list of all the cool places you can go with her. She'll associate the feelings she experiences with **YOU**. Remember that.

## **ATTRACTIVE Attitude #3 - Guys who are confident and go after what they want.**

This is the one that a lot of guys have a tough time with.

"What is 'confident'?" they ask.

Confidence is simply your willingness to **be who you are** with no regrets, guilt, or anxiety.

You don't care what other people think. You're validated from within.

See, I can define it for you very simply, but **feeling** this sensation and **demonstrating** it is something a bit more complicated.

Very few of us really grew up in a way that allowed us to develop a good sense of self-confidence. In most families, we were subjected to constant put-downs and undermining

comments from our parents and siblings about our value. We never really got enough compliments or positive reinforcement.

As a result, most guys have struggled to feel the kind of self-confidence that allows them to have real success with women.

And if you ask a woman what the most attractive thing about a guy is, she'll say it's his level of **confidence**.

# Closing the Deal

"I don't really have a problem talking to [women], making eye contact, the occasional 'appropriate' touching, or any of the things that you have suggested. I'll just get to the problem. And that's closing."

## Question:

I'll just get right to the problem - and that's closing. I don't really have a problem talking to [women], making eye contact, the occasional "appropriate" touching, or any of the things that you have suggested. I always thought that with my shy personality I couldn't just walk up to a woman at a bar and start talking to her.

That is until I just tried it, and got great responses out of it. But that is obviously a very, very, very, small part of the game. I have gotten better with the conversations and sparking interest, which obviously gets better the more times you do it (who knew?), but it is the "ABC" part of it that I am having trouble with. The "ABC" slogan of "Always Be Closing" that is. I seem to set 'em up a lot, but I either walk out empty handed, or my friends "knock" 'em down and leave with a fist full of ass. Hope you can help."

## Answer:

Great question. Obviously we know that "A fist full of ass" isn't a movie starring Clint Eastwood.

I will say that **meeting women and talking to them to eventually spark interest is actually a very BIG part of the game, especially for those guys out there who are still struggling with it.** Without the skill of approaching, you won't meet many women.

As you've also figured out, you have to be able to "close the deal" as they say in sales. **Once you've led her down the path to seduction, you better have a destination in mind.**

**The problem here sounds like it's coming from your transitions.**

When going from one stepping stone to the next, you have to pace yourself correctly (the "when"), as well as know **where** and **how** to step. Just like I cover in my e-books, **the river of seduction runs fast, and if you slip, you'll be carried downstream faster than you can say "average frustrated chump."**

You have to establish your footing at each one of the points I covered in the e-book **Transitions** (read the overview and rules on p. 5), from meeting and talking, to getting the next meeting, to making out, etc. It's a progression.

Now, many guys try to condense this progression into one night, and this **can** be done with many women, but your game has to be **TIGHT**.

AIR-tight, my friends.

You have to be able to really turn up their buying temperature on a dime and act on it when the time is right. Some nights you'll find a few women you can get somewhere with, but other times you'll find yourself in what seems to be a hostile environment. Women who aren't responding, or guys who are blocking your every move.

You see, **most women will not sleep with a guy on the first night**. And it has nothing to do with looks or money.

They have something called an "Anti-slut defense," or **ASD** in seduction lingo. It's what comes up in her head if she thinks she's being TOO naughty TOO fast.

I preach that guys should **not** go for the one-night stands, even though there are a lot of women out there willing to indulge as well.

Why? Because you will ultimately get much more success with the women you can meet up with multiple times over a slightly longer period of time. If you stack these attempts up, you will net a much bigger success rate than if you put all your effort in one shot.

What you can use to your advantage (and **MUST** use) is **social proof**. Many of the women you may be getting with would respond better if you weren't as much of a "stranger" as you usually are when you first meet a woman. You need to move around the club and circulate with many women, then come back. This provides some proof to the women you want that you're socially and sexually desirable.

**Remember: Women want what other women want.**

Here's a thought: If your friends are "knocking them down," perhaps you should give up a night of results and observe and learn from them instead. Watch what's going on and pick up on the subtleties. See if you can see what's different in their tactics as compared to yours. Humility is the first step to mastery.

Also, step back and gauge yourself. In the progress of a seduction, you will know if you have rapport with a woman. And you need to have almost **MAGICAL** rapport to go as far as you might want to.

As a matter of fact, you might need a little **real** magic along the way. I suggest using magic tricks as a method of establishing yourself in a romantic and powerful role, as well as palmistry and cold reading.

**You've got to create a highly charged, romantic, seductive atmosphere about you.**

Don't forget about isolation and the power of getting her alone. You eventually need to separate her from her friends to get her in an environment where you two can get even more intimate. This requires a few strategies as well. I cover more of these in the e-books and audio.

There are a lot of guys who get out on the track, get a good running start, make their way through the race, but stumble over the last few hurdles with the finish line within sight. And it's not because they're unattractive to women - it's because **they haven't got a strategy** for pursuing the women they want.

What you need to use is your own seduction strategy so that you can learn how to handle these situations and avoid tripping over the obstacles that you **will** run into.

# Dating a busy girl

**"She seems very special, and I would like to have some time with her. But she's busy all the time. Should I go forward?"**

## Question:

After working the online dating with blood, sweat, and tears I finally met a girl that I have a real interest in. We met for a drink and the meeting went very well. She even said she's gonna delete all the other emails she's received.

I've played it cool since then. I emailed her a couple days later just to tell her I had a nice time and that I will call her. She wrote back and addressed me as "sweetie".

I called her a day later to set up a date for lunch that weekend (I can't do lunch weekdays), but no luck because she was leaving town that weekend (She even called back Friday Eve to tell me that she's leaving town Saturday, but that she does want to get together and of course I let the machine take that call.)

Anyway, she does return my emails and phone calls, but she's also extremely busy and I believe her. She's in an MBA program part time and works 3 part time jobs. When I talk to her on the phone she seems enthusiastic, but on the phone and in her emails she indicates she's very busy. Here's the last email she wrote back to me, which was yesterday:

"Hi, I would love to do lunch... but i started working at a pizza place... waiting tables during lunch time. It's fun and good money... Sorry we haven't had a chance to get together I have just been swamped... Talk to you soon."

My idea for our first date is to take her to lunch and go on a photo shoot of some ocean views in San Diego and to also show her around. I even mentioned that to her after a few attempts to set up a date. She moved here 4 months ago. I've called her once or twice a week (twice is because she asked me to call her back) for 4 weeks now and I have not been able to set up the date. In the mean time I have continued to work online and the cold contacts as well.

My attitude is it's her "loss" if we don't get together, but at the same time she's seems genuine in wanting to get together, but not being able to. I thought for a second if she was playing me, but I seriously doubt it. I know I definitely want to see her again. My approach is to email her once a week and call her every other week while I search for other women. What do you think I should do?

## Answer:

Well, there's two parts to the tale I'm about to tell you.

The first part is that if she is busy, and you genuinely believe her to be busy, she's always going to be more difficult for you to obtain than you are for her. This immediately creates a situation in your mind where she will have a certain higher level of value to you, and you'll be at a disadvantage.

