

# THE UNCHAINED MAN



FULLY  
REVISED,  
UPDATED, AND  
EXPANDED  
EDITION

## THE ALPHA MALE 2.0

MAKE More Money, GET Better with Women  
BE More Happy, LIVE More Free

**CALEB JONES**

# **THE UNCHAINED MAN**

**THE ALPHA MALE 2.0**

**FULLY REVISED AND  
UPDATED 2ND EDITION**

**BY CALEB JONES**

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# Table of Contents

Happy-Fun Disclaimers.....	vi
Introduction To The Revised Edition .....	viii
<b>Part One: The Alpha Male of the 21st Century: The Alpha 2.0.....</b>	<b>1</b>
1 – The Five Traits of the Alpha Male 2.0.....	2
2 – How to Accomplish Long-Term Happiness .....	30
<b>Part Two: Your Enemies .....</b>	<b>51</b>
3 – How Society Programs You and How to Overcome It.....	52
4 – How Your Obsolete Biology Limits You and How to Overcome It .....	72
5 – The Six Societal Values.....	83
6 – A Masculine Man In A Feminine World .....	100
7 – The Collapse of the Western World.....	108
<b>Part Three: Your Life .....</b>	<b>124</b>
8 – The Seven Key Areas of Your Life.....	125
9 – Your Key Weapons Against Societal Programming.....	137
10 – Formulating Your Personal Code .....	154
11 – Discovering Your Vision .....	164
12 – Finding Your Life Mission .....	171
13 – Setting Societally Independent Goals .....	194
14 – How to Effectively Manage Your Time .....	203
<b>Part Four: Your Women .....</b>	<b>227</b>
15 – Overcoming Your Sexual Programming .....	228
16 – The Hidden Ways Women Differ From Men.....	262
17 – Relationship Types.....	278
18 – Alpha Male 2.0 Relationship Techniques .....	292
19 – Alpha Male 2.0 Girlfriends and Marriage .....	313
20 – How to Become Externally Attractive to Women .....	327
21 – How to Become Internally Attractive to Women.....	336
22 – What About Sexual Marketplace Value?.....	350
23 – Abundant Sex That Makes You Happy.....	355
24 – How To Get Sex Whenever You Want .....	365

<b>Part Five: Your Money.....</b>	<b>379</b>
25 – Work That Frees You .....	380
26 – The Alpha 2.0 Business .....	396
27 – Profit From A New Business In 90 Days Or Less .....	410
28 – Getting To High Income Fast.....	419
29 – Dominating Your Finances to Maximize Your Lifestyle.....	431
<b>Part Six: Your World.....</b>	<b>448</b>
30 – The Golden Lining.....	449
31 – Internationalizing Your Life .....	462
32 – Freedom On Steroids: Five Flags .....	474
<b>Part Seven: Your Realm.....</b>	<b>483</b>
33 – When (And When Not) to Have Kids .....	484
34 – Raising Kids As An Alpha Male 2.0 Father .....	501
35 – Maintaining Maximum Physical Energy.....	522
36 – Getting Out of the Box.....	537
Afterword .....	545
Further Information .....	547
Glossary of Terms and Acronyms .....	548
Acknowledgments.....	551
Footnotes/Sources .....	553

# **Happy-Fun Disclaimers**

## Disclaimer 1

While this book will be extremely helpful to you in building a new, powerful life of freedom and happiness, there will be statements and concepts within that may make you angry. You may even perceive these statements as a personal assault upon you, your relationships, your beliefs, or your life choices. This will be especially true if this is the first time you've been exposed to these concepts. I'm telling you this in advance. There. Now you can't say you weren't warned. Read on at your own risk.

This book is about facts and systems. Any controversial fact given in this book has its source referenced in the footnotes, so if you don't like the fact, go yell at the fact; I'm just the messenger.

Nothing I say here is an attack against you, your current relationship, your current business or career, your political or religious beliefs, or any decisions you've made up until now. If you view anything in this book as such, that's your own interpretation and not what was intended.

## Disclaimer 2

This is a book for men. If you're a woman, you're certainly invited to the party if you're curious, and many of the chapters can apply to both sexes (yes, I use the term "sexes" since the word "genders" inspires too much irrationality). Just remember that this is a book written specifically for guys. Keep this in mind if anything you read in this book offends you, which it is likely to do, or doesn't make sense to you, because it was written for a man.

Remember that, if you're a woman, at any time you are more than welcome to put this book down and go read a book or website written for women, of which there are more than enough.

That being said, over the years I have been pleasantly surprised at the number of women who enthusiastically support the concepts and structures this book outlines. You ladies give me hope.

## Disclaimer 3

I am not an attorney. I am in no way qualified to render legal advice, and no advice in this book should be considered as such. While I will not be

recommending anything illegal, laws vary greatly from region to region. Please check with a local attorney before attempting any relationship, business, or tax structures described in this book if you have any questions or concerns.

#### Disclaimer 4

All names of non-famous individuals used in this book have been changed to protect anonymity.

## Introduction To The Revised Edition

Damn. How fast times change. And if you're an Alpha Male 2.0, for the better.

This book took me two and a half years to write. It is the greatest and most important book I've ever written (I've written eight so far) and it's unlikely I'm ever going to write a book this important in the future. This book is my opus.

I wrote the first version of this book circa 2012-13 and published it in 2014. It was an experiment that I wasn't sure was going to work. This book was the first time I combined the long-running business topics I had mastered as a business owner, business consultant, and investor for 20+ years, along with the dating and relationship topics and strategies I had been mastering and writing about on the internet under the internet avatar "Blackdragon." I had no idea if the meshing of these two very different topics into an overall lifestyle model would have any resonance with any men outside of me.

The whole project might have been a big waste of time.

Fortunately, it not only worked but worked far better than I could have anticipated.

Alpha Male 2.0 has become a worldwide phenomenon, with millions of men who have used these lifestyle models to improve their happiness, freedom, incomes, and dating/relationship lives. Instead of a nice little side income for myself (which is all I really wanted from this in the beginning), Alpha Male 2.0 has become a multimillion-dollar business empire for me that grows every year. It became so profitable that I actually started backing off on one of my primary companies (my business consulting) to devote more time to it several years ago.

Since the publication of the original version of this book we have launched multiple new books, online courses, live events, web services, coaching services, and online communities, all devoted to improving men's lives via the Alpha Male 2.0 lifestyle. I now get stopped in airports and other public places all over the world by men who recognize me and whose lives have been improved by these lifestyle models. I've even worked with a few celebrities using these techniques.

Crazy. Honestly, I wasn't expecting this. But I like money so I'll certainly take it.

2012 was a long time ago though. The world has changed radically since then, mostly for the worse, just as I predicted it would. Economies have worsened, relationships between men and women have become more difficult, governments have become more authoritarian (even before the pandemic), many big corporations have become more powerful, all-encompassing and malevolent, new wars have broken out, and crime and civil unrest has increased all over the Western world.

People have also gotten worse. Westerners, Americans in particular, are now utterly and irrationally consumed with politics in ways they weren't just ten years ago. Most men are now weaker, more scared, angrier, and have lower testosterone now than perhaps all of Western history. And they're getting worse. Pop culture now (movies, TV shows, comic books, novels, music, etc.) is pretty much unconsumable with rare, isolated exceptions. I stopped going to movies completely in 2017 despite that being a huge part of my life since my childhood.

In addition, since 2012 I have traveled the world to almost 100 different cities all over the planet and have spoken to thousands of other Alpha Male 2.0s or men who aspire to be. I've listened to their stories and received their feedback as well as their techniques. I've gained a lot of valuable data.

And of course, I've grown myself. In the last decade, through my various Alpha 2.0 businesses, I've advanced my income to levels so high they are now literally beyond any financial goal I've ever set for myself. My dating/relationship life has hit a similar level. My typical month in my woman life is something that would stagger my imagination back in 2012, which is saying a lot since my dating/relationship life in 2012-13 when I first wrote this book was a dream come true.

My personal freedom and opportunities have also hit new highs due to various systems such as Five Flags (which is location independence on steroids), legal tax reduction, outsourcing, OLTR Marriage, joint ventures, moving out of the Collapsing USA, and various other new (or newly improved) strategies, all of which I will describe in this book.

On top of all that, technologies that didn't exist in 2012-13 are now a normal part of our lives. Cryptocurrency, AI, remote video meetings, and so on are now tools I use daily and you probably do too. These things have opened up a whole new world of possibilities for maximum masculine freedom... and some dangers too.

With all of these changes in the world, all of this new data from many of you, and many new things I've learned over the last decade, I realized it was time to update my most important book.

Don't worry; it's still the same book at its core. None of the core concepts have changed, and are even more valid and needed today than they were a decade ago. Alpha Male 2.0 has moved from a superior but optional lifestyle to something that is essentially required for the happiness-seeking man today. This newly updated version is "all the good stuff that was there plus more."

I have gone through every word, every sentence in this book and re-written every chapter, keeping only the parts that didn't need to be updated, and updated all the rest. I have also added several sections to multiple chapters and added several entire chapters. This is not only the best book I have ever written, it's also the best version of that book.

If you are new to Alpha Male 2.0, your life is about to change for the better and you'll be shocked and excited at what you are about to learn. If you're already part of the Alpha Male 2.0 community, I'm going to give you even more new and cutting-edge information to both enhance your personal freedom and protect yourself for the long term.

If you want more information on how to build a lifestyle of maximum masculine happiness via maximum freedom in the modern era, go to [alphamale20.com](http://alphamale20.com) and [calebjones.com](http://calebjones.com) for everything else we have there for you.

Let's get it done.

**~Caleb Jones**

Dubai, UAE

February, 2023

## **Part One**

**The Alpha Male of the 21st Century:  
The Alpha 2.0**

## Chapter 1

### The Five Traits of the Alpha Male 2.0

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*The meaning of life is not simply to exist, to survive, but to move ahead, to go up, to achieve, to conquer.*

Arnold Schwarzenegger

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Winter, 1982.

In a vast and powerful empire known as the United States, at the edge of a small and unimportant city, there was a normal family living in a normal home. I was a ten-year-old child living there. There was a severe recession, though I knew little of it at the time. My troubles were far more personal and internal.

I was in my bed, unable to sleep, thinking tortured thoughts. Slowly, I crept from my bed and made my way down the dark hallway to my parent's room. Seeing they were still awake, I entered silently, hoping they would have the answer to the question that made peaceful sleep for me impossible.

My parents were good, honest, normal people. Like most normal people, sometimes they were happy and sometimes they were not. My dad was the typical high-stress guy who worked hard at a job he hated and was often either irritable or exhausted unless it was a Saturday. My mom, a former Catholic nun before she married my father, was always in chipper spirits, but raising five rowdy children, a dog, and two cats on one man's barely adequate income during a recession often took a toll on her.

As I entered the room, I was relieved to find them in good spirits, for my questions for them required clear minds. They were already in bed but with the lights still on, reading magazines and talking quietly to each other. They greeted me warmly, but I was in no mood for small talk.

"I have a question for both of you," I said gravely.

They gave me the look that you might expect from two adults watching a ten-year-old trying to convey concepts of great depth. I was used to this look. As a child, I received it often.

“Okay,” my mom said, trying not to offend. My dad looked up from his magazine, a smile on his face.

“Alright,” I said, beginning to pace back and forth like an attorney delivering his final summation, “I think I’ve figured this out. I’m going to run it past you and I need you to tell me if I’m right or wrong.”

“Okay,” they said, smiles forming but remaining politely interested.

“Alright,” I said again, “I think this is how life works. First, you’re born, but for about four or five years you really can’t do anything because you’re little. Then you have to go to school for 12 or 13 years straight. Then, if you’re ‘lucky,’ you go to more school for another four or six or eight years. After that, you have to go to work... for 40 years! Then, after all of that, if you’re ‘lucky,’ you can retire and stop working. But by then you’re old and grey, and so you can’t really do much because you might break a hip or something. You get about ten years of that, then you reach age 75 and die.”

I stood there waiting for a response. My parents just stared back at me.

“Well?” I said, “Is that how life works?”

The answer they gave me haunted me for decades. So terrifying was their answer that it was the turning point in my life.

They smiled, nodded approvingly, and both said “Why yes, Caleb. That’s exactly how it works. Very good!”

## The Prison

If you’re not paying very close attention to life, or if you allow the outdated, caveman desires of your mind and body to operate on autopilot, you are living within the confines of an invisible prison, a reinforced cell made from bars forged from your own fears and obsolete biology, constructed by old and powerful men long dead, hundreds or even thousands of years ago. Your life doesn’t belong to you. It belongs to them and their descendants.

This is “The Prison.”

Paradoxically, you were never designed for life within this prison cell. As a man, you are designed for adventure, excitement, achievement, freedom, sex, strength, power, constancy, and happiness. The Prison allows for very little of these things. Your role is not to be happy or fulfilled. Your role is to serve, conform, and stay quiet. You are to serve The Prison, not yourself.

Many have compared this to the society of blissfully unaware captives portrayed in the movie The Matrix. This is a terribly inaccurate comparison and it's unfortunate that this false parallel has become so popular in society today. In many respects, thinking your society is similar to The Matrix makes things even worse for you.

Here's how it actually works. Rather than an ignorant slave, you are a fully willing drone, doing what you're told to serve The Prison. However, on some level, you're also convinced it's the right thing to do. Your role as a man in The Prison is to go to school, then go to college, then get a job, then as the saying goes, "buy things you don't need, with money you don't have, to impress people you don't like."

You are to carefully date one woman at a time, get married (or move in with your monogamous girlfriend, which is effectively the same thing), spend years following your girlfriend's/wife's orders, have a kid or two (because that's what she wants), break up/get divorced, lose a bunch of money, move in with or marry another woman, and then follow a new set of orders.

You're supposed to get angry at distant and unassailable politicians, CEOs, Wall Street bankers, Big Tech billionaires, and anyone on the internet opposed to your political opinions.

You're supposed to go into debt, be terrified of terrorists, climate change, vaccine passports, wars, pandemics, and/or the Great Reset, go on one decent vacation a year, then grow old and expect your neighbor and your kids to kick in for your retirement, if indeed you get to retire at all, which, statistically speaking, you won't.

Questioning any of these things invokes the ire of others. Words like "selfish," "immature" or "narcissistic" are thrown at you. No one wants to be called selfish. So you learn to step back into line. The Prison endures.

Once when I was 12, my dad was grumbling about waking up early in the morning for work.

"Why do you wake up so early when you hate it?" I asked, "You have your own business. Can't you wake up whenever you want?"

"I have to be at work by 8 am," he said resignedly, "That's what the marketplace expects."

The Prison isn't questioned.

When I was 17, I told my mom I was planning to "skip" going to college.

"You have to go to college!" she cried, "You'll be a loser if you don't go! You'll be a bum! If you want to be a bum on the street, then fine!"

The Prison is defended.

