Evidence of success Patronage based on efficacy Market for Receives payment specialists Efficacious services Reputation for efficacy Private performances Mate infidelity Assists with uncommon/serious problem Possesses secretive knowledge Knowledge domain is not widespread Reputation for selfishness Narrow specialization Knowledge Multiple mates restrictions Knowledge distributed/multiple experts Model specific Mate access for expertise Wealthy Costly initiation **FALSE** Sexually attractive Provisions mate Knowledge domain is widespread **TRUE** Ornamentation Access to Experts collaborate Expert teaches others mates Evidence Parental investment Hierarchy w/in domain of expertise Charismatic Public performances Reputation as good parent 50 Costly ritual 100 Assists with a common problem Costly lifestyle Expert purchases knowledge 150 Intelligent Prestige Anti-prestige/low status 200 Mate & kin Broad generalist Influential outside of area of expertise provisioning Mate fidelity Shamans & lower class Cares about reputation Deference Experts compete Others seek proximity to expert Prestige & information goods Reputation for generosity