**(The person who is least available is almost always the most desired - and they have all the power.)**

Do you see how you **SAY** you're still doing other methods, but you chose to write me about **THIS** woman? Interesting how that works.

What makes this woman so special when you only saw her only ONCE?

Sounds kinda funny when I put it that way, huh?

And the next point: **A woman will make time for you at the level of interest she has for you.**

In other words, EVERYONE has the time for something they truly want or desire, and if they don't have the time, they'll **MAKE** the time.

In other OTHER words - **if you want something badly enough, you'll MAKE IT HAPPEN.**

You could be hoping and hoping, based on what she says, that she's going to find the time, but she may never actually do it. In the meantime, you lose more and more self-respect as you beg her (with your actions) to "please, oh please, see me again..."

You have to set a hard limit on how much avoidance you're willing to take.

Just imagine what it would be like if you started dating her, and this was the kind of 'togetherness' you could expect. How bad would that suck? **BIG time** suckage.

Give her a call (yes, talk to **her**) and call her on her behavior:

"J, I realize you're a very busy person, as I am, but I really think we need to stop stalling and pull this thing together this week. I'm busy on Tuesday and Thursday, so let's get together on Wednesday."

If she gives you a lame excuse about "seeing a friend" or anything that doesn't seem as important as it would be to go out with a great guy, tell her to "break those plans - I'm more fun." And be **dead serious**. If she backs out again, tell her you think it's better if you're "just friends."

**Your chances of getting anywhere with her decrease by a factor of ten every week that goes by and you don't get it together with her.**

# An algorithm for getting her interest

"I'm the type of dude who parties eight nights out of 7 days... The problem is that she is the 'chess club' president, pre-law major and a jazz pianist. How to reach her?"

## Question:

I'm the type of dude who parties 8 nights out of 7 days, does the occasional 'jailbird' act, and tries to be as cocky, funny and jerk-ish as much as I can around girls - however I've kind of made this emotional attachment to this girl who lives in my residence hall and is she isn't what you call '10' but definitely a 8.0 on the richter sale.

The problem is that **she is the 'chess club' president, pre-law major and a jazz pianist**. Now normally I wouldn't go for a girl like this but her personality is 10 and even though she isn't a 10, all the guys in the residence hall are always talking about how she's great girlfriend material (awesome personality, real friendly, classy and good tact) and they would love to date her.

The problem is that I feel she's intimidated by me sometimes and I don't know how to make a connection with her. I have a nerdy side to me too, but I don't think I know enough about 'nice' girls to make the 'right moves'...

You're material works great with hot girls but they usually have low self-esteem anyways and I don't think that's the situation in hers. So far, I've just called her and left her message to which she returned without me answering the phone... (Thank God for \*86 because she didn't leave any message but I still know she at least returned my phone call).

**Please give me a specific, 'algorithm', if you can, on how to deal with her, how to set up future plans with her and how to act around her.**

## Answer:

Ah, yes. The good old days. When I could still fit eight nights into a week. Pardon me while I reminisce...

Hey, you want an "algorithm"? What are you, studying to be an aeronautical engineer? If you want a better mathematical analogy, study **Fractals**. They're much closer to women. (A little wink to my geek friends out there.) There is pattern in the chaos.

First of all, **every** technique and strategy I describe works equally well on every kind of woman. **You** are responsible for **calibrating** your persona, however, to fit the woman. You can't cookie-cutter your approach or the building of attraction, but you can use MANY similar patterns and then tailor them to the woman.

I don't care if she's a Nobel Prize winner or a stripper. All women have certain behaviors in common.

I've run into your situation before as well, where you almost overwhelm her circuits because **she's not used to a guy that knows how to handle himself**. The intimidation is a good problem to have, but it still needs to be handled, right?

**What you are interpreting as intimidation is probably only her realizing that YOU are different from the other guys.** If you've been teasing her and keeping your posture up, she's seeing that you aren't like all the other men who just suck up to her. Just **don't be TOO cocky about it. Sometimes you can overwhelm the "nice" girls.** Just back off the throttle a little bit if you sense she's getting a little scared.

Let me also say that **there's absolutely nothing wrong with going after women who aren't supermodels.** ALL women need the benefit of **Alpha Men** who know their shit when it comes to dating and making them feel good. Personality can make a "6" or a "7" woman into a "9" or even a "10" depending on how she carries herself. I can easily understand how this gal of yours would be interesting to the guys there. She's got depth and three dimensions.

I've known women that are so cocky and cool that guys fall all over them, and these same guys openly admit that she's not all that physically attractive. (An old friend of mine had a saying that I still believe in to this day: "**Every single person has at least one thing about them you could fall in love with.**")

The same principle is at work with women who fall for men that look more like George Bush than George Clooney. **We are all drawn to a strong, vibrant personality.** A person who has goals and smarts and confidence.

**You say that these techniques work with low self-esteem girls, but I also know that they work on women who appear to have high self-esteem.** They work even better, because those women aren't used to being challenged. **You just have to jack up the intensity so that she knows she's dealing with an Alpha Man - a force to be reckoned with.**

**Think from behind her eyes for a second:** She's reasonably attractive, talented, smart, and probably very popular. She probably gets constant adoration and recognition

from everyone in her life for her talents. What would make **you** respond if you had all this going for you?

Here's what you do:

**1. Don't be so awestruck by her.** I bet that she gets constant strokes from her friends and family. She already knows how smart and sharp she is. Don't look down on her in scorn, but don't put her up on a pedestal, either. She still has to poop, just like the rest of us. (And, yes, it probably stinks pretty bad, too.) Keep from idolizing her or thinking that she's so unique. Intimidation ruins your game.

**2. Show her she's dealing with someone who is on her level and can hang with her.** You're going to have to show her some healthy self-confidence (bordering on cockiness) to get her to wonder a little more about you. Create some mystery for yourself with people in your social network. Work into her circle a bit and make sure her friends know you and have a good impression of you.

**3. Find the uncommon things about her to notice.** I always caution against complimenting women, **ESPECIALLY** on their appearance, because it comes across as too needy and desperate. But if you can spot one trait in her that you think no one else has noticed, you can set yourself apart by recognizing it. Just be sure that you do it in a way that says, "I don't care what you think about it, and I'm not telling you this to get into your pants."

You give it a certain tone and weight, and she'll be very impressed with you. You might say something like: "I wanted to let you know that I saw how you handled that question from that freshman the other day about gambits in chess. I was impressed with how patiently you answered her question. That was really great." And then turn and walk away before she can reply.

Find the part of her that she desperately wants people to see, but goes unrecognized. Every woman has this secret part of her that she wants others to notice. Actresses want to be known for their mothering ability. Singers want to be known for their charity work. Doctors want to be known for their writing ability. Find hers.

**4. She needs to be CHALLENGED.** You will have to show her a guy that can meet her on her level. You do this through the **Three S's** from **The Dating Black Book** E-book. Go back and review that section (page 37) so you can apply these principles to her.