When I was 23, I told some of my coworkers about my goal to have a six-figure income before I was thirty, and then only work three or four days a week while traveling often.

“Oh right,” they laughed, “We had goals like that too when we were your age. Ha! You’ll learn.”

The Prison is reinforced.

When I was 37, I was explaining to my friend my system of how I am able to date three or four women at a time, and not be cheating because all the women knew I was dating others and continued to see me anyway.

“Oh, bullshit,” he cried, “You can’t do that. Women won’t let you do that.”

The Prison is solidified.

When I was 44, I was talking to one of my business clients about my plans to move out of the USA forever in order to live a freer life, be safer for the long-term future, legally reduce my taxes to less than 4%, and experience better business opportunities.

“Move out of the United States?” he exclaimed, “Man, you’re crazy. You’re gonna get murdered or thrown in jail or something.”

The Prison endures.

Men must shut up, step back into line, obey, and conform. The Prison must continue.

(By the way, I did all of these things, and it was quite easy, while everyone was telling me they were impossible or dangerous.)

## **The Alpha Male 2.0**

There is only one type of person able to break from The Prison and live a life of consistent freedom and happiness. He’s called the Alpha Male 2.0. Through his strength, rational thinking, confidence, bravery, individuality, and hard work, he can break free of The Prison and live a life exactly of his choosing.

The problem with the term “Alpha Male” is that every man has a different picture of who or what that is. Cultural differences will also create some surprisingly different ideas as to what exactly the term “Alpha” means. Over the past 15 years, I have discussed this subject in detail with thousands of men from all over the world, and there is really no solid consensus. So before we endeavor to travel down the path of the 21st-century Alpha Male, the definition must be clarified.

When someone hears the term “Alpha Male” they often envision a big, tough Marine-looking guy with bulging muscles, a scar on his face, and a knife

in his pocket. The kind of guy who scowls a lot, laughs a lot, gets into fights, and loudly bosses his girlfriend around. That kind of guy certainly has some traits worth emulating in that he is strong, tough, confident, and masculine, but he's not exactly the evolved, twenty-first-century version of Alpha that will be discussed here.

Perhaps your vision of an Alpha isn't so negative or stereotypical. Perhaps the word conjures up visions of an 1840s East India trader on the high seas, the ship's wheel in one hand and a percussion cap Derringer in the other. Perhaps it's a guy like Rambo, mowing down enemies somewhere in the jungle with an M2 machine gun. Maybe it's a classy lady's man from various ages, like Casanova, Humphrey Bogart, Warren Betty, Bill Clinton, and James Bond. Or maybe it's a craggy-faced, steely-eyed badass like Clint Eastwood, John Wayne, or Dwayne "The Rock" Johnson. It might even be one of many masculine internet celebrities who have arisen in the past decade like Dan Bilzerian, Andrew Tate, Grant Cardone, David Goggins, Jocko Willink, and numerous others.

If you live outside of the United States, it may be none of these guys, and you may contend that my Alpha Male examples are too American-centric. Men in Europe would easily consider guys like Silvio Berlusconi or Russell Brand as Alphas.

Whatever your vision of an Alpha Male is, it's more than likely the standard style of Alpha similar to the above examples, what I call the Alpha Male 1.0. In this book, I will be discussing a new type of Alpha, one who lives life exactly the way he wants, whenever he wants, however he wants, regardless of what The Prison demands of him; a man who is consistently free and happy.

It's the Alpha Male 2.0.

## **The Three Types of Men**

All men in modern, Western society fall into one of three categories. The percentage breakdowns of each are not scientific. Rather, they are close estimates based on my research and experience.

*The Beta Male:* Approximately 80% of today's men are beta males. Sadly, this number is higher than it used to be and continues to increase. Betas are typical, average "nice guys." They're lazy, submissive, needy, fearful, and play it safe. They spend their lives being controlled by fear, laziness, excuses, girlfriends, wives, bosses, religious dogma, societal pressures, low testosterone, and external circumstances. They range from completely hopeless pussies to decently cool guys who have lots of regular "relationship drama" and unfulfilled dreams.

The operating goal of the beta male is *to not risk*.

- “I can’t do that; my wife won’t let me.”
- “I can’t do that; my girlfriend said she’d break up with me.”
- “I can’t start my own business; I might not be able to pay my bills.”
- “I can’t stand up to my dad; he’s my dad.”
- “Why bother starting your own business? It’s too much work.”
- “Women today are bitches. What’s the point? I have porn.”
- “I don’t have to put in that work. If we just elect so-and-so everything will be fine.”

Betas are true inmates of The Prison.

*The Alpha Male 1.0:* This is the classic definition of Alpha Male, and what most people think of when they hear the term. They make up about 15% of the modern male population (a rapidly diminishing number). Alpha 1.0s are tough, masculine, confident, dominant, capable, and successful men. They take charge and get things done. Unlike betas, Alpha 1.0s rule others rather than being ruled themselves.

The problem with Alpha 1.0s is that they are highly sensitive to what others in their lives do or say. If an Alpha 1.0’s girlfriend or wife doesn’t play ball, he gets upset. He starts commanding, lecturing, and setting rules. The same goes for his family members, friends, and co-workers. When everyone around them does exactly what they’re told, Alpha 1.0s are happy guys who are fun to be with. Whenever anyone doesn’t act in accordance with their specific parameters (which is often), these guys are nightmares. They often live lives of 70% joy and 30% anger.

The operating goal of the Alpha 1.0 is *to control and to be heard*. They love to boss other people around and to issue lectures about proper behavior. They love to get pissed off and to “set people straight.” Having other people listen to them and acknowledge them is of extreme importance to these strong men.

*The Alpha Male 2.0:* The remaining 5% of men are Alpha 2.0s. The Alpha 2.0 is exactly the same as the Alpha 1.0 with a few significant differences.

The operating goal of the Alpha 2.0 is *freedom and long-term consistent happiness*. This means two things.

First, he has structured his life so that every morning he wakes up and does whatever the hell he wants, the way he wants, any time he wants, without having to check in with anyone. He is free from the agenda of a girlfriend, wife,

boss, family, or society. That doesn't mean he is without a special woman in his life; he certainly can have one. It means he can do whatever he likes without having to get permission from her, or anyone else.

Secondly, the Alpha 2.0 is very different from the Alpha 1.0 in that he doesn't care what other people in his life think or do. He has structured his life so as to maintain a high level of happiness and well-being no matter what happens with anyone else. If the woman in his life throws a tantrum, he shrugs and has sex with someone else. If he has problems with a big customer or client, he calmly and without hesitation terminates the relationship and quickly replaces that person/company with someone else.

He doesn't argue or lecture; that would damage his happiness. He simply moves on. Since everyone in his life knows his modus operandi, people quickly learn not to give him all the relationship drama, anger, rules, and problems betas and Alpha 1.0s regularly have to wrestle with.

The Alpha 2.0 is truly free.

## **What Is Possible For You**

The Alpha 2.0 is the only type of person who has the ability to break free of The Prison.

Beta males can't. They fear The Prison as much as they cling to it. They see no other options than The Prison, though they complain about it often. Doing anything that may oppose the will of The Prison fills them with fear, so they remain trapped. When looking for a solution they always default to Prison-based ones, such as doing what their parents or religion recommend or hoping some politician will fix everything.

Women, with very rare exceptions, also can't break free. The vast majority of women enthusiastically agree with, support, and reinforce The Prison. Without The Prison, they believe they have no power. They're wrong, but that's what they believe. The Prison ensures this.

Alpha Male 1.0s can break free of The Prison, but only partially. They have the ability to leave The Prison for temporary periods only, but there's a steel chain attached to them ensuring they don't wander too far. Soon, their desire for control and overwhelming concern for what others in society think and do force them to return to The Prison over and over again throughout their lives.

That leaves the Alpha Male 2.0. Only he has the ability to break free of The Prison and never return.

The good news is that any beta or Alpha 1.0 can choose to reorient their thinking and their lives and move into Alpha 2.0 status. That's what this book

will show you how to do. In the modern era, any man can make whatever money he likes, and in any way he likes, have sex with as many women as he likes, live and travel wherever he likes, have any type of marriage or relationship he likes, and live an adventurous, exciting life.

It's very doable. I've done it. Since that fateful night with my parents 40 years ago, I have spent my life proving to myself that I did not have to follow the dreary existence I had described to my parents. Here are just a few of the things I've done since then:

- I have started multiple companies, beginning at age 24.
- I made a six-figure income by age 27, starting from nothing. I got to a seven-figure income in my forties.
- I have slept with more women than the average 20 men in their entire lives combined. These women have ranged from high school cheerleaders, corporate vice presidents, self-made millionaires, bimbo trash queens, Instagram supermodels with millions of followers, successful attorneys, moms, teachers, minor celebrities, and everything in between.
- I have dated women as much as 30 years younger than me (yes, they were legal) and much older than me as well.
- I have worked with literally hundreds of companies, including the Fortune 500, small mom-and-pop operations, churches, nonprofits, and international conglomerates.
- I have maintained dozens of non-monogamous relationships for years, dating and having sex with one woman while dating and having sex with others at the same time, while all of them know what I'm doing and keep dating me anyway. These relationships were not short-term; they lasted many years, well over decade, and many are still going to this day.
- I have married the woman of my dreams, who looks like a Playboy Playmate (but smart and normal) but under an Alpha Male 2.0 marriage (the OLTR Marriage; more on that later) where I am still regularly having sex with other women on the side on a weekly basis with her full knowledge and permission. Moreover, 100% of my finances are protected from her (legally, structurally, and internationally) in case of a divorce.
- I have worked with hundreds of interesting and dynamic people, ranging from those relatively unknown to world-famous men like Phil Knight, Brian Tracy, and many others.

- I have had every type of romantic or sexual relationship with a woman it's possible to have. I have had serious exclusive girlfriends, played the field, been married with children, been polyamorous, have had periods where I was totally alone (by choice), and had (and still have) an open marriage. I have had relationships ranging from friends-with-benefits to being deeply and mutually in love at a rich and spiritual level.
- I have had wild, exciting experiences, all over the world. I've eaten snails atop the highest skyscraper in downtown Tokyo; sat in the ocean hundreds of feet off the coast of the Yucatan while watching a distant thunderstorm; closed a business deal with a Pakistani steel baron while overlooking his multimillion-dollar estate; made \$3000 in 30 minutes playing blackjack in Vegas with one of the inventors of the automobile fuel cell; had a threesome with two women who later were featured on national television; exchanged sunglasses with a billionaire; and debated the nature of the universe with a Buddhist monk in an island monastery off the coast of Hong Kong.

That's only a partial list, and I'm only in my early 50s. I'm just getting started.

I'm trying to show you what's possible for you, but lest you think I'm bragging (which I am), I will also demonstrate that Alpha Males are still human, and are thus imperfect. I've had my share of upsets and defeats on my journey to Alpha 2.0 status...

- I've been poor. I remember what it was like to watch with dread as my \$300 limit credit card was swiped by the cashier at the grocery store, hoping beyond hope it would work so I could eat that night.
- I've had my face and body bloodied in martial arts matches.
- I have been handcuffed, fingerprinted, and thrown into a small concrete jail cell with 20 inmates of the huge, smelly, angry, tattooed kind, none too pleased to see me. As I walked in, one of the inmates said "Nice shirt! Let me guess! DUI! Right?" I answered, "No. Contempt of court." He frowned. Apparently, that's not a very impressive reason to go to jail.
- Even after some financial success, I've been on the verge of bankruptcy twice. I've spent countless hours with tax collectors, attorneys, and bill collectors as a result of my own mismanagement in my earlier years.
- I have been through the pain of divorce. I remember listening to my small daughter cry on the phone while I was unable to do anything to help her.

- I have lost serious money on real estate and business deals gone bad. Once while married the first time, I lost so much money I had to sell the house and the cars (one was repossessed) and move my family of four into a tiny apartment.
- I have been fat. Standing at hair under 5'11", I have weighed over 250 pounds, and it was fat, not muscle.

No journey is perfect. Don't expect it to be. Regardless of the upsets I've had in my past, today I live the Alpha 2.0 lifestyle, and have for the past 17 years. I am free to do literally whatever I want, whenever I want, and I take advantage of that daily in wonderful and varied ways. I am one of the most consistently happy men I know or have ever met, at any age or income level.

## Why You Can Do This Right Now

You can live like this too if you choose. For thousands of years, this kind of lifestyle was impossible. No longer. Just in the last few decades, many men have pioneered new methods, viewpoints, and technologies to improve upon the old Alpha 1.0 model. For the first time in history, it is now possible to live the life of an Alpha 2.0.

With business...

In the 90s, authors like Michael Gerber of *The E-Myth* fame showed us how to run a business outside of The Prison, by structuring a company that didn't require you to be present. Over a decade later, other men like Tim Ferriss and his *4-Hour Workweek* came along and perfected Gerber's concepts with new technological enhancements and realities. After that men like Gary Vaynerchuk showed men how to achieve location-independent incomes using vehicles such as social media.

With sex and relationships...

For decades, even after the sexual revolution of the 1960s when women started gaining power in society, men were still imprisoned in the "take a girl out to dinner, hope to get lucky" 1950s model of dating and sex, until a few guys with names like Mystery, Style, DeAngelo, and Jeffries showed them how to attract women without having to do any of that. This was many years ago and other men have further improved upon those concepts and techniques (your not-so-humble writer among them).

With success...

There have been big-muscled men since the dawn of civilization, but the concept of the perfectly formed male body was an impossible one until a flamboyant Austrian with barely a command of English showed them they were wrong. Just look at Arnold Schwarzenegger's entry in the Guinness Book of World Records. He said he was going to be the best bodybuilder in the world, and did it. He then said he would be a multimillionaire businessman, and did it. Then he said he would marry a Kennedy, and did it. Then he said he would be the highest-paid actor in Hollywood. People laughed. Then he did it. Then he said he would be elected governor of the seventh largest economy in the world. People didn't laugh this time, and he did it.

He later had trouble of course, but only because he insisted on adhering to the dysfunctional relationship models of The Prison. More on this later.

Arnie's success is not a unique exception. Steve Jobs said he would revolutionize computing, and did it. Then he said he would revolutionize music. People scoffed. You can only revolutionize one thing in your life, not two. The audacity! Then he did it. He didn't think that was quite enough, so he decided to revolutionize cell phones too. While he was at that, he also revolutionized animated movies with Pixar. Oh, and he did all of this before he reached his early fifties.

I'm not saying these men are Alpha 2.0. I'm saying these men, and thousands like them, have developed or demonstrated new systems and technologies to allow men like you and me to become Alpha 2.0s if we choose. Most of these systems were not in existence just a decade or two ago.

### **The Five Traits of the Alpha Male 2.0**

The Alpha Male 2.0 has five specific traits, the combination of which differentiates him from women, betas, and Alpha 1.0s. These are:

- He is consistently happy.
- He is confident.
- He is masculine.
- He is free.
- He lives an abundant life.

