

The 6 Fundamental Biological Attraction Switches

In this article I'm going to teach you literally exactly what women are biologically programmed to be attracted to and WHY.

Then I'm going to teach you how to implement these biological attraction switches to assist you in transforming your dating life.

Lets start from the top.

Do you remember before you began this journey, you thought woman thought the exact same way you did.

You used to think that romantically they were interested in the same things as you.

So you thought. "I like woman who are attractive, empathetic, who like the same things I do and so on".

You did not really consider that they place different qualities as more important than what you do.

And you don't really consider this until you start to really think about their behaviour and try to determine why they make certain romantic choices.

And these choices do not follow your current theory of what makes a person desirable to the opposite sex, in a reproductive sense.

This is a highly complex topic. However at the bare bones, a woman is attracted to qualities that articulate your survival and replication value.

However some of these qualities have been skewed in our modern era, due to the fact that society places certain qualities as more valuable.

Woman are highly adaptable. And society as well as evolutionary psychology play a large role in what woman find attractive.

But most of their base instincts are the same as they were ten thousand years ago.

So today I will focus more heavily on the evolutionary side of female psychology.

Now, can I cover everything there is in this field in a single article? Absolutely not.

It is a huge field. And I believe we have only scratched the surface.

But I will cover some of the important parts of evolutionary human sexuality so you have a greater understanding about why men and woman make the choices they do.

So, I need to quickly delve into a little bit of biology to help articulate my point.

Female Evolutionary psychology and Sexual Reproduction

I want you to think about humans from before the modern era.

Human beings are animals.

On top of that, we are life forms who use sexual replication to continue our lineage.

which means we join our genetic code with another individual of our species to increase genetic diversity.

Now, when it comes to sexual replication, we want to assure our genetics will have the highest chance of survival into the next generation and beyond.

This means we are selective with who we produce offspring with in order to join our genetics with the most suitable partner.

And our potential mates are also selective for certain traits which would improve their offspring's survivability.

This also means men and woman select for different traits in order to assure our offspring survive.

Women tend to be a lot more selective of their mates because they are only able to produce a certain number of viable offspring during their lifetime. And for 9 months they become more vulnerable to potential threats.

These children are the ONLY chance a woman has to pass on her genetic code, and passing on your genetic code SUCCESSFULLY is literally the definition of whether an organism is successful.

Think about it, You are the last of an unbroken line of successful reproduction that began 2 billion years ago.

Are you really ready to break that line and let your lineage become extinct like the other 99.99999999999999% of other organisms that ever lived?

Didn't think so.

Men have much less investment to make when it comes to producing offspring, they have unlimited time to produce viable offspring and they can make as many as they want.

Logically, the only thing stopping a man from producing unlimited offspring is the viable options that are available.

Can you now see why woman are a lot more selective with who they reproduce with?

This being said. Reproduction is one of the strongest instincts humans have. So as selective as woman are, They want to and they WILL reproduce (or in this context, at least have sex).

The only things that truly matter for a living organism: survival (safety, food, water, shelter) and reproduction (passing on genetics to the next generation).

So if you are one of those people who believe woman don't want to have sex or don't enjoy it.

Just remember, it's a base instinct, and they are driven to have sex, just like you.

It's one of the strongest unconscious urges humans have.

Because reproduction is one of the core human instincts, Every time a woman interacts with a man, she is unconsciously, or consciously assessing his sexual viability.

We do the exact same thing. However, due to the fact that we need much less investment for a mate to be viable. We literally make a decision on the spot based on her physical attractiveness, her age and health.

When it comes to men, we are much more selective of a woman we decide to assist in raising offspring with (if we decide to stick around and assure the child survives to sexual maturity).

More on that later.

For woman they take a longer time to assess whether a man is viable. They watch his behaviour, his age, where he sits in the social hierarchy, his health, fitness etc (much more on this later).

now onto child raising dynamics.

Still we want to be thinking about humans ten thousand years ago. Living in small tribes.

Humans are sexually dimorphic. Men are much stronger, more physically fit and physically larger than woman.

In ancient times, woman relied on men to protect them.

However, woman are much more socially intuitive then men.