Here are some other S's to show her:

- **Smarts** - Hit her up with a topic she might not be aware of in her interests. Find a jazz piano piece that you don't think she's heard of and challenge her with it: "Hey, I heard you play a little piano. Have you ever played Vince Johnson's album, "Thrushbird"? You should give it a listen. Great stuff." (BTW, I totally made that artist and song up.) If she's heard it, then you shrug and say, "Yeah, but can you **PLAY** it? I'd like to see that sometime."

With just a little doubt in your voice.

- **Sophistication** - Smooth the edges of your approach with her. Be mysterious and shrewd. She's used to guys who give it all up too soon. The more you can keep in store, the better. Show her a guy who knows his stuff, and has class and taste.
- **Study** - If you've ever seen the movie "The Talented Mr. Ripley," Matt Damon's character does an excellent job of studying up on his target, Jude Law. He knows that he likes Jazz, so he reads up on it, so that when the time comes, he can appeal to his interests. You could do the same, showing her something probably uncommon in men her age - an understanding of jazz piano. Don't go too overboard with it and make her think you're obsessed. Just make it matter-of-fact. "Oh, you like jazz, too?? What a coincidence! I'm into Coltrane. Some newer progressive stuff, too."

She plays chess, and now **you** have to. Start looking at the pieces on the board, and thinking a few moves out from here. How do you take her queen? How many moves to check-mate? Do you know which pieces to sacrifice?

Think like a lawyer, too. How would she handle this in court? What kind of precedents have you established?

I'd even start using jokes about her major:

"Hey, counsel, if you pull that move again I might sue for sexual harassment."

"So I was wondering if you might know a good way to declare bankruptcy so I can still keep my yacht but get rid of these damn student loans."

**Even the "nice" girls share much of the same attraction mechanisms and desires that ALL women have.** Don't think that just because she is a high-performer that she won't respond to them. She'll respond to them even more, because no one else out there can probably challenge her. Act a bit indifferent. You need to rock her little world. You need to be a little out of her reach. (And even if you think you're not beyond her, you only need to ACT as if you are to have the SAME effect.)

**EVERY woman responds to a challenge.**

The Three S's WILL get you there. Trust them.

## GET OUT OF HER HEAD!

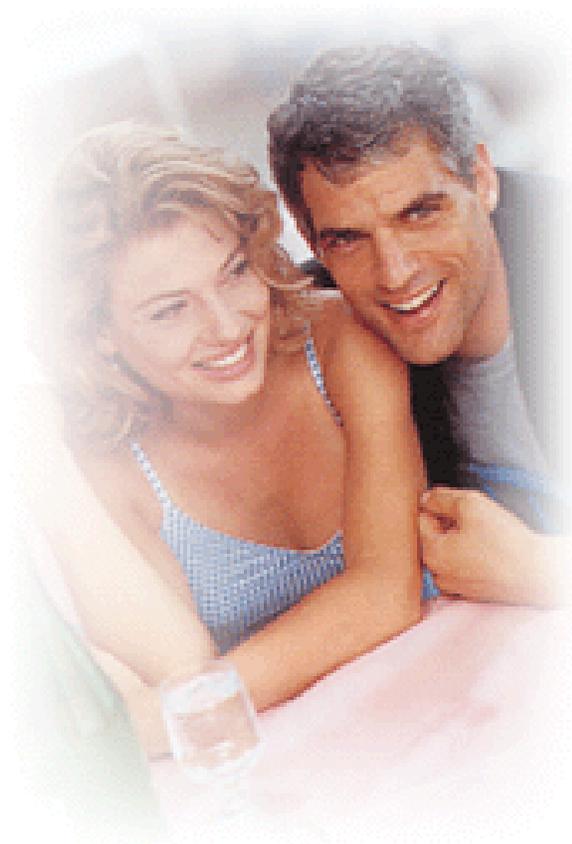
The biggest mistake guys make is to think too much from inside *her* head.

You can't care too much what she's thinking or you won't behave the same as an Alpha Man would.

An Alpha doesn't care who likes him or who doesn't. He knows that trying to get everyone to like you is the sure road to failure.

But when it comes to women, don't lose the fine balance of regarding her needs at the same time you're demonstrating your own independent attitude.

It's a knife-edge balance that you can only do with the coaching from **Dating Dynamics...**



# Deception

**"Why am I still so attached to the other women, when my current girlfriend is better in every way?"**

## Question:

I have a wonderful girlfriend that is smart and sexy and very giving. We have been dating for about a year. I really think I want to marry her. BUT, I am still banging my old girlfriend 3-4 times a month. The old girlfriend is not as hot, not as good in bed and doesn't swallow. My question is: **"Why am I still so attached to the other women, when my current girlfriend is better in every way?"**

## Answer:

Oooh, this one is tasty. (No pun intended.)

Even though there's not a lot of detail for me to go on here, I think I can address most of this from what you do tell me.

And, with such colorful language...

Well, dear readers, I publish them as I get them, so you get the raw and the uncooked **Truth** here. No censoring.

You're wondering why you're still attached to other women when you have such a great catch, huh?

## Let's break this down:

**Women are, by nature, monogamous.** They want just **one** guy. Sure, they might say they want to date many, but in reality, if you show the right qualities, she's going to want to stick to just ONE man and get rid of any competition for him. Hundreds of thousands of years of evolution do not get over-ridden by thirty years of 'liberation.' (Please don't mistake my tone for derisive; I am all for female liberation and equality, and especially where it doesn't sacrifice necessary gender roles in the process.) A woman wants a man who can provide for her, and her children. This is how we evolved.

**Men are, by nature, polyamorous.** (Ooh, big word, dude.) This means that they thrive most when involved with MANY women, ensuring the seeds of their loins are passed on in as many fertile wombs as possible.

Okay, that's a bit clinical, but you get the point.

You see, we are first motivated by our biological imperatives. This means that whether or not we attach moral "right-ness" or "wrong-ness" to our actions, there are some basic needs that men and women have that have been pre-programmed into our animal circuitry. Monogamy is a fairly recent invention in the scheme of male-female behaviors.

This doesn't mean that we shouldn't aspire to be "faithful," only that a **man's desire for novelty and new-ness often overrides our ability to stay with one person.** (Note: Recent surveys have determined that female 'infidelity' is as frequent as men's. They're just better at keeping their mouths shut and being discreet.)

So why are you stepping out on your woman? I believe there are many possibilities, and all of them are valid in different situations:

- **POSSIBILITY 1:** Your girlfriend is smart and sexy and giving, perhaps, but maybe she is also not **CHALLENGING** enough to you any more. Some women are too nice for their own good, and they are almost **TOO** accessible. If she isn't providing enough challenge to your nervous system, you may be reacting subconsciously by taking her for granted. Cheating, then, doesn't have anything to do with comparing her to the other woman (of lesser quality.) It's says more about what you think about your current girlfriend.

When a woman is thought of as 'too good' by our subconscious sense of self-esteem, we sometimes do things to justify escape from the relationship. You might be intimidated by her, too, wondering whether you can live up to her expectations.

- **POSSIBILITY 2:** You just don't have the monogamous gene right now, dude. Some men are just not ready to "settle down" until **MUCH** much later in life. You might not be able to commit to her one-on-one. There's nothing wrong with that, contrary to what some of the Femi-nazis might say ("Men are all cheating dogs!"). It's just that you aren't a guy who wants to have to give up all that life has to offer in female accompaniment.