He has all five of these traits at the same time, all the time, simultaneously and consistently. If a man is ever missing any of the above qualities, he is either an Alpha 1.0 or worse; a beta male.

I will describe each.

### *Consistent Happiness*

The Alpha 2.0 lives in a constant state of happiness. Experiencing emotions such as anger, fear, loneliness, jealousy, or sadness are rare occurrences in his life. If he ever experiences unhappiness it is only because of some unusual rare event beyond his control, like a parent dying or an entire economy crashing.

A man who is happy sometimes but upset others is either a beta male living within The Prison or an Alpha 1.0 angrily banging against the bars. A man who is not truly and consistently happy is missing the entire point of masculine existence. Happiness is such an important trait in the Alpha 2.0 that I've devoted the entire next chapter to it.

### *Confidence*

The Alpha Male 2.0 is a confident man, striding boldly through life, with full knowledge of what he's doing and the path he's on. Confidence does not mean fearless or soulless. The Alpha 2.0 is still a human being with human emotions, but he is never paralyzed or demoralized by fear, indecision, or timidity.

A man who is not confident will not possess the drive or desire necessary to achieve and maintain Alpha 2.0 status. He cannot attract money or women in abundance whenever he desires. A timid man will not be able to sit in meetings with potential clients or dealmakers and come out a winner, nor can he ask that super-hot woman on a date, nor do the bold things necessary to turn that date into fast sex. He is destined to live a life of mediocrity at best.

We'll be discussing confidence in detail in Chapter 21.

### *Masculinity*

A man who is not masculine may be a perfectly fine person, but he's not an Alpha 2.0. Nothing's wrong with a more feminine man, particularly if he lives in a culture where more effeminate men are accepted and celebrated. I'm also not talking about sexual orientation here; I'm referring to demeanor and outlook. There are certainly many high-functioning men in modern society who range from moderately masculine to not masculine at all.

The problem goes back to the first trait of the Alpha 2.0, which is consistent happiness. An Alpha 2.0 is not a man flying high because he's just snagged a

great new girlfriend and who then is crying in his beer a year later because she dumped him.

One of the hallmarks of masculinity is constancy, and one of the core traits of femininity is inconsistency and change. As we'll be discussing in Chapter 16, women (and by extension, more feminine men), value not only positive emotions, but a full range of emotions, both the good and the bad. This requires constant change, not stability. Maintaining only positive emotions for feminine people is not only damn near impossible, but they really don't want it. Being happy all the time is "boring" to them. They desire change.

Therefore, while both a masculine and effeminate man can achieve happiness, only the masculine man will have the ability to maintain it in some consistent fashion. More neutral or feminine men will sometimes be happy, sometimes be unhappy, and sometimes be somewhere in between.

### *Freedom*

A man who is not free cannot live the life of an Alpha 2.0. While all five traits of the Alpha 2.0 are necessary, freedom is perhaps the most important of them all.

A man can be extremely tough, muscular, and masculine, but if he's sitting in a real-life prison cell, he's not capable of living the life he chooses.

A man can be charismatic, good-looking, great with women, and the life of the party, but if he only makes \$25,000 a year, he'll never have the resources to live the life he really wants.

A man can be intelligent, educated, wealthy, and successful, but if he's married to a woman who won't let him buy that new truck, or screams at him when he's ten minutes late, he is nowhere near Alpha 2.0.

Here is the bottom line: **the Alpha 2.0 wakes up every morning of every day and is able to, within legal and realistic financial constraints, do whatever the hell he wants, whenever he wants, without having to check with anyone.**

There are four types of freedom that comprise the Alpha 2.0 lifestyle:

1. Freedom of Action
2. Financial Freedom
3. Sexual Freedom
4. Social Freedom

### *First Freedom: Freedom of Action*

Freedom of Action means that the Alpha 2.0 is able to live his life any way he chooses, free from any unreasonable limitations from work, government, family, or lifestyle. This means:

1. He lives in a country that is more or less free, peaceful, and prosperous. If you live in an oppressive dictatorship or communist country, you cannot be free no matter how amazing you are. The same goes if you live in an unsafe area where violence and threats to your physical safety are the norm.
2. He lives in a society that is technologically advanced, since only through technology can he achieve comfort levels high enough to maintain consistent happiness. You cannot be an Alpha 2.0 if you live in a hut with no electricity or running water. You could visit places like that, and you probably should, but live there full-time? Nope.
3. He can do whatever he likes without having to get approval from anyone. That includes parents, a girlfriend, a wife, or a boss. This also means you cannot depend on your family for your income. Work for your dad if you really want to, but you'll never be Alpha 2.0 that way (since he will be controlling you in ways beyond just your job).

This extends to your wife or girlfriend. "My wife/girlfriend won't let me" is the credo of the beta male. An Alpha 2.0 can be in love with, and share a life with, a special woman whom he cares deeply for. I've been married to my wife for several years. However, if an Alpha Male 2.0 shares a life with one special woman, he is either legally unmarried or has an unconventional marriage, such as an OLTR Marriage (a non-monogamous marriage where he has sex with other women whenever he wants, with enforceable prenuptial paperwork and a hard separation of finances) that we'll be discussing in later chapters.

A man with a typical, traditional, monogamous wife or girlfriend can never be an Alpha 2.0. By adhering to that system you must obey at least some of her rules and put up with at least some of her drama. A traditional relationship or marriage might be fun for a while, and it might impress your friends and family in The Prison, but it's not freedom. We'll discuss all of this in much more detail later in this book.

This also extends to raising children. Alpha 2.0s can certainly be fathers; I have two children myself. However, an Alpha 2.0's life cannot be limited by the fact he has kids. Having children is wonderful, but being responsible for raising small children 24/7 is not freedom. An Alpha 2.0 either:

- A. Has no children.
- B. Has children, but none that live with him full-time.
- C. Has grown children that don't require supervision.
- D. Has smaller children who live with him but he has an unconventional wife or girlfriend (or live-in nanny) who is at least 90% responsible for the day-to-day child-rearing tasks. He serves as a role model to his kids and a support system for their mother, but he is not a caregiver himself.

Again, just like with the trait of masculinity, I'm not saying having children is undesirable or un-masculine. Be very sure you hear me on this: having children is great. It's such an important topic I've devoted two full chapters to it in this book (the only topic in this entire book that warrants two chapters). I'm saying that having children who require daily care from you personally is not freedom, nor will it make you consistently happy.

4. He does not work too many hours per week, at least not for an indefinite period of time. You cannot be Alpha 2.0 if you're working 70 or 80 hours a week for decades on end. Doing that will force you to miss out on other key areas of your life you consider important. Eventually, this will damage your happiness... and likely your health as well.

The exception to this rule is if you're starting a new project or business that temporarily requires you to put in some long weeks. That's perfectly fine and often necessary. Instead, I'm talking about your overall life. If you're working more than 50 hours a week for more than three years or so, and you're doing it because you must in order to maintain your lifestyle, you're more than welcome to do that, but you won't be experiencing an Alpha 2.0 life.

### *Second Freedom: Financial Freedom*

The second type of freedom critical to the Alpha 2.0 is financial freedom. Financial freedom as it's typically understood means financial independence,

i.e. the condition of having so much money in the bank you literally don't need to work anymore. When I talk about financial freedom in this book, I'm not talking about financial independence, though a financially independent man certainly qualifies as financially free. Rather, financial freedom means *being free from circumstances and unhappiness created by financial lack*.

Let's say there's a car you really want. I don't mean one of those "that'd be cool to have" thoughts. I mean you really want this car. If you can't buy it because you can't afford it, you're not financially free. The fact you want it badly but can't buy it causes you some degree of unhappiness, thereby violating one of our five key Alpha 2.0 traits.

You can apply this to anything within the financial realm. If you can't dress in the kinds of clothes you really want, travel to the kinds of places you really want to visit or live in the home or city you really want, you're not financially free. Again, I'm talking about a strong yearning for these things, not a casual desire. Of course, it may be possible that you simply don't want any of these kinds of things in the first place. As long as you're being completely honest with yourself, that's fine.

You are certainly not financially free if you have all kinds of financial problems, like being unable to pay your bills or having significant debt.

I'm not saying the Alpha 2.0 needs to be wealthy. Millionaire status or a six or seven-figure income is not required to be an Alpha Male 2.0 (though these things can certainly help and you should have those things if you want them). Rather, he has the ability within his current income to provide the kind of life he really wants. He never thinks, "Damn! I wish I could but I can't afford it!"

I'll cover specific financial minimums in a minute and we will be discussing money and finances in more detail in Part Five of this book.

### *Third Freedom: Sexual Freedom*

Part Four of this book is devoted to the concept of sexual freedom. Most guys understand the concept of financial freedom, but sexual freedom may be new to you. Men understand why being free is a good thing, or why having money is a good thing, but in regards to sexual freedom, Societal Programming and Obsolete Biological Wiring get in the way (more on those evils is in Chapters 3 and 4).

Men are highly sexual creatures. We want sex often. We also want variety in our sex. Sex with the same woman over and over again tends to bore us, even if we love her dearly.

This is because love and lust are two completely different things and two completely different needs, even located in different parts of the brain. Your desire for sex resides within your hypothalamus, specifically its preoptic area. This area is twice the size in men as it is in women, which is why it's silly to compare or equate women's sexual desires and patterns with men's. This region of the brain controls our more basic human desires, such as sex, hunger, and sleep. However, the feeling of romantic love occurs in your ventral tegmental area, which is linked to the hypothalamus but is still a very different part of your brain that serves a very different function.

Sex is one thing. Love is another. Often, sex has nothing to do with love or even a romantic connection, nor should it. Only in The Prison do they try to convince you otherwise.

The Alpha Male 2.0 does not shy away from this reality. He does not downplay the importance of sex for his long-term happiness as many beta males do. He does not try to suppress his natural desire for sex for some greater good as many traditional men do. He also doesn't try to deny his need for sex and sexual variety and lies to himself about it like Alpha 1.0s tend to do once they settle down with one special woman.

The Alpha 2.0 makes no apologies for who he is and what he is, and he does not allow society to dictate what he should or should not be.

Sexual freedom is the option of having mutually consensual sex whenever you want with whichever legal adult you want without having to get permission from anyone. That means that long-term monogamy is not a part of the Alpha 2.0 world. You can have long-term relationships or even marriage, but you can't be 100% sexually monogamous. Since converting to Alpha Male 2.0 17 years ago, all of my relationships, even serious ones, my marriage included, were and are 100% sexually open. Whenever a woman catches my fancy, I have sex with her (yes, I wear condoms when needed, I'm an adult about this), even if I'm dating or in love with someone else. There is no cheating. I never promise sexual monogamy, and all the women in my life continue to be with me anyway.

Now and throughout history, Alpha Male 1.0s and betas have destroyed their happiness, finances, families, careers, and even their lives by deluding themselves into thinking that long-term monogamy will work for them. The Alpha Male 2.0 walks a different path, one more realistic and conducive to long-term masculine happiness.

#### *Fourth Freedom: Social Freedom*

The final type of freedom is social freedom, which means *the ability to take action without regard to negative social reactions from society*. As you might be able to see by now, many things the Alpha 2.0 does will not be readily accepted by those within The Prison. As a man breaking free of The Prison, some people are going to be upset at how you live your life. This might include people close to you, such as your friends, family, co-workers, women, people in your neighborhood or city, and people you communicate with regularly online.

If you hesitate to take needed action to improve your life because you fear some of those people are going to give you a hard time (which some will), then you are not socially free. You are still an inmate of The Prison, snapping yourself back into line for fear of disapproval from others.

This all goes to the concept of Outcome Independence, something I'll be describing in Chapter 21. Outcome Independence simply means you don't give a shit. If someone screams at you, rejects you, insults you, lectures you, tells you you're being a horrible person, or tells you to change, you shrug and move on. You don't get mad. You don't get scared or concerned. You don't argue with them. You just smile and move on with your life.

This is not to say there are no constraints you must abide by. Obviously, you must obey the law. Nowhere in this book will I advise you to do anything illegal. Obeying the law is actually a requirement of the Alpha 2.0, since violating the law means you will eventually get caught. Getting caught means fines and/or imprisonment, which will remove both your happiness and freedom, two of our key traits.

However, if you live in a country with an excessive amount of laws or other conditions that infringe upon your happiness, it does behoove you to leave that country and find a new one with a minimum number of conditions restricting your freedoms. I moved from the USA (high taxes, excessive business regulations, worsening economic conditions, increasing crime, increasing civil unrest, declining infrastructure, and people constantly furious about politics) to Dubai (zero income taxes, zero crime, best infrastructure in the world, far fewer business regulations, booming economy, and no one cares about politics). And if you think you'd hate Dubai, that's fine, don't move there, but move somewhere else. There are over 190 different countries in the world and I'm sure you'll like one of them better than your current country. We'll cover this in more detail in later chapters.

It's also critical to not infringe upon the freedom of others. Chapter 10 will explain your personal code of conduct, and adhering to this is every bit as important as following the law.

The point here is just because the Alpha 2.0 lives a life of social freedom, it does not mean he's some ravaging barbarian causing chaos and harm to others. He's a good man, and he's good for the world around him. I'll explain this in detail in the next chapter.

## An Abundant Life

If you're a desirable, single man and have great dating skills, but are not currently having sex with any women, what's the point of all that freedom and ability?

If you have a very outgoing people personality and have strong skills in business, marketing, or finance, but sit on your ass all day smoking weed and watching TV shows, what's the point of having those skills? What value are they actually bringing to your life?

This brings us to the final key trait of the Alpha 2.0: he lives an abundant life. Unlike the four traits above, abundance is a result of traits rather than a trait itself. An Alpha with all four of the key traits and who puts them into action will very quickly begin living an abundant life.

Abundance in this context is highly subjective. Different men will often have different opinions on what things like "lots of money" or "lots of sex" means, based on one's personality, culture, upbringing, age, and desires. I'll define some basic parameters in a minute, but realize the exact ideal amounts of things like money, sex, love, social relationships, and even health are going to be largely up to you. I can't tell you what a "good income" is for you or what an "appropriate" amount of regular sex is, and neither can anyone else.

The point is that the Alpha 2.0 does not go without these things.

### *How Much Is "Abundant"?*

This all begs the question, how much money is needed? How much sex? Although these are subjective concepts based on many factors, we have to start somewhere, and this means we must quantify at least a basic starting point.

I will describe some specific baseline minimums an Alpha Male 2.0 must have to live a consistently happy and free life. They may apply to you perfectly, or they may require some modification based on who you are or where you live. Regardless, they should give you a good idea of what to shoot for and maintain.