It astounds me sometimes how socially intuitive woman are. I'm still often surprised by their natural understanding of social dynamics. Certain concepts I took years to get a strong grasp of, some woman are just naturally aware of.

Now not all woman are highly socially intelligent, but on average, more so then men.

And this makes sense. If a woman was not accepted socially in the larger society back in the day, this would mean certain death and an end to her genetic line.

So it is literally a matter of survival that she is able to conduct herself in a socially savvy manner.

Now this is not an issue anymore obviously, however this trait still exists today, and woman tend to care a lot more about social acceptance then men.

It is literally a survival strategy. So next time you are annoyed your girl cares so much about what her peers think, remember, it's an instinct.

This is also why de-validation is such a strong emotional spike for woman.

So think about it, the next time you go out of your way to get validation. That is inherently a feminine trait. Validate yourself. And you will be free.

Mating Strategies.

There are many different mating strategies men and woman can take to assure their genetic line is continued.

I will cover the major strategies here. However, just know, As long as a strategy assures continuation of an organisms genetic code. It is a successful strategy.

Lets cover men first.

Men have 2 major options for replication.

They can either impregnate many different woman and hope those woman and children will survive without a father present. The thing is, he needs to have high reproduction value to pursue this option or his genetic line will end.

Or He can choose one mate to produce multiple offspring with and assist raising and providing for the children until they reach sexual maturity.

This option doesn't require as much reproduction value, and doesn't have the opportunity to produce a large number of offspring or have a high level of genetic diversity in his offspring.

However the small number of offspring he does have, individually have a higher likelihood of survival to adulthood due to his providing for them.

Both strategies are viable options for men and have been successful throughout human history.

Woman have somewhat similar choices.

They can either mate with a provider, and raise their offspring together. However this would usually result in having children with lower reproduction value as she herself chose a man with lower reproduction value, hence his mating strategy, but have a higher chance they will survive to sexual maturity.

Or she can mate with a man with higher reproduction value then find another man more likely to provide for her to assist in raising the other mans offspring. This would result in having children with a higher reproduction value. However there is a chance she may not find a man to care for the children, thus decreasing their chances of survival to sexual maturity.

Again, both strategies are viable, one giving the children the highest chance of surviving to sexual maturity and the other providing the children with more desirable genetics, giving them a higher reproduction value, increasing their chance of reproducing. This is also why women are more likely to have sex more rapidly with a man with higher reproduction value.

The 6 Biological attraction switches

Okay, now that you have had a quick recap on evolutionary psychology and sociology.

What are women looking for in a potential mate?

There are 6 categories of biological attraction switches for women. All women are looking for a mixture of all of these traits. However whether she wants more of each category really depends on personal preference, her age, current stage of life, emotional state, societal norms, role models and general psychology.

Remember, it all comes down to survival and reproduction.

These are a broad spectrum of traits and behaviours which demonstrate a man's ability to produce sexually successful offspring as well as traits that will increase their chances of survival. Thus more likely to continue her lineage through future generations.

However, you do not need all of these traits to be successful with women, some women will place larger importance on some of these traits over others. But the more of these traits a man possesses, the more likely he is to be successful with women.

These traits are: general health and fitness, social status, pre-selection, trust and congruence, ability to provide and emotional relevance.

General health and fitness

This should be obvious. A healthy mate provides evidence her children will be less likely to die of disease and live a longer life (thus longer time to reproduce).

A higher level of fitness shows you are able to physically dominate the world around you. In ancient times this was hugely beneficial in terms of assisting in hunting, overpowering other males and protecting his offspring.

When someone is obviously fitter, this translates to a longer life.

A man can take advantage of this "honest signal" in the modern world by going to the gym, eating a healthy diet and assuring he has adequate hygiene and self grooming practices.

Social status, authority and position on the social hierarchy

This is one of the most important attraction switches in women. In all societies there are hierarchies. Those who are higher up tend to have more power, influence and resources. They create social bonds more successfully and exhibit behaviours which allow them to influence those around them to assist them in achieving their goals.

Women tend to assess a man's positioning on a social hierarchy, primarily from his behaviour when interacting with her. She will also assess how people treat him and how he treats others in his social circle or in the environment.