**Note:** This is what the other Pundits call "fear of commitment." Meaning that unless you can commit to her, you're somehow flawed. I don't view it that way. Some guys are just not up to it until much later. It's YOUR choice.

- **POSSIBILITY 3:** You're addicted to the thrill of cheating. Hey, admit it, it's a rush to 'get away with' something illicit. It gives you a sneaky feeling of fun. If you're too addicted to this thrill, however, you're going to end up with a self-destructive edge, and you'll end up causing more harm than good to the people around you.

My recommendation is that you **seriously analyze what is going on with you and the current girlfriend**, and see if this is, in fact, a relationship you want to commit to. If not, you owe it to her to let her know if you are unable to be monogamous with her. **Deception is never a part of the Alpha Man's game when it comes to dating.**



## WHEN YOU LEARN THE RIGHT WAY TO TALK TO WOMEN, IT'S EASY...

Women aren't difficult to understand when you mix the right ingredients into your approach and interactions.

Take these three essential ingredients and shake - not stir - into the drink she's been waiting for.

### The Three S's:

-  SELF-CONFIDENCE
-  SENSE OF HUMOR
-  SELF-DISCIPLINE



### WOMAN 1

This young woman has been waiting for the right guy to come along. She's tired of the lame bragging and bad jokes. Can you attract her?

**Strategy:** A well structured story that engages her interest and attraction...



### WOMAN 2

She's been opened by seven guys in the last half-hour. What are you going to say that's different from the other chumps?

**Strategy:** Start with an opinion opener and then transition into building rapport...



### WOMAN 3

She's hot... and she knows it. She's testing you. Do you know how to get past her female bravado and reach the woman inside?

**Strategy:** A few neg-hits and the willingness to walk away - but do you have the confidence to pull it off congruently...?

## LISTEN TO WHAT THEY'RE SAYING ...

"Big Carlos! You should win the Nobel Prize of Peace, for your contribution to the well-being of mankind!  
"I truly believe that the stuff you teach is a lot more important for the peace in our lives and houses than anything else one can learn at school, with our parents, from (the pundits) books and from television.

"What you teach to us is a lot more than 'how to get laid.' I believe that it is a lot more about how to be a man, go for what you want and to get it. The psychological principles you teach to us are the ones that FIRST make us better and stronger men and BECAUSE of that, make us able to get laid more often. I'm not kidding you, man! I teach at a university! You certainly deserve an "double" A++ ... Keep doing the EXCELENT job!" - **N. in Portugal**

### **Review of The Dating Black Book - by TokyoPUA - Fast Seduction 101**

"A good PUA (pick-up artist) I once met said "you have to run it like a business", meaning that you have to be serious and systematic towards your approach to success with women. I would say that like no other book I have read on the subject of women, The Dating Black Book brings together examples from actual business (sales in particular) to show you how to really apply strategy and tactics based on sound knowledge to your pursuit of women..."

"Here is some [of the] miscellaneous cool stuff that you will also find in over 200 pages of this book:

- \* "Top Ten Dating Mistakes"
- \* Availability ^ when and when not to be available, how to schedule dates
- \* Why you don't want to have too many women friends (I'd never thought of or heard this before, but it makes sense how he explains it)
- \* Great explanation on the power and use of infrequent and unexpected reinforcement
- \* How to deal with competition from other guys
- \* The control principle
- \* What women want (a list worth memorizing)
- \* Types of women (good and bad) and what to look for and what to screen against

"In summary, this was a great book that will help you with dating women. To quote one of my favorite highlighted passages from the book, "it is better to regret the things you did than the things that you didn't".

"If you aren't getting all the success you want with women, then not buying this book now could be one of those decisions that you will regret later."

"Thanks for the **Approach Women** program, Carlos. The inner game material on the first two discs sets up the right mindset and expectations for approaches, and the examples on the third and fourth CDs are priceless.

"I've listened to it a few times and already borrowed it out to my wingman who has some serious approach anxiety. We're heading out this weekend to the bars and I hope to see him using the material to get over his internal issues.

"Thanks again for a great product."

- **J.C.**

"Carlos, My biggest fear had always been the approach.

"I have always felt that that fear was holding me back from having a healthier dating life. After hearing your podcasts and reading your blog I decided to jump in with your '**Approach Women Now!**' series.

"That is until I've read your information, Just the other day after reading your seduction book ... I went out that night and attracted 5 women...

"Lately I've felt like the guy just *there* - that night I felt like the **MAN** out to have a good time.

"I haven't "re"-mastered your techniques yet but I will take my power back thanks to your insight and selfless guidance. Thanks Again..."

- **Matt**

"[**The Secrets of the Alpha Man**] is outstanding, and I take my hat off to you, to your expertise, your teaching skills and the way that you are pursuing your mission in life.

"I admire you, and I plan to model a lot of your attitudes and behavior."

- **T. F.**

"**Secrets of Alpha Man**" is the first book that really changed my life. I know, it's a cliché, but for the first time, it's true.

This book tells the truth, without evasive thoughts or a magical system. It's not just a dating program. Actually, is a **Life Program**!

Believe me, I've already read all the kinds of Self-help and Dating books. And I've already lost my hope. But the **Alpha Man Program** is totally different from all the others!"

- **S. V.**

"I just finished **The Alpha Man Program**... My life will never be the same..."

"The material is packed with wisdom, practical truths about being a real man, and the application of these truths to being one of the elite. The information is presented in a clear, mature, methodical manner.

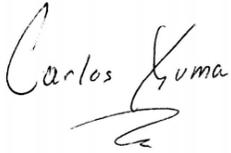
"This is a program for men who are ready for a profound change in their lives. I already know what it's done for mine..."

-**M. L., in California**



# Conclusion

I hope you got some insight from the advice and dating strategies I've discussed here. And if you found this e-book helpful, please send it to your friends and colleagues. Help us spread the wisdom every man needs to hear. Read on for more resources you can use to help you get the success you deserve with women.



**Carlos Xuma** - Northern California, USA

**If you found this information useful, it's only the tip of the iceberg. Have a look at what the Dating Dynamics' programs have to offer...**

## DatingDynamics.com

**The Dating Black Book** - This e-book set covers the dating scene, from meeting women, to your best attitude, to strategies, to how to touch women, to driving up their attraction, to dumping them when you need to move on. Looking for a woman? This book shows you the BIG picture.

**Approach Women - NOW!** - This new CD audio program covers all the ins and outs of approaching women, talking to women, and reading their body language. You'll overcome your own personal fears and learn how to effectively communicate with women, as well as motivate yourself and avoid rejection.

## SeductionMethod.com

This e-book set covers getting laid, from the approach, to your overall strategy, and all the way to the bedroom. Looking for a great sex life? Without having to be a "player" or a "pickup artist?" This book shows you the Method...

## AlphaSeduction.com

**SECRETS OF THE ALPHA MAN** - This e-book and CD coaching covers your inner game, from meeting women, to cultivating complete confidence, to life and success strategies, to understanding what the winners and Alpha Men in life have that you can have, too. Looking for a better lifestyle and inner confidence, as well as more women? This book shows you a map to a more successful **LIFE**.