### *Money Baseline*

There are four financial minimums for the Alpha 2.0 lifestyle:

1. Annual income of at least \$85,000 in US dollars or the equivalent.
2. This income is 100% location-independent. You can go anywhere in the world you want, any time you want, stay away for as long as you want, and the income continues regardless.
3. The ability to earn the above income without having to work more than 30 hours a week on average once its established.
4. The ability to recover the above income within 6-12 months if you ever lost it for reasons beyond your control.

I had been teaching a \$75,000 minimum annual income figure for many years based on some research and some educated guesses on my part. Then I read a study quoted in the book *Abundance* by Diamandis and Kotler, where they surveyed over 450,000 Americans on exactly what made them happy. The study discovered that the more money people made, the happier they became. Interestingly, this dynamic leveled out once people hit an annual income of \$75,000. Making income beyond this point didn't seem to make people any happier, at least on average, but \$75,000 annually was required to get to that happy state. I started researching other happiness studies and they all seemed to indicate that same magic number, or close to it: \$75,000 a year for maximum happiness for most people.

However, this was all 10-15 years ago and inflation has increased all over the civilized world since then for numerous governmental and economic factors we'll get into later. New studies started to show that you needed an income somewhere in the \$80K-\$93K range. So, while I used to teach a \$75,000 minimum income, I've now increased that figure by about \$10,000 for a new figure of \$85,000 per year needed for Alpha Male 2.0 status. If you make below that, you are simply not experiencing the amount of happiness you could. If you wish to make more than that (I make many multiples of that figure) that's certainly fine too, but it's not required.

To be clear, this means you make \$85,000 in US Dollar equivalents per year before paying any taxes but after you pay out all of your business expenses (if you own a business, which as an Alpha Male 2.0, you should).

This is not a hard and fast number that applies in all circumstances in all regions. If you live in downtown New York City and support three children, \$85,000 isn't nearly enough. If you live alone in The Philippines or rural Bolivia

and have no debt, it might be too much. Feel free to make some adjustments, but if you don't make at least \$85,000 per year, it's very likely you are suffering from financial lack, and thus are missing our Alpha 2.0 requirements of consistent happiness and financial freedom.

As we discussed above regarding Freedom of Action, it's also important that your \$85,000 per year income doesn't require you to work long hours. The world is full of men who make way more than \$85,000 but have to work 50-60+ hour weeks to maintain it. These men are not free, and thus not living the Alpha Male 2.0 lifestyle. We'll be discussing time management in Chapter 14.

Most people understand the value of a good income and not working too hard, but they tend to forget about the replicability of that income, which is the final item in our above list. Not only must you make at least \$85,000 per year on fewer than 30 hours per week, but if you suddenly lost that income due to factors beyond your control, you should have the ability to fully restore that income within a matter of months.

If you instantly destroyed all of my current sources of income and threw me into a distant city, within 6-12 months I would be making my current income once again, or damn near it, even if the economy was poor.

That's true financial freedom. I know too many men with decent incomes who are fearful that someday they may get laid off from their jobs, or that some change in the economy, law, or industry will wipe out their business. They live in a constant state of nagging fear because they know in their hearts they could never make the income they now enjoy if that were to happen. That's not happiness, and that's certainly not Alpha 2.0.

On top of this, the entire Western world is in a slow state of collapse. Countries like the USA, Canada, and many in Western Europe will collapse economically in our lifetimes. In addition, changing technologies like blockchain and AI will put a lot of people out of work. This means the ability to replicate your income becomes not only a good thing to have, but a mandatory one for long-term happiness and stability.

Lastly, your income must be 100% location-independent. Your income can not root you to one particular city, country, or region. Alpha Male 2.0 is about freedom, and you do not have true freedom if you are stuck in a particular area in order to pay your bills. As an Alpha Male 2.0, you should be able to travel, live, or visit anywhere in the world, whenever you want, for as long as you want, with no dip or disruption of income whatsoever. I live abroad and travel all over the world on a regular basis. This is because all of my income from my various businesses and income streams continue no matter

where in the world I am, provided I have an internet connection (which you can always get anywhere).

You may argue that you don't need location-independent income because you like your current city or county and/or "don't like" any other cities or countries or "don't like" to travel. This is completely irrelevant. Ask yourself these questions:

- You may like your current location now, but will you always, forever? Depending on how old you are, you could be alive another 50 or 60 years or more. You're saying you're never going to change your mind about this over that period of time? Highly unlikely. What happens if you do change your mind? Then what?
- Wouldn't you like to take a vacation away from your current location for more than a week or two a year? Wouldn't you like to travel or take a vacation for literally as long as you want with no return date? Wouldn't that be nice?
- Your current location might be fine now, but will it be that way forever? What if something happens to your current location in the future that makes it a less nice place to live? Ask people who live in places like Argentina, Germany, New York, London, Venezuela, or California. These places used to be great places to live and people who lived there thought they could live the rest of their lives there in happiness. Now these same people are leaving, have already left, or are angry that they're stuck there. Personally, I loved living in the United States back in the 1980s and early 90s, but things change, and by the time I left the USA in early 2021, I couldn't wait to get the hell out of there. As I already mentioned, most of the Western world is in a state of collapse. Wouldn't you like to have "insurance" against future problems where you live that are outside of your control? Being forced to be unhappy in the future because you're stuck in a crappy or declining city, country, or region is not Alpha 2.0. We'll discuss Western economic collapse in great detail in chapter 7.

### *Sexual Baseline*

Now we need to cover sex. Regular and abundant sex is critical to a man. Here are the four sexual baselines for the Alpha 2.0 lifestyle:

1. You have the ability to have sex with at least two new women within four weeks of losing your current source of sex (wife, girlfriend, woman you're dating, or friend with benefits).

2. You have sex regularly, at least a few times a month, regardless of whether or not you currently have a wife or serious girlfriend.
3. You are having sex with at least two women every six weeks at the most. Only having sex with one woman, no matter how amazing she is, means that one woman controls your entire sex life, and that's not freedom.
4. You consider all the women you have sex with at least "cute." Only having sex with women you consider average-looking or ugly isn't going to make you happy in the long run, and damages your self-esteem.

Once a man has accomplished the four sexual baselines above, he never needs to worry about going without sex or female companionship ever again. Never again will he be clingy with a girlfriend or wife. He knows that his vibrant, passionate, and exciting sex life will continue uninterrupted even if he breaks up or gets divorced.

If these parameters sound unusual, impossible, or unreasonable to you, don't worry. We're going to cover all four of those items in detail in future chapters so that you'll fully understand and accomplish them, but here I'll cover some initial questions you may have.

The reason the Alpha 2.0 needs to have sex with two women instead of one in four weeks is that if you have the ability to have sex with only one new woman, you are much more likely to start thinking that one woman is your only source of validation, sex, love, and/or companionship. You will very likely start getting needy, jealous, clingy, or territorial with her; all of which are beta or Alpha 1.0 traits. I've known and worked with hundreds of men and this kind of thing happens all the time. (Don't believe me? Ask women about it!) *You must know that you can always have sex with someone else; moreover, someone else who is cute.* This keeps your confidence and Outcome Independence levels high.

This is exactly why absolute sexual monogamy will never work for the Alpha Male 2.0. You can't have any one woman control your entire sex life, which is exactly what happens when you're monogamous to her and she says no to sex, or the kind of sex you like, or is unavailable for sex. This does not make a man long-term happy (unless he has an unusually low sex drive). I'll elaborate on non-monogamy in great detail in future chapters.

You also need to have sex regularly. Every Alpha is different. You may be a horny bastard and need sex every day, or you may be a more even-keel guy and may need sex just once a week or two. The point here is to never go long

stretches without sex and to never “get used to” going without sex or reduced sex just because you’re married, “too busy,” or too lazy. As a masculine Alpha Male, sex is important, and you need to have it often! Don’t bullshit yourself about this. Too many betas and Alpha 1.0s do this to their detriment.

## **The Tires or the Engine**

Before we wrap up this chapter and get to the good stuff, I have to pause for a minute here and deal with a problem I already see growing in your mind. Because of Societal Programming (something we’ll be discussing in Chapter 3), when I start talking about all this “money and sex” stuff, the brainwashed part of your mind might start saying something like:

“Jeez this guy is shallow! Money and sex? Is that all that’s important? Why does he keep harping on those two things? What about things like love, children, commitment, fitness, spirituality, giving back to your community, and making the world a better place? Money and sex aren’t all that matters to a man!”

Correct! That isn’t all that matters. In Chapter 8, we will be discussing the importance of those other areas, including physical fitness. Yet, money and sex are required as a foundation in your life to accomplish all those other things.

Visualize this:

Picture the coolest motorcycle you’ve ever seen in your life. Even if you’ve never ridden one, imagine you’re cruising down the freeway on that motorcycle, blasting through the wind, having a great time.

All of a sudden, the cycle starts fishtailing badly. You glance behind you and see that the rear tire is going flat. You yell a few choice words and are lucky enough to carefully slow down and pull over without an accident. You hop off and examine the tire.

Sure enough, there’s a small screw embedded in the thing. No problem! You’re a prepared guy, so you pull out your portable tire patch kit and get to work.

While you’re working, a man walking his dog passes by and stops to observe you. You see him and give him a friendly nod. He glares back at you and shakes his head, disapproval in his eyes.

“My goodness, you really are shallow, aren’t you?” he says.

“Excuse me?” you respond, not understanding.

“Here you are,” he says, “Doing all this work, spending all this time and effort on your tire. Is that all that’s important to your motorcycle? The tires?

Is that all that matters? What about the transmission? Or the engine? Do you seriously think the motorcycle's engine is less important than the tires? You are so superficial."

You smile silently to yourself, realizing this poor bastard is brainwashed by The Prison, and you answer, "No, I don't think that at all. The engine is indeed more important than the tires. *But without two working tires on a motorcycle, the engine doesn't really accomplish much, does it?*"

### *The Importance of Money and Sex*

A motorcycle's engine is more important than its tires, yes. Regardless, I don't care if you have the most expensive, top-of-the-line motorcycle money can buy with the most advanced engine in the world. If that cycle doesn't have two working tires, it's not going anywhere. It literally can't move. It's no longer a motorcycle at that point; it's just a big hunk of expensive metal. However, if you put some tires on that thing, even if they're used and bald, now it actually moves. Now it's a motorcycle.

As a man, money and sex are the two tires on your motorcycle. Things like love, family, friends, fitness, community, children, Mission, spirituality, self-actualization, and just about anything else you can think of are all part of the engine. They might be more important than money or sex in the long run, but as a man you need money and sex as a fundamental baseline to accomplish and enjoy all of those other things.

Still don't agree? Consider this.

Let's say you have a fantastic relationship with a woman you deeply love. Let's also say you are physically fit, have great hobbies, lots of friends, and a strong spiritual belief you have committed to that brings you great peace.

Sounds nice, doesn't it? Now let's also say you have zero money in savings, you're deeply in debt, and you've had zero income for two years.

Given the above situation, is your life generally okay?

If you're being honest, the answer is no. You're in a consistent state of stress because you can't pay your bills. Angry letters and phone calls from creditors are assaulting you constantly. You worry about getting kicked out of your home. You rely on others to help you with financial basics, always worrying that they may cut off their assistance at any time. Your self-esteem as a man plummets.

As a result of your lack of money, one of the tires on your motorcycle, your life is in chaos. Even with those other important areas of your life going great, you've got some extremely serious life problems due to your financial situation.

### What about sex?

You're a man. Regular sex is a requirement for your long-term happiness whether you want to admit it or not. The only possible exception to this is if you have an unusually low sex drive or suffer from low testosterone or other similar issues. For the remainder of this book, I will presume your sex drive is typical and healthy.

Let's say you have tons of money in savings, have a great income, are physically fit, have lots of friends you enjoy immensely, have one or two fun hobbies you enjoy, and have a fantastic family life. Let's also say you haven't had any sexual contact with a woman whatsoever in over two years.

Yikes! You probably had an evil shudder run through your body as soon as you read that last sentence. I certainly did! Do I even need to ask you the "Are you generally okay?" question? Hell no! You're unhappy and you know it, regardless of other positives in your life. You feel weak and un-masculine. Women treat you like a "friend" or a "brother." You masturbate to porn way too much, possibly to the point of addiction. Whenever around women, especially attractive ones, your confidence suffers. You may even experience feelings of anger and resentment towards women. You have powerful feelings of longing that never go away.

Once you have a decent income and are having sex regularly, all the other areas of your life can finally bring you the happiness, fulfillment, and rewards they were meant to give you.

As a man, and particularly as an Alpha Male, money and sex are the two core baselines for all other joys you can and will experience in your life. The Alpha 2.0 recognizes the importance of these two things, and he does not discount them as being frivolous or shallow desires. To denigrate the importance of money or sex to your fulfillment as a man will cause you guilt, unhappiness, and misdirection in your life.

Regardless of any other life problem you can think of, be it being overweight, lonely, spiritually stifled, depressed, bored, or whatever else, once you have a steady flow of money and sex, you are now in a position to easily resolve any of those problems, and likely with great speed.

### The Third Wheel

Money and sex are the two wheels of your happiness foundation as a man.

However, for some men, there is a third wheel. This third area only applies to men over the age of 35.

This third area is *health*.

“Wait a minute,” some men will say, “Men under 35 should be healthy too!” Yes, they *should*, but they don’t *need* to be.

When you’re in your twenties and early thirties, you can screw around with and even damage your health but still be a perfectly functional person. Guys under 35 can pull an all-nighter working on homework, get two or three hours of sleep, and then force themselves to attend their college classes the next day. Younger guys can do things like stay out and get drunk until 4 am and force themselves to report to their jobs the next morning. They won’t feel very good the next day, but they can pull it off. Hell, young guys can be fat, unhealthy, and/or borderline alcoholics or drug addicts, yet still be reasonably functional men, able to hold down jobs, relationships, and other commitments. No, they *shouldn’t* live lives like that, but they *can*.

Can a 47-year-old man do that stuff? If you’re in your forties or older, you already know the answer, which is hell no! If you’re over the age of 35, doing things like getting shitfaced drunk or not getting any sleep one evening completely wipes you out, often for several days, regardless of how strong or healthy you are. As a perfect example, as I write these words I am reporting to physical therapy twice a week to repair damaged tendons in both my elbows that I received while lifting heavy weights at the gym. I have never had an injury like this in my entire life. Nothing like this *ever* happened when I was lifting heavy weights at age 18, 26, or 32. But today at age 51, even though I’m one of the most healthy 50+ men I know, my body just can’t handle the level of abuse it once was able to endure.

I consider men under 35 as “younger” men and men over 35 as “older” men. (Note: I do not consider men over 35 as old, just oldER. I’m not sure when a man graduates to full-on “old” status, that’s probably around age 63.) When you turn 35 years old, your body finally passes over into a new category of life, that of an “older” man. No matter how healthy or physically fit you are, you start to lose several points in constitution (to use a Dungeons and Dragons phrase). Your body just isn’t bulletproof anymore like it once was.