Luckily you can learn to demonstrate behaviours that imply social status. These behaviours tend to be the same behaviours which women would call "confidence" because that is essentially what it is.

A man who has high social status tends to be un-phased by the opinions of others, unafraid to express himself authentically, he isn't afraid to speak his mind, take control of social situations, hold strong eye contact, speak loudly and with conviction and he is nonreactive to others in his environment. He is abundant in social bonds and isn't afraid to go for what he wants. He doesn't question his value in relation to another person as he unconsciously understands he is

a man of value.

Now, I can only explain a couple of esoteric concepts here, as if I was to begin giving examples of every behaviour associated with social status, it would become a 1000 page novel. Just understand, many of the behaviours taught in the “dating sphere” are behaviours that imply social status.

It's funny, often when a woman says she is attracted to confidence. What she's really saying is she's attracted to men who exhibit behaviours implying he is higher in the social hierarchy than herself.

Pre-selection

I Cannot overstate the power of pre-selection.

The most simple explanation of pre-selection for those who don't know: it is essentially evidence that a man is already “selected” by women. That women are attracted him and see him as a man with high reproduction value.

Pre-selection can be expressed through explicit means: ie. she sees a man with other women who are obviously attracted to him.

Or implicitly: through his behaviours or the stories he shares.

Women are highly influenced by their peers. And if she sees evidence that other women have decided a man has replication value and are actively pursuing him, she is more likely to compete with the other woman for access to more successful genes. This also plays into the trust category as it provides her with default familiarity with her potential mate.

What kind of behaviours imply pre-selection: being unafraid to offend or tease, challenging her, genuinely assessing whether she meets his standards, escalating correctly.

Okay again, this list could go on forever, these are just a couple of really simple examples of behaviours that imply pre-selection.

And just as important as it is to imply pre-selection when interacting with women, you should make sure you are not implying the opposite. Some of these unattractive behaviours include: being needy, supplicating, over-complimenting, not having boundaries, qualifying yourself, talking about how girls don't like you or friendzone you etc. seriously, cut that shit out, understand when you are exhibiting these behaviours, you're literally telling her biology not to mate with you.

Congruence and trust

For a woman, being able to identify if a man is being honest or not can potentially be a matter of life and death.

This is why women are really good at picking up subtle cues in our behaviour that may be imply we are being incongruent.

A woman needs to trust a man to know he will not just leave her while she is raising a child. As men make a much smaller investment in reproduction, they are technically able to be just as successful re productively if they just mated with as many people as possible and just moved onto the next.

This is why a woman needs to trust a man. Since men have the ability to lie, woman have evolved to be more acute at noticing inconsistencies in behaviours, and indicators of deceit. Obviously they're not perfect, but more acutely aware than men.

Women will also incessantly test a mans congruence to see if he is exactly the way he is presenting himself to be. She needs to know the man will stick around and help her raise the baby and provide resources they need to survive.

Congruence at it's simplest form is when your thoughts, words and actions are aligned. Women are highly adapted to identify deceit.

Lets use a well known example to explain what incongruence looks like.

We all know the “nice-guy” meme right? A guy who acts nice in hopes it will get him sex. He puts on the façade of a guy who respects her and has no intention of ever having sex with her, but in reality he is exhibiting all of these behaviours in hopes that it will get him sex.

Women are repulsed by this behaviour, and it is inherently creepy. Often when a woman calls a guy creepy, it is usually because she feels the guy is being disingenuous in some way, putting on a façade to act like somebody he is not.

Another really simple example of incongruence is when a guy is feeling super low energy, but will attempt to put on this façade of super high energy because he feels it is more likely to make a girl respond positively toward him.

It is likely she will feel something is off with this guy and blow him out. It is important to just own how you are feeling. In that instance the guy would have had a much better chance of sparking attraction with her if he just went in with the chill energy, which was congruent to his current state.

Women can't help but to be attracted to congruence, and it builds a shit load of trust, which is really important when it comes to actually establishing intimacy at some point.

The ability to provide

This one is simple: does the man have the ability to provide or the potential to provide in the future for their offspring.

The major attraction triggers here are Purpose, passion and progression.

It's funny, a lot of men assume women love men with money, but the truth is, only a small number of women are actually sexually aroused by a mans actual resources.