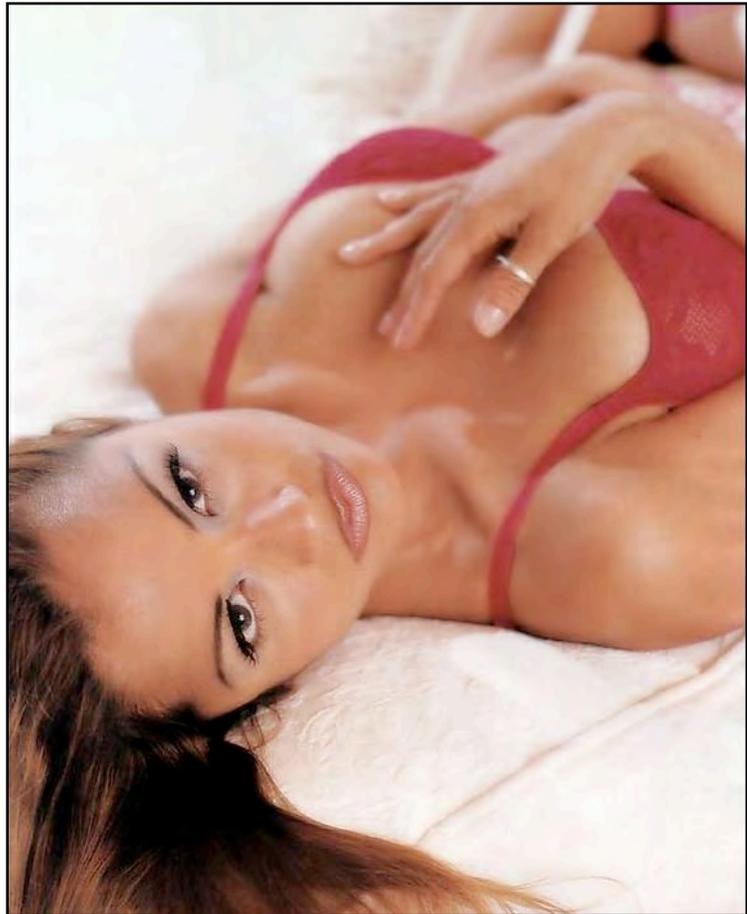
## DATING SKILLS CAN BE LEARNED...!

Don't accept the traditional view of dating and attraction.

How many dates have you gone on where you did everything you were supposed to do (buy her dinner, flowers, drinks), and all you got out of it was a peck on the cheek and an "I'll call you!"

Instead of following the programming of the Matrix, it's time to get your Red Pill and unplug yourself...

Welcome to the real world!



# CARLOS XUMA'S GET A GIRLFRIEND - FAST



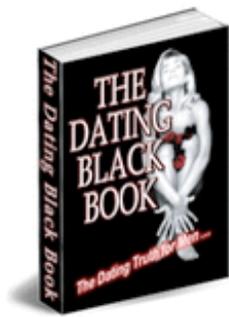
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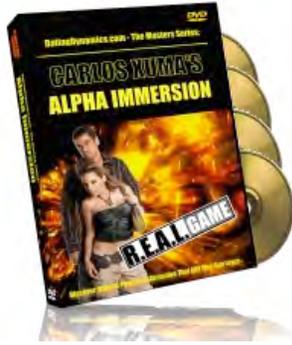
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## COMPLETE DATING ROADMAP



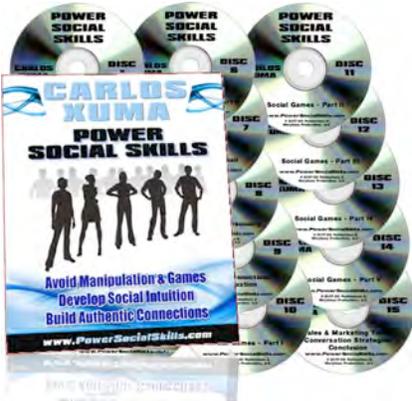
## APPROACH WOMEN - No Rejection



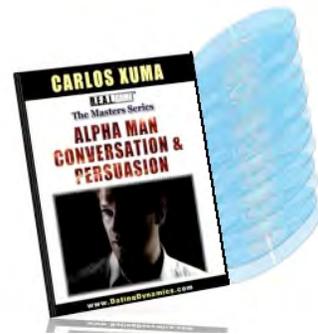
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## ALPHA MALE CONFIDENCE



## POWER SOCIAL SKILLS



## CONVERSATION & PERSUASION

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- J.E. in Georgia

*"...This is more than just a dating guide - it is a collection of priceless information on how to improve one's life in general..."*  
- M.R.

*"...Your stuff is simply GOLD!!" - C.P. in the U.K.*



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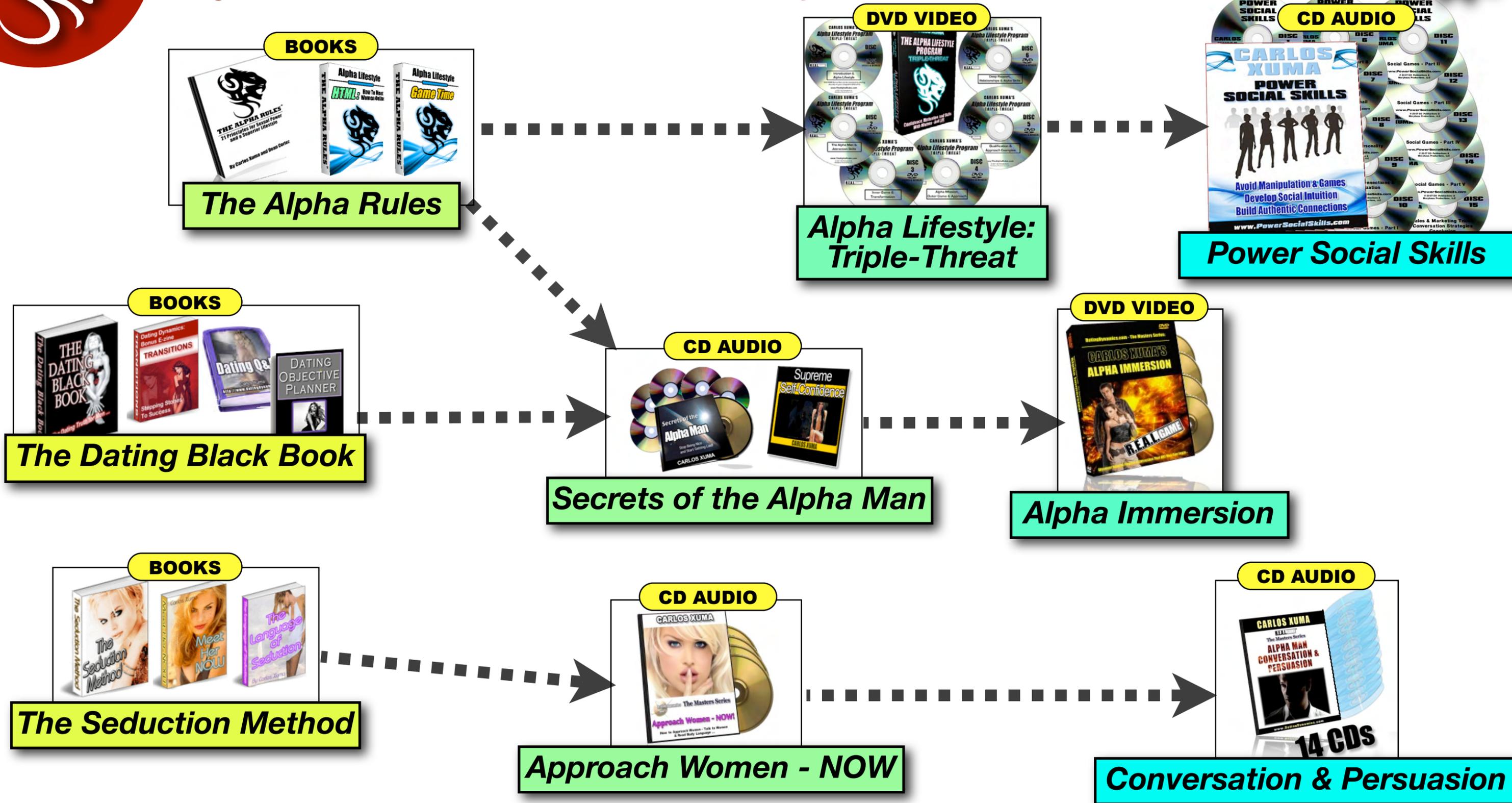