At this point, health goes from optional to mandatory. Therefore, if you’re over age 35, you need to add health to the short list of money and sex as your baseline foundation. If you’re under 35, congratulations, you don’t need to worry about this yet unless you want to... but your day is coming as well.

### *Health vs. Fitness*

People often conflate the terms “health” and “fitness” so I need to be clear about what I mean when I say “health.”

“Health” means all the systems of the body are functioning at optimal levels.

“Fitness” means the ability to accomplish athletic tasks.

These are two very different things.

If your comprehensive blood work panels come back as optimal across the board, and you have tons of energy every day with zero drug use or coffee intake, and you’re reasonably strong and limber, you’re healthy, but you might not be anywhere near Mr. Fitness. If you can deadlift 500 pounds, you definitely have fitness, but you may not be healthy.

You can be healthy without being fit; this would be the basketball player who is healthy and limber but can’t bench press 300 pounds. You can also be very fit without being healthy. I have two friends who are huge and jacked like pro bodybuilders. They look fantastic, but when we walk up a long flight of stairs, by the time we’re at the top, these guys are panting like a dog that just ran ten miles, whereas I’m perfectly fine even though I’m a little overweight.

Your third area as a man over age 35 is *health*. *Fitness* is purely optional, depending on your goals and interests. Just be sure that if you’re over 35 and fitness is your goal, you are also *healthy*.

Money, sex, and if you’re over 35, health. Now let’s go get ‘em.

## Chapter 2

### How to Accomplish Long-Term Happiness

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*There is an incessant influx of novelty into the world and yet we tolerate incredible dullness.*

Thoreau

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The early 1980s.

As a child, my parents had very little disposable income. My dad worked hard for a low income supporting five kids and a stay-at-home housewife. Regardless, my religious mother demanded that her kids be raised in a Catholic private school.

Private schools were far less expensive in those days than now, but it was still a decent chunk of money for my dad to spend. My parents pinched pennies so hard they screamed, and they were able to send their two oldest children, myself and one of my sisters, to a private Catholic school... at least for a while.

Soon my parents ran out of money and could no longer afford it, so after eighth grade I was suddenly transferred to the local public high school.

Therefore, I had the interesting experience of being schooled during my childhood in an oppressive, politically conservative, Catholic school, while being schooled in my adolescence in a free-spirited, politically left-wing public school. Going from one extreme to the other was a shocking experience to say the least.

Which was better?

The truth is that they both sucked because they suffered from the same problem: they both thought and taught that personal happiness was bad.

During my Catholic school years, I was taught, with great detail and enthusiasm, that living a free life was a terrible idea. God and Jesus wanted me to be a good little boy who followed the rules and grew up into a good adult

who also followed the rules. Hell awaited me if I wanted to go off and do my own thing. The Bible's teachings were about sacrifice, not happiness; humility, not laughter; following rules, not freedom; the virtue of being simple, pious, and meek; not wealthy, free, and confident.

My teachers, most of them angry nuns, constantly glowered at me with judgmental, angry eyes. The happier I was, the angrier they got. I was a happy, talkative kid, so I was punished often and spent a lot of time in the principal's office.

Then I hit the left-wing high school, and that all changed. Spontaneity, laughter, and even some ostensible freedom were encouraged and celebrated, but there was still something rotten in Denmark.

Intelligent but wimpy beta male teachers told me all about how "women are the boss" and how I would "understand someday" that a "happy wife means a happy life."

Many of the female teachers were even worse. Frustrated feminists with short haircuts would stand in front of the classroom and go on and on about how America, the country we all lived in, was a selfish nation because we had more money than anyone else, and that wasn't fair. We also had more military might than anyone else, and that *really* wasn't fair. They hated talking about President Reagan and glossed over him whenever they could, focusing a huge amount of social studies class time on guys like Ralph Nader. Over and over again, I heard about how we wiped out the Indians and enslaved black people hundreds of years ago, and how bad we should all feel about that.

When I asked why I should personally feel bad about something neither I nor any of my ancestors did hundreds of years ago to people who were now long dead, I was told that I was insensitive for not feeling bad. Feeling bad was a virtue. Kids who felt terrible about things received nods of approval. Kids who were happy received disappointed looks.

In the end, I couldn't tell who was worse, the conservative nuns or the progressive feminists. Both are as distant opposites as possible, yet both taught me the exact same thing. Feel bad. Feel guilt. Walking around happy all the time? Not cool.

## Why the Desire for Happiness Is Not Selfish

Thousands of years ago, a smart guy named Aristotle announced that he found the purpose of life. Not the meaning of life. That's a little more esoteric. Instead, it was the *purpose* of life.

It was to be happy.

He immediately received criticism for this. Left-wing-minded folks screamed, “What about other people? What about service to your fellow man? What about poor people? No one will help them if everyone is focused on their own happiness!”

Conservative-minded folks cried, “What about bad people? What about societal standards? You can’t just run around doing whatever you want!”

As I said, Aristotle was a smart guy. His answer to all of this was that only the good can be happy, and only the virtuous can be good. This means you’ve got to be a nice person or you’ll never be truly happy. It’s built into the system. This answers all questions about whether or not happiness is “right” or “selfish.” How can something be wrong or selfish if it requires one to be a good person? The fact happiness requires you to be a good person makes happiness inherently good, not bad, and certainly not selfish.

The universe is a self-managing, self-correcting system. If you want to be happy, you have to be a reasonably good person. If you’re a bad person, even if you get away with doing bad things, you will not be a happy person, at least not in the long run. This is because eventually, our cause-and-effect universe will ensure that bad things will happen to you. It will also ensure that, eventually, good things will happen to you if you’re a good person.

The problem is that often, in both cases, these bad or good things may not happen immediately. As a matter of fact, it often takes years for them to manifest. This results in people pointing at other people doing bad things and saying, “See? See? Look! They’re doing bad things but they’re having a great time living a great life!” Yeah, they’re living that life right now, but *you need to be patient*. Check back in with that person in three years, five years, ten years. You will find that they’re now miserable. It can’t be any other way.

Harry Browne, in his book *How I Found Freedom In An Unfree World*, explains that the entire reason human beings invented governments is because people are impatient with the universe’s self-correcting system. Provided you live in a reasonably free society, if you just wait long enough, bad things will happen to bad people and good things will happen to good people.

It’s an impressive system if you think about it. Do good things, and you will be rewarded with happiness, at least eventually. Do good things, and other people will be rewarded automatically since the only way to be happy in the long term is to do good for others. Happiness really does become its own reward.

The longer I live, the more I find this concept to be accurate. Everything I have observed with people and the world in the past ten years since I wrote the first edition of this book has reinforced this concept. The stronger your desire to be happy, the more you will be motivated to do good things for the world, even if your motives appear to be selfish on the surface.

Here's an example. I donate a percentage of my gross profit income to charity. One of my biggest financial goals is to someday raise this to 10% of my income and perhaps beyond. I don't donate to charity for the reasons you might think. It's not because I'm a right-wing conservative, and thus think that God owns my money, and I am but an undeserving steward, and if I don't donate money I've committed some sort of sin I need to feel guilty about.

Nor do I do it because I'm a left-wing liberal/progressive, and thus think that money is bad, that rich people are evil assholes, that I should feel guilty because I have more money than others might, and the only way I received my money is either by deceiving people or ripping them off, and therefore the poor deserve my "excess" money more than I do.

Nope. I thoroughly disagree with both of those positions.

Instead, I donate money to charity for the primary reason that it makes me feel good. I experience real joy by seeing the good my money does. It helps give deep meaning to my work. If you don't already regularly donate your time or money to charity, I strongly suggest you do. You won't believe how good it makes you feel.

Many books and papers have been written on the concept of happiness, rational selfishness, and rational self-interest. I'm not going to rehash all of that here. Let's just start with these two concepts:

1. Your long-term personal happiness is the most important thing in your life.
2. You can only achieve and maintain that happiness if you're a generally good person who helps others.

The only reason people in The Prison disagree with item one is because they don't understand item two. Once you thoroughly understand item two, item one becomes your new standard automatically. It makes happiness "okay." If you winced a little when I first said that your happiness is the most important thing in your life, it's because you think the only way for you to be happy often is to do bad things to others, or at a minimum not do good things for others.

It's a false belief structure and it's a standard part of The Prison. We'll talk about why you think this way in Chapter 3, but for now, I'll help dash this false premise from your brainwashed mind.

### **Joe, Dan, and Larry**

Let's talk about something that ostensibly makes people happy: money. A common belief in The Prison is that if you have a lot of money, the only way you got that money is by being an asshole. If you're "rich" (and everyone has a different opinion of what that word means), then somehow, somewhere, you ripped someone off, took advantage of someone, or lied. An even worse assumption is that you sat on your lazy ass and inherited all the money from rich relatives, doing zero work to earn it yourself.

In other words, you got that money by being bad. Therefore, if you don't have money and want to get "rich," you'll have to do bad things to get there since there's no other way.

As most of the planet continues to move to the political left and as Western Civilization continues to collapse, this belief is getting stronger all over the world. So great, let's examine that belief.

Take Joe, a normal guy. Joe starts a small construction company out of his home, building starter-family houses for lower-middle-class families. So far, I don't think anyone would say he's doing anything bad.

Let's say Joe works very hard for 25 years, busts his ass, grows his business, and now he's a multimillionaire. Let's assume that he's always been a good, honest person, which, in my extensive experience in working with hundreds of business owners for decades in my corporate consulting career, I have found overwhelmingly to be the case.

He now owns a decent-sized construction firm with 130 employees, building two or three-bedroom homes for middle and lower-middle-class families. As a result, he now makes a six or seven-figure income, lives in a nice house, drives a nice car as does his wife, and his two kids go to high-quality schools.

He regularly gives money to charity, pays a lot of taxes, provides the economy with inexpensive housing, and has created 130 jobs.

Is Joe bad? Did Joe do bad by becoming what many would call "rich?"

The answer is no. It's quite the opposite. By pursuing his very selfish desire for money, he's done the world a great service.

Of course, it's not always that clear. "Oh come on!" some might say, "Not all rich guys are like Joe!" That's true. Joe is a pretty simple example, though

his example is indeed typical of people at his income level. Regardless, let's get a little more complicated.

Across town from Joe is another construction company owner, Dan. Like Joe, Dan makes a very good income and experiences a lifestyle that most would consider "rich." Unlike Joe, Dan is an evil, manipulative bastard. He screams at his employees and makes them work long hours for little pay. To save money he secretly and illegally violates all kinds of building codes, making his homes unsafe. He pads his invoices to his customers, ripping them off. He cheats on his taxes. He cheats on his wife with his secretary. He never gives any money to charity. He even kicks homeless people as he walks down the street, laughing with an evil glee. He's truly an Evil Rich Guy™, the kind Hollywood loves to portray.

Let me ask you a simple question: Is Dan happy? Really think about that.

The answer, of course, is no. Dan lives a terrible existence. Because he treats others poorly, he has no choice but to be unhappy. That's how the universe works. As I said, it's quite an ingenious system.

Moreover, because of the imperfect though sublime beauty of free market capitalism, if Dan really does all of these things, the odds are that he will *eventually* go out of business. Customers are going to stop giving him jobs. People are going to start quitting and he's going to have a tough time finding decent employees. His wife will eventually catch him cheating, divorce him, and take half his money and all of his kids. Lastly, even if the IRS never audits him, even if he somehow stays in business, he'll eventually get sued into oblivion because of his business shenanigans, and could even wind up in jail.

Would these things make Dan happy? Nope.

"Okay, fine," some in The Prison might say, "But what about the people like that who get away with it?"

Now you're really pushing the envelope of reality, and you should be aware you're doing that in order to make your point. What you're proposing is pretty damn unlikely. Eventually, at some point, guys like Dan will wind up paying the piper, even if it takes 20 years. Regardless, let's run with that excuse anyway.

Let's take yet another construction business owner in the same town. His name is Larry. Like Dan, Larry is an Evil Rich Guy™. However, unlike Dan, Larry is much craftier about it. Larry actually treats his employees and customers somewhat nicely (or at least pretends to) and is generally considered a nice guy. He pads and steals from his customers, but unlike Dan, he does it inconsistently and very carefully, so that he's never caught. It's the same story when he violates building codes or cheats on his taxes. He's so good at it and

subtle, he never gets caught. Soon he amasses a small fortune, and now he's "rich" like Joe is. He buys his wife a nice new car, gives her a sweet kiss, and tells her he loves her; then he secretly has sex with her sister. In an amazing feat of improbability, he beats the odds and gets away with all of it, forever.

I'll ask the question again: Is Larry happy? "Yes!" the Prison folks answer.

Is he? Really? Do you think when Larry is all alone with himself, he feels good about himself or his life? Fulfilled? Proud? At peace?

I promise you he doesn't. Larry may put on a plastic smile, but inside he feels like crap. There's a gigantic hole inside him that never goes away. He feels empty, unfulfilled, and possibly guilty. If you look at his life more closely, you'll often find he's a closet alcoholic or addicted to painkillers. He has serious marital problems and/or kids who hate him or are on drugs. He's at the doctor all the time with problems like ulcers, headaches, or even cancer.

Because he's a bad person, he's unhappy. It can't be any other way. I have known and worked with a few Dans and Larrys in my life and this is how they work. Businesses, churches, organizations, and politics are full of Dans and Larrys, both male and female. Sometimes, to the casual observer, they do indeed look happy. You see Larry with a smile on his face wearing a \$120,000 watch and driving his Bugatti, so you assume he's happy. He might look and act happy (sometimes), but behind closed doors, his life is dysfunctional and damaged. He's anything but happy.

I'm not going to mention names, but the internet today is jam-packed full of Dans and Larrys (including women) who have big audiences and lots of raving fans who defend these people. Doesn't matter. These Dans and Larrys might have money, looks, and/or fame, but they're not happy.

Moreover, I'm going to again challenge the assumption that Larry gets away with all of this stuff forever. Remember, the universe is a self-correcting system. As happy as you think Larry is now, life is going to catch up to him. At some point in his life, and it could be a decade or more down the road, some very bad things are going to happen to him. His wife will leave him, his kids will hate him, and he'll die a lonely and broken man. Perhaps instead he'll die of an overdose, or be in and out of drug rehab for the rest of his life. Maybe he'll wind up in jail sitting right next to Dan.

Being a bad person makes you unhappy. Eventually. There's no getting around it.

If you still have a hard time accepting this concept, look to the people you know in your own life. Can you find a person who's been consistently bad

for at least 10 or 15 years, even in secret, “successful” ways like Larry, who you believe is truly and honestly happy, deep down in his or her heart on a consistent basis, including behind closed doors? I think you won’t be able to come up with such a person.

I’m also not presenting this concept as a spiritual one (though if you chose to interpret it that way, that would be fine). I’m not talking about mysticism or karma, I’m talking about real-life statistical probability. If you seriously believe that a person can be bad for years on end and not eventually experience a persistent level of unhappiness, then you have a very skewed view of how probability functions in the real world.