This is because the ability to acquire a vast amount of wealth is a relatively modern concept. And women did not evolve this desire for assets. This is more of a cultural phenomena.

In pre-historic times, a man was unable to acquire more resources then he could physically protect himself.

What women are attracted to is a mans ability to consistently acquire resources when needed.

It's the behaviours that come with men who are highly ambitious that are attractive. A man who is on his purpose, has passion in his life and the drive to progress in whatever endeavour he decides to take on.

Emotional relevance

Women experience the world around them through emotions. They experience a much wider variety of emotions and each to a much greater extent then men.

When women experience a heightened emotional experience in a mans presence, they cannot help to feel attracted to him. If a man can give a woman a wide range of emotions, that “emotional roller coaster” of positive and negative emotions, this will make him much more relevant in her reality.

Feeling emotions, whether positive or negative, will be highly stimulating for her. Causing a more pleasurable experience in his presence. This trait shows huge amounts of reproduction value as it would mean if she had male offspring they would be more likely to also be more emotionally stimulating.

It is funny, when asked what she finds attractive, often women will respond with “If he makes me laugh.”

A majority of guys will hear this and assume, "okay she likes a guy who is funny, or has a good sense of humour" and if you logically expressed that to her, she would probably agree.

But this is actually incorrect. What she's actually saying is: “I like a man who can spike my emotions.”

If you've watched any guy who is good with women, you'll see girls in his presence uncontrollably giggling, laughing,

spluttering, hitting him, smiling from ear to ear. this is because he is successfully spiking her emotional state.

Understanding how to spike a womans emotions is one of the most important verbal skill sets a man can acquire when it comes to building tons of attraction very quickly.

and we dive very deep into how to spike a womans emotions effectively in the "Verbal Attraction" section of the video course.

In conclusion

Every woman will place a different level of importance on different qualities, and depending on a woman's preferred mating strategy she will be more attracted to certain qualities over another

That being said. ALL woman are attracted to men with high replication value.

And when it comes to improving your success with woman, if you are struggling in this area of your life you are most likely lacking in one or more of these categories. causing women to dismiss you as a potential mate.

When it comes down to it. Most of the behaviours that women find attractive imply in some way either social status or pre-selection when you break it down to the most fundamental level.

For instance: acting in a non needy way communicates indirectly to her that you have no need to chase her and you don't NEED to mate with her, implying you have many high quality women in your life, implying "pre-selection"

Also, being un-stifled unafraid to disagree and tease implies you are not threatened by her social status or reproduction value, implying you are of higher social status or that you have experience with women of her calibre.

When you speak slowly, loudly and with conviction, this implies you are used to people listening to you and are not afraid of being heard, implying social status.

Now, When I am expressing this, I don't want it to put you in your head and make you neurotically attempt to assure every little sub communication you are expressing is implying high reproductive value.

As worrying to this meticulous detail is, in itself, supplicating, which is inherently repulsive behaviour.

Start learning this skill set, one behaviour at a time.

begin to remove bad behaviours and habits that you have learned over years of toxic mindsets and poor role models. And begin to change these habits and behaviours to assist you in achieving what you actually want in life.

The true path to absolute social freedom is learning a mixture of behaviours which will assist you in achieving what you truly desire, unlearning bad habits and implementing powerful mindsets which when deeply ingrained into your psyche will translate to attractive behaviours as well.

All of the above is covered in great detail in this video course. so take note of the lessons you are taking on, we will now dive into the female psychology section of the course, to go greater into detail about the 6 biological attraction switches.

Now, again, I have to reiterate before I wrap up this article. should you be thinking about these attraction triggers every time you interact with a woman?

ABSOLUTELY NOT.

The less you are actively thinking, the higher the chance you will have of expressing your most attractive self. And worrying too much about being attractive is inherently unattractive.

I understand that this whole endeavour is a paradox. But there is only a certain amount of nuance I can express in a single article. Mastering your mind and behaviours takes time.

As for everything you learn in this course, you need to implement what you learn, practice it to competence and then

LET GO of what you learned.

But I am getting ahead of myself. everything will make sense, the further along you progress in this course.

Now move onto the next video, I'll see you there.

Ben Sterling.