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# **The Dating Black Book**

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**CARLOS XUMA**

**www.datingdynamics.com**

**FREE BONUS CHAPTER**

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*For Shirley ...*

See Things As They **Are**, Not As You **Wish** Them To Be ...

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# PREFACE: The Scorpion and the Frog



One of the great stories in Eastern Philosophy concerns two animals: a scorpion and a frog. The tale goes that one day a scorpion was trapped on the shore of a river, and he needed to get to the other side. He asked a frog he saw swimming out in the water to come get him and take him across. The frog refused. “You are a scorpion,” the frog said. “If I take you on my back, you’ll sting me.” The scorpion said that was foolish, of course he wouldn’t sting him because then he would drown in the river and die, too. The frog thought about it, and agreed that it wouldn’t make sense. He let the scorpion on his back, and then started paddling across the river. When the frog was halfway out, the scorpion stung him. As the frog was dying and they both began to slip under the water, he asked the scorpion why he did it. “It’s my nature. I am a scorpion,” he said. “And scorpions sting.”

The essential interpretation of the story is that every creature has a nature, and you cannot argue against it, or expect it to change. You must accept it for what it is. For example, the nature of my dog is that he will only bark; he will never talk to me in English. To expect otherwise would not only be slightly crazy, but it would leave me disappointed for the rest of my life. I would expect something he could *never* do.

The same is true of our expectations of women. They have a nature, which we are about to analyze and discuss. To argue against these things – to argue against ***the way things are*** – is to cause certain frustration, anxiety, and anger. There are certain traits that people have, and you cannot wish or hope them to be different; they can only be accepted. If someone’s behavior makes you angry or tense, then it is **your** fault, not theirs. You are the one reacting to them.

*Remember to see things as they **are**, not as you **wish them to be**. Be brave enough to face the Principle of Truth.*

# **Introduction**

**You're probably eager to dive into the content, but there is a lot of information in this section that you will want to know. Such as:**

- What will you learn?
- How is the book going to help?
- Why should you listen to this guy?
- Where did this information come from?



**The Victorious army wins first and then seeks battle.  
The Defeated army battles first and then seeks victory.**

- Sun Tzu

I'm going to assume you're a winner. You must be. How do I know? Because you are doing what most men will **not** do: You are seeking to better your understanding of women and relationships. Think about it, women are given all the advantages over men in the area of relationships. They're brought up on a diet of gossip and socialization with their peers to learn how it all works. Women share information freely, and they help each other out.

Men? We're all alone out here, a part of our stoic nature, I suppose. When was the last time you asked a male friend how to handle a relationship situation? And if you have, which is rare, I'll bet the information you got was about as useful as a porno movie featuring Rosie O'Donnell. Men are socialized as individuals, relying on our own wits and wiles.

Here's what we're going to do: We are going to use our male strengths, the way women have used theirs for countless centuries, and we're going to play

## THE DATING BLACK BOOK – CARLOS XUMA

their game by our rules. I'm going to blend in some Eastern Philosophy, some sales and techniques of persuasion, some psychology, and anything else I can find to give you the edge. I'm going to give you tips, pointers, specific things to say, situations, tricks and traps, mental attitude adjusters, inspiration, wisdom from the best, and role models to emulate. This is coming from the **real** world, not another fluffy book in the self-help section of Borders that tells you the way to a woman's affections is through Prince Charming your way into her heart. You don't need to be *feminized*; you need information to make the right decisions and give women what they're really looking for.

I'm going to give you this information you need to make better decisions about the dating relationships you enter. This program will help you understand women, get more dates, and have more success in your dating. You see, **your goal is to date enough women that you will gain more experience, determine what you're looking for, and have the self-confidence to get it.** It's not about treating every dating experience as if you have to find someone to keep forever. (It's okay to date with no purpose other than dating.)

When you date only a few women, as most men do, you fall prey to misconceptions and bitter, downward spirals of attitude, which then crimp your ability to meet more women. When you meet and date many women, you have the ability to learn more about what does and doesn't work, find those traits you desire versus the ones that drive you insane – to take control of your dating experience rather than it taking control of you.

I've tried it all. The good and the bad. I've joined dating services, done the singles bars, online dating, placed personals, and attended speed-dating. I'm here to give you knowledge from experience – 20+ years of dating. I've made many mistakes, and I've had a lot of success. The truth is, I learned more from the failures, so I wrote this to save you some of that pain and give you all of the gain. I feel I have a gift of perception, to see the dynamics that evolve between men and women, and I want to spread this word so that men and women will benefit.

Take what I give you and **own it**. Make it personal and authentic, memorize it, re-write it, and then get to work. Consider this the dojo – the training

## THE DATING BLACK BOOK – CARLOS XUMA

room for the arena you're about to enter. This book will give you the finest martial arts moves on the block. Your Kung Fu will be the best.

*When we're done, you're going to have knowledge that most men will glimpse but never understand. Remember the words of Goethe:*

“Knowledge is not enough, we must apply.

Willing is not enough, we must do.”

And the advice I offer to you:

**If you keep doing what you've been doing, you'll keep getting what you've been getting.**

---

### ***How is this book different than *The Rules*, or other “systems” for attracting women?***

Other purported “systems” for dating women are usually based on a faulty premise – that there is a single rule for all circumstances, and that the man and woman can interact independently of the other. There is no single rule, and male-female interactions are always a **Dynamic**. However, there are many common themes, and these can be understood. I seek to give you the fundamental understanding of the situations you are most likely to find yourself in, and why you are in it. You need to consider the pathology – the deviation from a normal condition – of your circumstances. Once you understand these basics, you can often figure out what to do on your own, using a little critical thinking. Often times, you'll still need an example, and this program provides those as well.