People who are happy, who “selfishly” set their priorities on being very happy, must be good people who help the world, at least somewhat. People who selfishly but honestly seek their own long-term happiness as their greatest ideal are the most benevolent people in society.

If you’re sure that getting rich will make you happy, go get rich! As long as you go about it in an ethical manner, by selfishly pursuing your own happiness, you’ll serve the world at the same time.

You can replace “get rich” with “having sex with 100 women,” “moving to a different country,” “getting divorced,” or anything else you’re sure will make you happy, regardless if society approves of your choice or not. In all five of those examples, you’ll benefit society by pursuing your own happiness.

- Getting rich means you’ve created jobs and provided needed products and services to others.
- Having sex with a lot of women (and remember we said “in an ethical manner”) means you’ve provided great pleasure, and thus happiness, to many women who desired it.
- Moving to a different country enriches your life with new experiences, as well as the lives of those you meet in the new land.
- Getting divorced means that once you overcome the temporary unhappiness of such an event, you’ll be free to pursue a new life as you choose. Forever more you’ll be a happier man, and everyone around you will benefit from this new happiness.

So stop worrying about The Prison lecturing you about how happiness is “wrong” because it’s “selfish.” They are factually and objectively wrong. Your happiness helps the world.

## Long-Term Happiness vs. Short-Term Happiness

Alright, so happiness is the primary reason for life, and it should be your number one purpose in it. However, there's one wrinkle to this; happiness can actually be dangerous under certain conditions.

There are times during the day when, while I'm working, I get a little lazy and I'm tempted to stop working and watch an old movie on my big-screen TV. I'm a very motivated guy, but I'm still human, and sometimes I'll think to myself, "Hm. Taking a little break and watching Terminator 2 sounds like a really good idea right about now."

Why not chuck my work and watch a movie? I love loud, badass testosterone-soaked action movies from the 80s and early 90s. Watching those movies makes me happy, and happiness is my number one goal in life. So why not do it?

If I indeed stopped working on my important projects and had a six-hour 1987 action marathon by watching Predator, Robocop, and Lethal Weapon, yes, it would make me happy. However, that evening, or the next day, or a few days down the road, I'd be very unhappy. Why?

- I would lose sleep and experience stress by being behind on projects I consider important.
- I could lose money by not getting my projects done.
- I would get behind on my personal financial and business goals, which would really piss me off.
- I may inconvenience or severely disrupt my clients, team members, or strategic partners, and that would cause me all kinds of headaches, hassle, and possibly lost time and money.
- Most importantly, my self-esteem would take a hit. I would start to doubt my ability to achieve my important goals in life, and that would make me extremely unhappy.

So watching a movie when I should be working would make me short-term happy while I was actually watching the movie, but make me long-term unhappy in the hours, days, or weeks that followed. In effect, I would have traded long-lasting, long-term happiness for short-term, short-lasting happiness.

Here's another example many people in our high-carb society can relate to.

I have an endomorphic body. This means my body gains mass quickly (as opposed to an ectomorphic body, which would represent a really skinny guy).

The good news is that means I'm a big guy, which I like. As a man, having size is masculine and intimidating, both good. It also means when I lift weights, I get huge beautiful muscles reasonably quickly. It's nice.

The bad news is if I even look at a glazed doughnut, I gain three pounds of fat. I gain muscle fast, but I also gain fat fast. One meal at Taco Bell and I get instant love handles. It sucks. I have to watch what I eat very, very carefully, much more so than a lot of other guys. I have had to wrestle with this challenge my entire life. Several times in my life I've been clearly overweight because of it.

The funny part is that I have three very thin, ectomorphic brothers. One of them can eat an entire pizza and not gain a pound. Whenever he does this, I call him an asshole. However, when he goes to the gym to get ripped, after three months of very hard work he looks... exactly the same. I can hit the weights, lightly, and within two or three weeks my shoulders and thighs are noticeably bigger when I flex. That's when he calls *me* an asshole.

Being a trim, good-looking guy makes me long-term happy. If I'm trying to lose weight, which is a frequent occurrence in my life, and I decide to chuck it one day because I want to eat a jalapeno and cheese bagel slathered with cream cheese, it will make me short-term happy for about ten minutes, but long-term unhappy for about two days (or longer), particularly when I step on the scale the next morning.

I could rattle off a thousand more examples of how people stupidly pursue short-term happiness at the expense of long-term happiness. Short-term happiness is easy but fleeting. Long-term happiness is harder, sometimes very hard, but it lasts much longer and has a much stronger positive effect on your well-being and your life (not to mention everyone around you).

Therefore, it is not enough to say that "happiness" is our primary goal. It must instead be long-term happiness. Your goal should be to be as consistently, long-term happy as possible. Everything you're going to learn in this book revolves around that specific goal. Not inconsistent short-term happiness. Not happiness sometimes and pain and unhappiness others. The primary goal of the Alpha Male 2.0 is consistent, long-term happiness.

It is the condition of long-term happiness that defines and differentiates the Alpha 2.0 from everyone else. Generally speaking, women cannot be long-term happy (we'll discuss exactly why in Chapter 16). It's the same with beta males and Alpha 1.0s. They either lack the ability to achieve and maintain long-term happiness or refuse to pursue it.

## The Barriers to Happiness

If happiness is the goal, why don't people just be happy? Why don't people simply do the things necessary to make themselves happy?

We've already discussed two reasons. The first is that they mistakenly believe being happy is somehow a bad or selfish thing that harms other people rather than helping them. The second is that they pursue short-term happiness which always results in eventual long-term unhappiness.

However, even those two aren't the biggest impediments to happiness. I know that even if I convince someone that happiness should be their number one priority in life, that it's a good thing to do, and that long-term happiness is better for them than short-term happiness, they likely are still not going to take action on many of the principles and techniques described in this book.

Why?

It's because happiness actually isn't their highest objective, despite what they say or think. Something else is.

"Wait a minute. Why would someone NOT want to be happy?" you ask. Good question.

In the modern era, we human beings have two powerful enemies that confound our desire and accomplishment for long-term happiness. The first is Societal Programming. The second is Obsolete Biological Wiring. Before you take the path of the Alpha Male 2.0, you have to deal with these two bastards first. We'll discuss them in detail in the next few chapters, but for now, let's continue with the other reasons.

## Justifying Negative

Another common reason for unhappiness is that many people in The Prison are under the mistaken impression that feeling negative feelings is somehow good. Here are some examples of the justifications they make.

*"Problems make you stronger. They build character."*

Generally speaking, that can be accurate. The issue is that I've seen the above statement used to justify all kinds of horrible, needless problems that need never have happened; problems caused by people being stupid, reckless, immature, irrational, lazy, or impatient, often consciously, on purpose. I've seen it justify the behaviors of people with a long string of self-created life challenges.

If you're using that statement to justify a single problem you had years ago that you took care of quickly and never repeated, then fine. It did make you stronger. I've had a few of those myself. However, if you're using that statement to justify a long negative pattern of behavior, a series of never-ending problems lasting years and years, then you're just making excuses. Problems are not good in this case, and they are not "making you a stronger person" or "building your character." They are in fact making you a weaker and more miserable person.

Always be extremely careful when trying to justify consistent problems or negative feelings in your life. That's victim talk.

*"Walking around happy all the time means you're not considering all the pain and suffering in the world."*

Does this mean that walking around angry all the time will help feed starving children in Africa or help end the wars in the Middle East?

It won't. You can be as sad or as angry as you want; your negative feelings won't feed any starving children or liberate any oppressed people.

The argument could be made that if one is angry enough, one will take action to help the world be a better place. In the real world, I don't see this happen very often and neither do you. Take an honest assessment of most angry or sad people you know. Are these successful, passionate activists who really change things, get things done, and donate lots of time and money to charity?

If you're being honest, the answer is no. The vast majority of unhappy people make the world a worse place, not a better place. Those very few who channel righteous anger into positive action are the extremely rare exceptions to the rule. Frankly, even with those folks, once they start acting to improve the world, there's no reason for them to remain angry. They can certainly be more effective at changing things if they do it with a smile on their face rather than a scowl.

Bertrand Russell said, "The men who thought happiness the end of life tended to be the more benevolent, while those who proposed other ends were often dominated unconsciously by cruelty or love of power."

*"You need bad feelings to know what good feelings are. If you never feel bad, you won't appreciate it when you feel good."*

Ah, this is the biggest excuse of them all. Many people in The Prison cling to that statement like a child clings to a teddy bear at night.

On the surface, that statement is indeed accurate. If you grew up in Minneapolis and then went to Maui, you will certainly appreciate the beauty of Maui much more than someone who spent their entire life there. If you were married to Janet for 15 years and she routinely hit you with a baseball bat, then divorced her and married Suzi who never did that, you would certainly appreciate Suzi much more than I would if I had married her, simply because I've never had a wife who beat me with a baseball bat.

Now here's the question: In order to continue to appreciate your new, nonviolent wife, would you need your first wife to occasionally come over to your house and beat you with a baseball bat so that you could remember what it was like?

The answer, of course, is HELL NO. I think after 15 years of getting your ass kicked with a Louisville Slugger you would remember it quite vividly for the rest of your life. You would not need a refresher course. You would continue to appreciate your new circumstances without having to re-experience the negative feelings that caused your enhanced appreciation of the new condition.

If you told your new wife to occasionally hit you with a baseball bat so you could "feel bad in order to appreciate feeling good," she'd think you were insane (and she'd be right). Forget the damn baseball bat and enjoy your new wife.

So yes, one appreciates the good when one has experienced the bad. However, I would submit that for most of us, by the time we reach age 25 or so, we have experienced plenty of horrible, negative experiences and thoughts. We don't need to keep repeating these things forever in order to somehow further appreciate the good stuff. I suppose it's statistically possible that there may be some people who go from infancy to age 25 with every aspect of their lives being perfect the entire time, but again, those are the very rare exceptions to the rule.

Think about it. By the time you were in your mid-twenties or so, you likely experienced suffering, anger, fear, sadness, loneliness, jealousy, depression, physical pain, emotional pain, financial stress, emotional upset, rejection, and all kinds of unfulfilled needs and desires. Do you really need to keep repeating that stuff forever in order to feel good?

You don't.

Unless you're well under the age of 25 and have never had anything bad happen to you, *you no longer need to feel negative emotions ever again*. I'm serious about this. Of course, it's impossible to live the rest of your life with only positive emotions; some negative things are going to happen to you

occasionally no matter how good you are. I'm saying that you don't *need* any negative. With only two notable exceptions we'll cover in a minute, you should consider negative emotions as completely useless from this day forward. You cannot achieve the Alpha 2.0 lifestyle if you believe negative emotions should be repeated from time to time.

## **The Facilitation of Happiness**

How does one achieve long-term, consistent happiness? There are really only two ways:

1. Organize your life so that happiness-creating events occur more often and unhappiness-creating events occur as infrequently as possible.
2. Organize your mind so as to reduce the number of things that make you unhappy.

Let's examine both items.

### *Structuring Your Life for Minimum Unhappiness*

Item one is simple to understand but not easy to put into practice, which is why most people disregard it.

If you hate doing paperwork, you should never become an attorney, regardless of the other compelling reasons you may want to become one. If you dislike small children and love an orderly, clean lifestyle, you should never have kids, regardless of how hard your wife, girlfriend, or mother is pressuring you to have some. If you love having lots of sex with a variety of different women, you should never promise monogamy to any one woman, even if everyone in The Prison tells you it's the only "appropriate" way to love someone.

There are many examples of how people purposely violate, and even destroy, their long-term happiness by purposely structuring their lives in a way where unhappiness is a common occurrence.

- People who go into jobs that include tasks they strongly dislike or are unsuited for.
- People who go into debt, only to have painful financial problems down the road.
- People who get college degrees (and worse, go into debt for them) that they will never use.

- People who get into long-term relationships with partners who they know have extremely irritating behaviors.
- Women who hate being mothers and don't have the personality for it who have kids anyway.
- Men with extremely high sex drives and who are accustomed to sexual variety who promise sexual monogamy to one woman.
- People who strongly dislike the culture, country, city, or neighborhood in which they live, but never move away from there.
- People who repeatedly vote for politicians who do things they hate (Americans and Germans are particularly infected with this one).
- People who cling to religions or other spiritual beliefs that "force" them to behave in ways completely opposed to their personality and what makes them truly happy.

The list is endless. Doing anything similar to any of these things would create a life where unhappiness-creating events would be happening to you all the time. You might have spurts of short-term happiness occasionally, perhaps even often, but consistent long-term happiness would be impossible.

Any time you make any non-minor decision in your life, you must come to a complete stop and evaluate whether or not this decision will make you happy or unhappy in the long term. Ask yourself, "I understand this will make me happy now, but will this keep me happy five years from now? How about ten years from now?" Be very honest about the answer. Way too often we agree to all kinds of life commitments that temporarily make us happy, or temporarily take the heat off, only to be stuck with a situation that makes us unhappy down the road.

Whenever I make a non-minor decision in my life, I pull up a blank document or spreadsheet and I write out exactly how this decision will affect my consistent, long-term happiness. If I determine the decision will make me happy now and will not decrease my future happiness in any way, then I go with it. If I determine that it will or might decrease my happiness later in life, then I chuck it. I do this even if it means I will make other people very upset with me. Invariably, these people are inmates of The Prison (women, beta males, and Alpha 1.0s), so I don't expect them to understand anyway. I may even do this if it might require more work or sacrifice in the short term. My long-term happiness is well worth it. We'll cover this in more detail in a minute.

### *Structuring Your Mind for Minimum Unhappiness*

Your life is external, but you must also cover your mind which covers your thought processes and emotions. Socrates said, “He is richest who is content with least, for contentment is the wealth of nature.”

Let’s take the classic and humorous example of the old man yelling “Get off my lawn!” at the neighbors’ kids, and apply it to a situation I had a few years ago.

I used to live in a lower-middle-class suburban neighborhood. Despite the fact that I lived alone, my house was sandwiched between two homes containing big families with lots of small children. There were several other houses on the street with similar large families. In the summertime, these kids always played outside. Because of this, often when I came home from an appointment, or when I left the house in the morning, there would be toys, trash, or even a bicycle or two on my front lawn or even in my driveway blocking my car. This would sometimes occur many days in a row, every day bringing me a new surprise.

It’s not fun to see trash on your front lawn. It’s not fun to be unable to pull into your driveway because a big toy or bike is in the way. This would really upset most men. Years ago, well before my transition to Alpha Male 2.0, it would have certainly enraged me beyond belief. I would have gone all Alpha Male 1.0, picked up that toy, walked over to my neighbor’s house, and banged on their door. When they answered, I would have shoved the toy into their hands and angrily lectured them about how they needed to keep their damn kids off my damn yard, and how they need to parent their kids better so as to respect other people’s property.

This is a very common occurrence that happens millions of times per day, all over the world.

Being typical suburban Americans, they would have nodded and placated me (or worse, screamed right back at me) and promised to do so. Then a few days later there would be another toy, bike, or piece of trash on my lawn. That’s how kids work. I would know. I have two.

Oh damn, then I would really lose it. This would go on and on and on until I finally moved away.

I’m not like that anymore. Instead of doing all of that, when I saw a stuffed animal or an empty soda can on my lawn, I just chuckled and ignored it. If it was still there after a day or two, then whenever I felt like it I’d just pick it up and throw it in the trash, or perhaps toss it over to one of my neighbor’s yards, then laugh and get back to work without a second thought. Whenever I saw the kids playing on my lawn, I just waved at them and smiled. I’m completely

Outcome Independent about it. (We'll discuss the concept of Outcome Independence in Chapter 21.)

Why the change? It's because years ago I realized that being an emotionally-reactive person was a direct violation of structuring my mind for maximum happiness. It was clearly damaging my long-term happiness. I knew then, as I know now, that most people in the world are chaotic and incompetent. Years ago, this used to really make me angry as it would most normal people. Now I just accept it. Moreover, I usually find it humorous and laugh at it, which increases my happiness rather than reducing it.

A wise man once told me, "You can tell the size of the man by the size of the things that make him mad." Exactly. The longer the list is of things that upset you, the harder it will be to achieve or maintain consistent, long-term happiness. Therefore, it is in your best interest to keep that list as short as possible.

Learn to not give a shit. Learn to laugh things off. Learn to refocus your mind on positive, constructive things whenever you feel yourself getting frustrated at other people's statements or behaviors. Remember that most people in The Prison are flawed, limited, irrational creatures, and they're going to stay that way no matter how mad you get, how many complaints, lectures, or threats you issue, how many clever posts you make on social media, or who you vote for. Do whatever is necessary, including mental health therapy if you feel you need it, to reduce the number of things that make you unhappy to their absolute minimum. It's well worth the endeavor.

## Is Unhappiness Ever Necessary?

Are there any times when temporary unhappiness is necessary to achieve long-term happiness? Yes, but they're rare.

There are only two times where negative emotions or unhappiness are indeed necessary for improvement. The first of these is when you experience temporary unhappiness as a motivation to improve your condition.

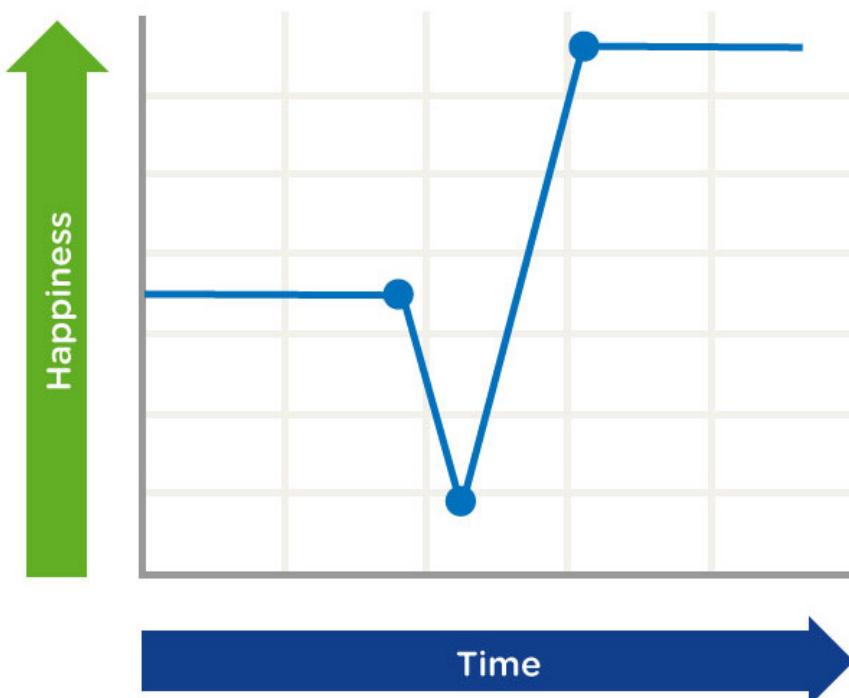
I used to be poor. There were days I was worried I wasn't going to be able to buy groceries to eat dinner, pay my electric bill, or put enough gas in my car to get to work. I hated that existence with a white-hot passion. This discomfort compelled me to do what was necessary to start making a good income. I started to work hard, and soon I was no longer poor and no longer unhappy.

As we've already discussed, I've never felt a need to occasionally go back to being poor so I could appreciate being prosperous. Once was enough, thank you very much.

If I had never felt unhappy with my financial situation, it's less likely I would have ever put in the action necessary to improve my life. Therefore, you could make the argument that the unhappiness I felt was a good thing.

However, notice that I quickly eliminated the unhappiness. I made the unhappiness temporary. Many people unhappy with a condition in their lives simply keep these conditions (often defending them or making excuses for them), and thus maintain their unhappiness for a very long time; years or even decades.

### Happiness Change Curve



Another common occurrence is that people will remove their unhappiness only to have it come back to them, over and over again. These are people who make good money, and then lose it all, and repeat that throughout their lives.

Another example is people who have been married (or in and out of long-term, live-in relationships) three, four, or more times.

So while discomfort with your current condition can be a powerful catalyst for positive change, that argument is only valid if:

1. You eventually eliminate the unhappy condition.
2. Don't ever repeat the unhappy condition.

Then, and only then, were the initial negative emotions of value to you.

## The Happiness Change Curve

The second instance when negative emotions are necessary is when we make a significant change to improve our condition. Why don't people stick with new habits or actions they know they need to in order to be happy? Occam's Razor suggests the answer is because new habits are uncomfortable (i.e. unhappiness-causing), so we stop doing them.

This brings me to something I call the Happiness Change Curve. It's a chart that I always keep in mind whenever I pursue some new activity or project in order to improve my condition to ensure my long-term happiness. It's as simple as it is accurate. It looks like this:

The Happiness Change Curve shows that you start at a state of discomfort, enough to want to change. Then you make a change to better your condition. Examples of this change could be a divorce, starting a business, starting to exercise or diet to lose weight, moving to a new city or country, or practicing a new skill you're unfamiliar with.

When you first start into the change and new behavior, it quickly gets painful. Your happiness drops. However, if you stick with it, you get much better at it, you start to see results, your life starts to improve, and you get happier. Soon, when the habit or system becomes second nature and the new results become part of who you are, you are now at a new level of happiness, higher than when you started.

Let's say you look in the mirror and see a beer gut where your flat stomach used to be. You are dissatisfied. Your happiness level in this area is about a three on a scale from one to ten. For the first time in your life, you decide to start running three miles every morning to lose weight. Over the next week, you're running through your neighborhood, your fat Santa Clause belly bouncing up and down, panting like a dog, feeling like shit, and looking like an idiot. Are

you happy? Hell no. You're sweaty, you're cramping and in pain, you feel like your heart is going to explode, and you feel embarrassed. You're actually less happy than before you started exercising. Your happiness level was at a three, but now you're at about a one and a half.

It's possible you might quit because of this unhappiness. Then you'll snap right back to a three and stay there forever.

However, if you push through the low point of the running (and the dieting), soon a few things will happen:

1. You'll start losing weight and your stomach will start getting smaller.
2. You'll start hating running less.
3. Making the effort to run daily will become a robotic habit and seem like less "work."

Over time, your new habit, and the results it creates for you, will boost your happiness to seven or eight, where it will stay forever (as long as you keep exercising and watching what you eat). I'm using exercising and losing weight as an example, but again, this can apply to just about any new habit or project you're going to undertake in order to better yourself.

When I was a young man, I worked in the corporate world with a normal eight-to-five job. I hated it. I wanted my own business. So I took action and made it happen. As I discuss in detail in Chapter 25, when I first quit my job and started my business full-time at age 24, the subsequent two years were a very stressful time. I had little money, very little business, and there were many months I couldn't pay my bills. At one point I almost lost my house and was pennies away from bankruptcy. I was worse off and less happy than when I had my corporate job.

Yet, I endured the pain and stuck with it, and soon my income began to rise. Eventually, I was making more money and working fewer hours than when I was working at my old job. Then I doubled the income I was making at my old job. Then I tripled it. Today, even if you adjust for inflation, I make well over 15X what I used to make at that job (which was a high-paying job in the I.T. sector), and I have no boss, have much less stress, set my own schedule, and I'm 100% location-independent. I achieved a new high level of happiness and have maintained it since. However, I had to persevere through that sharp but temporary dip in happiness that comes at the low point of the Happiness Change Curve. The temporary unhappiness was well worth the long-term happiness I now experience every day.

One of the few core differences between a successful person and an unsuccessful one is that unsuccessful people either fear the dip or leap back to the status quo when the dip starts becoming uncomfortable. These people are stuck forever at their current (low) level of happiness.

Any time I start a new endeavor to achieve a new goal or make some positive change in my life, I always remember the Happiness Change Curve. I know that once I start with the change my happiness will actually decrease. I know I will have to suffer through this temporary unhappiness for a while until I can get to the point where my happiness will be higher than when I first started.

I do two things:

1. I make sure that the low point of the Happiness Change Curve will be as brief as possible, and I try to get it over with as fast as I can.
2. I make sure not to quit when the unhappiness is at its worst, and stick with it. I remind myself that the unhappiness is temporary, and the good stuff is coming right around the corner.

Remember the Curve as you move forward in this book. Once you start making big changes in your life, you're likely going to need it.

More importantly, remember that the only two times unhappiness is acceptable is when the unhappiness is temporary, as per the above two examples.

## **Part Two**

### **Your Enemies**

## Chapter 3

### How Society Programs You, and How to Overcome It

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*Men are not born stupid. They are born ignorant.  
They are made stupid by education.*

Bertrand Russell,  
paraphrasing Claude Adrien Helvétius

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Summer, 1985.

I stood in line at the pizza joint in Queens, New York. At age 13, it was the first time I had been to a city far away from my home near Portland, Oregon. My best friend, whom I was visiting, stood next to me, as did his mother and older sister. New York was a very interesting place during the 1980s. Crime and grime were commonplace, and a strong pungent odor seemed to never leave my nose while I was there. How different it was from the woodlands of the Pacific Northwest where I was born and raised!

Finally, it was our turn to order. My friend's mom placed the order for the pizzas and then asked us all what we wanted to drink. My friend and his sister ordered a soda. I ordered a small milk. Throughout my childhood, I drank nothing but milk with all of my meals. It was a common thing to do in my hometown.

As soon as the word "milk" left my lips, three things happened at the same time. First, my friend's mom, who was a New York native, looked at me with a shocked, almost disgusted look on her face. Second, two burly guys sitting at a nearby table looked at me and made loud, half-laughing, half-snorting sounds. Third, the young woman behind the counter sneered and said, "Uh, yeah, we don't serve milk here."

I was very confused. I looked at the woman and thought, “No milk? Why would a pizza restaurant not serve milk? What an odd thing.” Then I noticed the nearby guys making fun of me and my friend’s mom’s expression.

When the two guys started snorting louder, the mom’s look went from disgust to embarrassment. She turned to the two guys and said, “He’s from out of town,” shaking her head as she said it. The two guys laughed, throwing a few muttered insults about me and milk. The woman behind the counter kept looking at me like I was an alien from Mars.

I was amazed. It’s not just that the restaurant didn’t serve milk, which was strange enough (at least to me), but it actually *bothered* these people that I wanted to drink some.

As we walked to our table with our pizza, my friend’s mom explained to me, “Look, in New York, we don’t order milk with food. Ordering milk to drink is like ordering a bagel with no cream cheese. So you don’t want to do that again. Order Coke or Pepsi next time.”

## Societal Programming

All societies in the world, now and throughout all of human history, have been controlled by a small few. The elites. The primary objective of the elites is to achieve and maintain control over the masses. Sometimes they do this in a nice way, other times not so nice. There is usually nothing inherently evil about this control. It’s simply part of human nature. Under any political system, be it free market capitalism, corporatism, quasi-socialism, real socialism, communism, oligarchy, monarchy, or a dictatorship, you’ll always have a small group of elites ruling over everyone else in some form or fashion. It’s human nature and unavoidable.

In order to maintain the power they have over the masses, the elites do their best to manipulate the thought processes of the people in a way most conducive to keeping the people organized, obedient, and docile. The more people in a society like that, the easier it is for the elites to maintain their power.

If it served the elites’ power structure for the masses to believe that eating large amounts of doughnuts was good for you, then even if you lived in a “free” country, you would eventually start hearing about how eating doughnuts was good for you. For example...

1. You would see good-looking famous people in movies and on television eating lots of doughnuts while looking and feeling great.

2. You would hear big corporations pushing doughnuts as a healthy food.
3. You would hear religions talking about how eating doughnuts was moral and right and how not eating them is sinful and selfish.
4. “Eat doughnuts to be healthy” would be taught in schools in programs pushed hard by teachers and politicians.
5. Parents would constantly scold their children, whether young or fully grown, that they should be eating more doughnuts.
6. Your friends and peers would eventually start making fun of you (or at least start looking at you strangely) if you didn’t eat doughnuts regularly.

At some point, and it may take many years for this to happen, you would start to think, even a little, that eating doughnuts often was the best way to go. Likely, you would think this to some degree no matter how smart or independently-minded you think you are. Eating doughnuts is not good for you of course, but that’s irrelevant. Doughnuts being healthy would have been said so many times, so many ways, from so many sources, all your life, it would now be implanted in your subconscious mind, and you would believe it, or at a bare minimum, you would assign credence to it to some degree.

Multiply that by a thousand different opinions in all the different topic areas you’ve learned throughout your life. All your life, you have been programmed by society to think a myriad of incorrect things from many different trusted sources. Since the day you were born, the following sources have been hammering away at you with untruths, 24 hours a day, seven days a week:

- Schools
- Corporations
- Governments
- Religions
- Advertisements
- Authors
- Politicians
- Television
- Movies
- Music
- The news
- The internet

- Your friends
- Your parents
- Your extended family
- Your lovers

Many of them actually have good intentions by doing this, and many do not, but all of them are reinforcing falsehoods in your brain. What they're really doing, whether they realize it or not, is bolstering the elites' ability to maintain their control over The Prison.

It works very well. The elites couldn't be happier. Today's elites have more wealth and power than the greatest Roman Emperors because of this false programming.

This is sometimes called societal conditioning. I use a more accurate and memorable term: Societal Programming, or SP.

As a result of this constant programming, your brain has literally hundreds of "facts" and opinions that sound right but are completely false. You have been inaccurately programmed by society.

A very small amount of this programming is accurate to reality, such as "Don't kill people." The problem is for every one of those, you've got twenty incorrect ones like "They hate us for our freedom," "Schools need more money," or "Get a college degree to get a good job."