I do not endorse these methods to be used in a blind, religious way. You take the psychology and circumstances of your situation, couple your new

## THE DATING BLACK BOOK – CARLOS XUMA

understanding with motivation, and you will take better actions. Not perfect, but *better*. Dating Dynamics is a system that understands that men and women do not exist in a vacuum. The second you put them together, a very complicated dynamic is created.

### **WARNING:**

I'm not a doctor, nor have I been a therapist or relationship professional. Read this book at your own risk. If you need a degree or certification from an Authority for you to believe what I'm about to tell you, then please save us both the grief and return this book now. I'll refund your money and we won't have to waste any more time. However, if you can understand that the best advice you get is often from a non-professional, someone who doesn't have to follow an institution (which I will add has *never* been able to help men until they reach a mental breakdown, but still has no problem publishing The Rules for women), then please read every word. I promise you this will be an unbelievably insightful and invaluable journey into the world of women, dating, and sex.

Let me be clear, there is nothing wrong with therapists and what I lovingly refer to as the Pundits. They try really hard, but their profession often impairs them. You see, they feel they have to tell you the way it *should* be, rather than the way it **really** is. Oh, sure, we could argue about what Truth is until we join Socrates and Plato for a discussion in the afterlife, but you need tools **now**. Once you fully understand and accept the Principle of Truth, you will be ready to make unbelievable strides in your success with women.



**What is known to everyone is not called "wisdom."**

- Wang Xi (on The Art of War)

### ***Another WARNING:***

You are fighting a battle for control of your thoughts. We live in a decidedly female-centric society. I know, you're all slapping your foreheads and saying, "But men are the violent ones! Men are the cause of all the problems. They beat their wives! They start wars! And women still earn less money!"

Truth check: Statistics and studies (dating back to at least 1978 – See Dr. Suzanne Steinmetz) indicate that men are abused at least as much as women. Perhaps more, since men are afraid of the emasculation of reporting these incidents. Very few of these abusive incidents involve women acting in self-defense.

Truth check: Women control media and markets through their buying power. Who buys most of the books, fiction and non-fiction? Why are there so many chick flicks? Ever wonder how a book with a title like "How to Dump That Jerk Man" can be printed, but if a book titled "How to Understand Female Mood Swings" were to hit the shelves, there would be protests and rioting? Because the book companies are in the business of making money, not publishing information and Great Truths. They do what they're paid to do, by their customers. Women buy most of the books published each year. Consider books on romance. Romance generated \$1.52 billion in sales in 2001, romance fiction comprising 18% of all books sold and 54% of all popular paperback fiction sold in America. Of these readers, 93% were women, and half of them were married. (\*Source: [www.rwanational.org](http://www.rwanational.org) Industry Statistics.)

There has been a distinct shift in American culture, a more feminized approach, if you will. Not all of this is bad, but the parts that delude men into believing that what women want is a man with female sensitivity are complete hogwash. We'll discuss what a Nice Guy is, and why he will not survive for a swim in the next gene pool.

## THE DATING BLACK BOOK – CARLOS XUMA

I can't tell you how many looks of astonishment I get from people when they find out I'm in the dating advice field – from both women and men. They laugh, they test me, and they try to challenge my conviction about why advice for dating is necessary. When I ask them how their dating life is, I hear that familiar silence that screams the obvious: **They're not dating anyone, and/or they desperately want to know how to do better.** Of course most often they rationalize their situation away, as if their current dry spell is on purpose. Yeah, they *want* to be single and sleeping alone. I nod and smile, laughing to myself.

I am on a mission ...

**I want to change your life.**

That's right. I want to change your life – for the *better*. That's why I'm here, and that's why I sweat this stuff every day. I've been there. I've been on countless dates from hell. I've had lonely nights, sitting at home, choking down imported beers and watching "Predator" for the umpteenth time and wondering why I'm not sleeping with a woman this year. I've sat there in teary-eyed frustration, tearing my hair out by the roots as I ask myself "Why? **Why?** Why is she doing this to me?" I've had the extraordinary pain, as well as the extraordinary success, and I'm here to tell you that **success is better**. That alone is worth the price of change, and I aim to provide you with understanding and tools to make it possible. I want you to become an Alpha Man.

I've read the books, every one I could get hold of from the Pundits. From John Gray to Barbara DeAngelis. I learned what I could, but they never really told me the Truth.

Then, it came to me, like Moses stumbling on the burning bush, and it was as profound a religious experience. The revelation was simple, and it was to change everything I thought about dating and women.

*Stop deluding myself by what should be, and do what WORKS. **Results** are all that matters.*

## THE DATING BLACK BOOK – CARLOS XUMA

There is no consolation prize that feels as good as winning. (And, yes, you **can** accomplish this all with integrity, character, and honor.)

So, I went on to more dates, more good and bad relationships, but now something had changed. I was more in control of what I did, and my self-confidence shot through the roof. Women were no longer intimidating to me. I started to share advice with family and friends, and I've been writing on the topic for several years, including articles for web sites, moderating a dating advice forum, and advising other learners through online and email advice.

I started as a student of human motivation and success principles, studying Dennis Waitley, Earl Nightingale, Napoleon Hill, Tony Robbins, and others. I've studied persuasion and psychology, using it for sales. I am also a student of Eastern philosophy – Zen, Buddhism, Taoism, the martial arts, and I've taken a very centered approach that I think you'll find refreshingly clear. No weird crystals, chanting, or meditation mantras. Just the Truth, friends. Dating is an indirect art, and you'd be amazed how well Eastern wisdom addresses this.

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Let me tell you what this book is **not**:

This is not a get-laid-quick strategy, like other speed seduction programs offer. I'm not here to tell you how to get fast sex through hypnosis. (Oh, but don't worry. You'll get laid sooner and more frequently than your old way!) This isn't a con, a fad, a hustle, or a manipulation game. I'm not going to show you how to manipulate or harm women.

I'm here to show you how to win the relationship game for you **and** the women in your life for that critical first few months of dating. I'm here to show you how to reclaim your masculinity and self-esteem, and in the process improve not just your dating, but also your life.

Dating is a *dynamic*. It's not just one man and one woman acting in isolation; it's a dance and interaction of two separate personalities, and when this happens it becomes infinitely more complex than most people are aware. Every situation becomes unique, and every inter-relation is an opportunity to learn.

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Once you assimilate the concepts that I will pass on in the Dating Dynamics program, you will gain the foundation for life-long success with women. I can't give you the answer to every situation, but I can give you the critical success factors and an understanding of the fundamentals.

This book does not paint women in a bad light, as evil, or as an adversary. In truth, women are your allies, or you wouldn't be out there in this game. Women are a blessing, and a wonderful *addition* to our world, if you can understand that they are not a cure for everything wrong in your life, including your loneliness. Nor are they the center of your life.

Women are wonderful, and they are fallible. They are no better or worse than men. They are human, just like us, and they are also different than men, both physically and mentally. Through the concepts covered in this book, I believe you will find them much less intimidating than before, and you'll see that those differences can also work to your benefit.

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### ***How To Use This Book***

This book is a reference manual, and you should treat it as such. When you go on a meeting or a date, you read the sections that help you keep your goals in mind. When things aren't working, you come back here to find out what you may have done wrong.

Read this book at least four or five times to become familiar with the content. I repeat critical concepts several times, but you should still go through it several times over. Print it. Read it actively, which means to have a highlighter and a pencil in your hand the whole time. Use those sticky flags for areas of importance. Scribble notes in the margin. I'll tell you this several times: Be sure to keep a journal of your experiences going so that you can learn along the way. You'll find your own valuable insights as you start to use your noggin and critically think about how you interact with women.

Most men date women with brute force, meaning that they do what they want, never really thinking about if it works or the affects of their actions. The

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Alpha Man will always use what he knows, observe the results, and *think* about his next step.

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You need to embrace and seek out change in your life, or you will not achieve the things you are capable of. This material works, no exceptions – ***if you learn it and use it***. It's worked for me, it's worked for countless others, and there's only one more thing you have to do to get it to work for you:

### **Get a little bit pissed off.**

Most changes in your life didn't occur until you got disgusted enough to do something about it. That's where real change happens in your life, when you finally say enough is enough. I'm sick and tired of this, and it's got to change. That's a life-changing moment, when you put your foot down and get just angry enough to do something to get what you want. Anger, frustration, and all the other passionate, energizing emotions are the fuel for change. Use it for your advantage.

Let me give you one bit of advice that will stand the test of time:

**Take no advice from anyone who isn't doing the things you want to do, or living the life you want to lead.**

A previous manager of mine in the financial services business once said, "You know, whenever I go to get advice on how to make money or invest, I go looking for the guy with the big pile of money. And I listen to *him*. Not the bankrupt discount broker in debt up to his ears. *I listen to the guy who has what I want.*"

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Think about it: If you want to learn Martial Arts, you go to a dojo and learn from a black belt. If you want to learn how to drive an eighteen-wheel truck, you go to a school where they teach it. So you need to go talk to men who get women, then you need to do the things they're doing and behave like a man who gets women. I've got that experience, and I'll share what I have, and you should look to find others, too.

You may not be able to change the world, but *you can change yourself*. Don't confuse getting what you want from life as a betrayal or insincerity to your character. Remember, without a plan, you're really saying: "I'd rather keep screwing up than take the risk of changing."

**How alive are you willing to be?**

# Getting Started – Understanding Relationships

Let me begin by saying that I believe that Darwin had a lot on the ball. Even if evolution isn't the **primary** determinant in the progress of a species, it sure as hell makes sense to me that *those who adapt and learn how to thrive in an environment will survive and get to influence the next generation*. There's no heresy there. Those who win the wars get to write the history. Those who live on, get to leave their legacy, in many different ways.

Women and men are different, but not so different that we can't understand each other. Our physical forms haven't had to evolve much over the years to accommodate survival (last I checked, I didn't have claws or night vision), but we have had to evolve our way of *thinking*. Our brains developed to facilitate reasoning on many levels, and the teaching we passed on would have to evolve as well. What we think about ourselves, our world, everything, evolved from previous ignorant assumptions. In short, society as well as parents taught our children the skills/beliefs they needed to survive. What works (i.e., gets results) is used.

I believe women are who they are and behave the way they do because of both biological and societal evolution. It's emotionally based, in many cases, and it's irrational. But, it **can** be understood, and that means that it's really an *irrational* logic. It makes sense in its own context. It's not guy logic; it's girl logic.

Women are not like men in their thinking about sex and relationships. You need to accept this Truth. Too many men spend their entire lives trying to "figure out" women, or understand them. You don't need to understand, only accept them as they are and take it from there. Once you observe female behavior and stop trying to put it into **your** terms can you move beyond the behaviors that have held you back.

The things I'm about to tell you will give structure to a concept that was once foreign to you: women, dating, and relationships. I will do this by teaching you techniques and styles of handling yourself that will enable you to develop your skills.

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In the first stage of dating, the most unstable time, between meeting a woman and your tenth date, you are in an extremely hazardous region. You need structure and method to navigate these treacherous waters. Later, however, if you find you do want to evolve a relationship with a woman, you will have to give up some of the artifice, and progress to a more intimate bond. Some of what I will teach, though, must be used for as long as you stay with a woman, beyond marriage to the end of your days with her.

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### *It's All Sales ...*

To participate in life, you must be a salesman. Not the slimy kind you see skulking around a used-car lot, but the icons of the trade that know that the only way people will buy what's good for them is to be **sold** on it. The best salesmen know that they have to **believe** in their product and know it inside and out.

*Everything you do in life is sales.*

*The product? **You.***

When you pitch an idea at work, you're selling yourself. When you go to a job interview, you're selling yourself. When you try to make friends with a dog or a cat, you're selling yourself. And when you go into the singles world and find women to date, you are selling yourself in the most extreme manner. (Take a look at anybody who's married, and just try and tell me one of them didn't sell the other one.)

So remember that human persuasion is nothing more than a very complicated sales pitch. Dating requires you to believe in your product **absolutely**, or your sincerity will not be enough to carry the day.

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### THE PRINCIPLE OF TRUTH

In the introduction I hinted at something I call the Principle of Truth. Simply stated, the Truth is the bottom line of **results are all that matters** and **don't argue with reality**. Nothing else really matters, in the end. If you want a date with Fantastic Redhead, and you fail to get it, you didn't get it. End of story. You can tell yourself clever fictions about why she didn't go out with you, like her childhood had been traumatic and that led to her shyness and inability to commit. But in the end, you have to deal with the results you got. Some guys will sit there for days trying to argue their way through her thoughts and never get anywhere, driving themselves crazy and obsessed the whole time. You'll be tempted, my brothers, to find exceptions to what I tell you, or find some reason why this girl is *The One*, if only you could find a way to *make* her see it.

*Don't go there.*

You do what you can with what you've got, and face the reality of the results you get. Use these results to improve, adjust your course slightly, and you **will** get what you want. Guaranteed. If your conviction is strong enough, you'll be able to stand up to the constant barrage of negativity that the world gives you. **Believe in something.** I believe in the information I'm going to pass along to you, and I'm willing to evangelize for this cause. I'm not a fanatic, blind to other information or opinion, but I put a stake in the ground and decided this is where I'd start.

In Buddhism – as well as a great many other religions and philosophies – self-illusion is seen as the basis of all man's suffering. All pain can be defined as wanting things to be different than they really are. The answer to this anguish? **Acceptance.** You must face *what is*, not *what you want*. (Or *what should be*, as the Pundits will mislead you.)

*An example:*

Joe goes out to a bar. He walks up to Janet and starts talking with her. He proceeds to tell her all about his car, his house, his salary, himself, yadda yadda yadda, for the next ten minutes. When he's ready to go, he asks her for her phone

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**Don't be the man sitting in front of the fireplace who says, "First you give me heat, and then I'll give you wood."**

**Life doesn't work that way. Pay the price of success, and it will be yours.**

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# **The Dating Black Book**

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**CARLOS XUMA**

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