SP includes all kinds of things...

*In politics:*

"Conservatives make government smaller."

"Conservatives support family values."

"Left-wingers don't go to war."

"The Left is for tolerance."

*In history:*

"The North invaded the South in order to free the slaves."

"FDR was completely shocked when the Japanese attacked since he had no idea that would ever happen."

*In relationships:*

"Women are attracted to men who buy them things."

“Once you find that one special person, you won’t ever want to have sex with anyone else.”

*In economics:*

“The crash of 2008 was caused by too much capitalism.”

“Real estate always goes up in value.”

*In fitness:*

“Weight loss is mostly about exercise.”

“Eating fat makes you fat.”

*In business:*

“Entrepreneurs who own successful businesses have more time and freedom.”

“The most important thing is to cut costs.”

All of the above statements are false. I’m not going to spend time going into detail regarding the above topics since most are well outside the scope of this book. Don’t believe a word I say; feel free to do your own objective research if you strongly agree with any of the above items, and you’ll discover that they all sound right, but are actually false. There are many common statements you and I could make that would sound perfectly accurate and logical to you but are completely wrong, because of your own ingrained SP. Based on the culture you live in, your upbringing, your religion, and your political views (all of which are various forms of SP) you might agree with some of them and not others, yet all of them would be false. This is because these lies have been repeated to you, since childhood, over and over again, so you believe them. The fact they’re factually untrue doesn’t factor in at all.

## **The Purpose of SP**

So what’s the problem with this? So what if people think doing crunches will spot-remove fat from your abdomen? What’s the harm?

The problem is the goal of SP is not to make you happy. Therefore SP is not compatible with our primary life goal, which is, as we discussed in the last chapter, to be consistently long-term happy.

SP isn’t necessarily designed to make you unhappy either. In many cases, unhappiness tends to be an unintentional byproduct of SP. As I said above, the goal of SP is to maintain the power structure for the elites. This includes people like upper-level politicians, international bankers, Fortune 500 CEOs,

A-list celebrities, high-end billionaires, Heads of State, and their ilk. You can call them the ruling class, the political class, or whatever you like. These are people with far more power over society than you or I will ever attain. They're the people in charge and naturally, they want to stay in charge.

On a certain level, I don't begrudge the elites for wanting this. If you were one of them, you'd probably want to stay in power too. Although the elites do things I consider quite evil and terrible, it's a natural part of the human condition to have a small group of bosses and a large group of followers.

Here's where things get problematic for those seeking the path of the Alpha 2.0. The elites need you to do things like obey, conform, consume, vote, and fear. Your personal happiness is nowhere in there. They'd actually prefer you'd be docile or angry (at the right people) than happy. This means the elites' goal of continued power and your goal of long-term happiness are mutually exclusive. You cannot be long-term happy if you follow the elites' program. Either you follow the agenda of the elites and be happy sometimes or never, or you reject their agenda and achieve long-term happiness. There is no third option.

To achieve long-term happiness as an Alpha 2.0, you must actively reject Societal Programming.

I'll be honest with you... this is difficult. You face a tough battle on two fronts. First, you must question and attack all the false SP that has built up in your mind over the course of your life. I succeeded in this process many years ago, but even I still catch myself falling prey to a little SP on occasion.

The second problem is even tougher. On a day-to-day basis, you'll have to deal not only with your SP, but also the SP within everyone around you. If you overcome your own SP and start pursuing long-term happiness, you're going to be doing all kinds of things that look very odd, perhaps even offensive, to all the other SP-filled people around you. The Prison inmates are going to be very uncomfortable watching you break out of The Prison and engage in freedom-based, happiness-maintaining, non-Prison behaviors. You're definitely going to get some negative feedback.

There are many examples of this, but I'll give you an easy one. If you live in the USA or Canada, you're a 45-year-old man, and you start casually dating a 19-year-old woman, some people are going to get very angry and consider you a disgusting person. In the United States and Canada, we have been filled with strong SP that older men should not date younger women of that age, with that level of age difference.

On a purely rational and technical level, is there anything wrong, evil, or destructive about a 19-year-old woman choosing to have a consensual, casual relationship with a 45-year-old man of her own free will? If you take your emotional reactions out of the equation, the answer is no. As a matter of fact, I have argued that a 19-year-old woman is usually going to be better off and safer dating the typical 45-year-old man than the typical 19-year-old boy. Think about it. Picture the typical 19-year-old guy these days. Now picture the typical 45-year-old man. Which guy is likely more responsible? More trustworthy? More conscientious? More safe? Which one is smarter? More educated? Has more financial resources? Again, if you're thinking rationally and not emotionally (i.e. not under the influence of your SP) you'll have to answer that the typical 45-year-old man has the typical 19-year-old man beat soundly in all of those areas.

However those are facts, and SP isn't about facts. If a 45-year-old man walks into an office party with a 19-year-old woman on his arm, he's going to have to deal with some viscerally negative reactions from other people his age, all due to false SP. Dealing with this kind of bigoted SP from other people is not fun. Just ask any men who are black or openly gay and they'll tell you all about it.

Here's where SP gets really hilarious. Take the exact same circumstances and flip the sexes. Now it's a 45-year-old woman casually dating a 19-year-old man. Is she going to get the pushback that a man would get from her American/Canadian social circle? Perhaps a little, but she'll get far more positive reinforcement than negative. "You go girl!" "She's taking charge of her sexuality!" And so on.

Again, SP is not about objective reality, facts, data, or logic. It's all about control.

Dealing with negative SP from others requires some strength and courage. Is it worth it? Absolutely. By avoiding SP, the reward is vast amounts of happiness. When that 45-year-old guy goes home with his hot 19-year-old he'll be far more happy than his buddy at the party who has to go home with his bitchy, jaded, non-sexual, overweight 45-year-old wife. Trust me on that one. I've been in circumstances similar to both of these scenarios, and many other men who have been in both situations will say the same thing.

Obviously, I'm using an extreme example to illustrate the point. Often the situation is a little more subtle, even insidious. If you're from an Asian family and decide to not go to college, you're in for some serious negative SP from your parents. The same goes for you if you're a black guy and marry a white

woman, or if you quit your job as a doctor to become an artist. There are thousands of possible things you can do that will generate ire from the normal, SP-brainwashed Prison inmates. This is something you'll have to learn to accept, expect, and overcome.

## Sources of SP

SP comes from various powerful and influential sources in your life. Here are the big ones, listed in the usual order of when you encounter them.

### 1. Your Upbringing

Your parents are the very first people to start filling you with false SP. Men are often raised by single mothers and taught to “respect women,” which in reality often means to be submissive to women’s demands. You could also have been raised by an abusive or Alpha 1.0 father who taught you all kinds of falsehoods not only about women but about other races or cultures, what it means to be a man, or what is “right” and “wrong” about society.

Your political beliefs were likely implanted by your parents as well. Most conservatives were born into conservative households, just like most left-wingers were born into left-wing households. Most didn’t come to these political bents because of rational, objective analysis. They simply adopted the beliefs their parents told them to believe. Others angrily reacted to their parents’ beliefs and thus adopted opposite beliefs in rebellion. Neither of these are rational responses; they’re both classic SP.

### 2. Your Education

Is it any wonder that colleges tend to crank out left-wing progressive students more than they do conservative right-wing students? Or that private Catholic schools crank out more Catholic students?

How you were educated, from the time you were a small child until the time you got your high school diploma or college degree, is a powerful contributor to false SP in your brain.

### 3. Your Country and Culture

If I were to pick one source of SP as the most powerful, it would likely be cultural SP. Sometimes people can break free of some of the SP their parents or teachers programmed into them, but cultural programming is extremely difficult for most people to expel from their minds.

For example, if you were raised in Asia or India, you likely have an extremely strong desire to please and obey your parents, even if you're well past the age of 25. Because of powerful cultural SP, you're going to find it extremely difficult to pursue your own happiness since often that requires you to do things your parents will not approve of. Contrast this to folks raised in the United States, where by the age of 20 or so, we often consider our parents old dumbasses who are completely full of crap, even if we love them.

When talking to large numbers of men online, I often run into an interesting and predictable problem when talking to men raised in the United States versus men raised in Europe. When I start talking about long-term monogamy being a pipe dream and not working, some guys will get very upset. Invariably, almost all of these guys are Americans. As Americans, with a strong conservative, religious past, men in my former country have been brainwashed with powerful SP that says long-term monogamy is wonderful, moral, and easy to accomplish as long as you pick the right girl. Thus, many American men can't stand it when I talk about long-term monogamy not working and being a waste of your time. While I'm arguing with these guys, the European men remain very quiet. As Europeans, they know that long-term, absolute, sexual monogamy doesn't work at all, which is one of the reasons cheating is a common and accepted practice in many European cultures.

Now here's where things get really interesting. When I switch topics and start talking about how great business and capitalism are, how important making money is, and how men should make as much money as possible, *the situation reverses*. The American guys are very supportive and ask lots of great questions, but many of the European men get angry with me to the point of accusing me of all kinds of terrible things. SP in European cultures is somewhat anti-capitalist and anti-money. Financial success in America is often celebrated, but financial success in Europe is viewed with strong suspicion.

In both cases, men are reacting to these topics purely based on cultural SP, not on logic, facts, or reality. Such is the power of Societal Programming.

#### 4. Religion

As the Western world continues to collapse, religion as a strong component of SP is far less powerful than it was in years past. Yet, it is still a strong factor in some sectors of the West and many outside the West. If you were born in the United States, you're likely a Christian or an agnostic. If you were born in

Saudi Arabia, you're likely a Muslim. If you were born in India, you're likely a Hindu. If you were born in China, you're likely not religious per se but hold some superstitious beliefs. In all these cases, the only reason for your beliefs was the country you happen to have been born into, not any objective analysis on your part, and certainly not based on any scientific facts.

In the current collapsing Western world, much of society has replaced religion with things like politics (left or right), veganism, the carnivore diet, atheism, political correctness or “wokeism,” or hero worship of certain celebrities or internet personalities. All the zealotry and irrational fervor once reserved for religion in the West has not been eliminated; it's just been redirected to new places.

The key problem for religious SP for the Alpha 2.0 is the sexual restrictions it places on you as a man. If you belong to a religious or quasi-religious faith, it is very likely you have some false SP in your brain that's telling you things like sex is bad, or at least is only acceptable under certain, specific conditions. Religion is perhaps the biggest source of anti-sex SP there is. This is such an important topic to your long-term happiness, that I have devoted an entire chapter to overcoming your false sexual SP (Chapter 15).

The other big problem with religious SP is that it often flat-out makes people unhappy. Many (though not all) hardcore religious people tend to be angry at all kinds of things going on in their society and the world, especially as the entire world continues to move to the political left, whereas people with less (or zero) religious beliefs don't let these things bother them.

## 5. Hollywood and the News Media

Even if you live outside of the United States, films, television shows, and commercials from Hollywood and the news media are a tremendous source of SP. Hollywood fills people's heads with all kinds of false SP such as:

- Businessmen are evil.
- Wives and girlfriends are tough, strong, and independent; husbands and boyfriends are incompetent and stupid.
- Finding someone special is very hard, but once you find them, the relationship is very easy.
- Women deserve everything.
- Women should not be feminine.
- Seeing sexual imagery is good, but actually having sex is bad.

- Seeing good-looking, ripped men with their shirts off is good, but attractive women need to be completely covered at all times.
- Single mothers are heroes.
- Crime is rampant.
- The government is here to help.
- Rich people are evil and poor people are hardworking and honest.
- Government knows best.

Not only is much of the SP coming from Hollywood and the news media completely inaccurate, but very few of the above messages are conducive to a free, happy, Alpha 2.0 lifestyle.

I don't really watch TV shows, but I used to be a huge movie fan prior to 2017. (Since then Hollywood has more or less lost its ability to make quality movies so I largely don't pay attention to them anymore.) When I used to watch them often, I had to be extremely careful every time I watched a movie, especially ones I really liked, to be aware of the often subtle SP Hollywood was trying to shove into my brain that would damage my long-term happiness as a man and an Alpha. You should also.

Hollywood-forced SP has become much worse in the last few years, worse than I've ever seen it in fact, and will continue to worsen as time goes on.

## 6. Politics

The single, most irrational area of modern-day life is politics. The SP that comes from political groups, individuals, and leaders on all sides of all political spectrums is staggering. The sheer amount of completely false SP flowing from the mouths and keyboards of otherwise normal people on all sides of the political debate is stunning in its intensity and vastness. Entire nations, like the United States, have had their entire social structures turned upside-down strictly due to the masses becoming irrationally angry about politics. Entire social media platforms like Twitter/X have become the internet equivalent of shitholes due to political SP. People all over the Collapsing Western World have been significantly less happy in their overall lives due to the awesome wave of false political SP that has been embraced by all sides of the political debate.

And it's going to get worse.

It's actually reached a point where if you are completely nonpolitical, you are likely better off in terms of SP and rationality than someone who is very politically informed and opinionated.

We have never seen anything like this in all of human history. And to repeat, it's going to get worse.

For the purposes of full disclosure, I'll state up front that my political views are minarchist libertarian. However, this is not the time and place to discuss my political opinions. All I'll discuss here is your political views as either a possible support or deterrent to the Alpha 2.0 lifestyle.

Speaking very generally, and there are many exceptions, because Alpha 2.0 is so focused on personal freedom, achieving and maintaining the lifestyle of an Alpha 2.0 tends to be easiest for men who are either nonpolitical or libertarian in their political leanings. The next best would be men who are left-liberals or very mild conservatives. The worst would likely be men who are political extremists; either strongly socially conservative or strongly left-wing/socialist.

That's because as a strong conservative, you likely are still clinging to some false SP regarding things like sex, marriage, children, relationships, and the lack of rights for women. This is equally true of strong left-liberal/progressives in the areas of business, money, income, finance, and investing since as a lefty you're going to have some false SP about how evil or "bad" some of these things are.

Extremists on both the left and the right are going to have strong collectivist leanings which will diametrically oppose basic Alpha 2.0 lifestyle freedom-based concepts. Things like the "We must stay and fight for our country!" of the right and the "Saving money on taxes means you're stealing!" of the left are going to be difficult viewpoints for you as you move into an Alpha 2.0 direction.

If you are strongly political, even if you're a libertarian, constantly be aware of the shortcomings of your political beliefs in terms of your journey towards a happy Alpha 2.0 life. Just like with religion, any strong beliefs in the political area can often be a source of unhappiness for you.

## 7. Your Social Circle and Work Circle

Birds of a feather do indeed flock together. The people you regularly hang out with are a compelling source of SP, and you need to be aware of this.

As I mentioned back in Chapter 1, my mother was a Catholic nun prior to marrying my dad. As you might imagine, throughout most of my childhood

she was a devoutly religious, God-fearing, conservative Republican. When I was a kid, I remember her seeing Democrats on television and telling me how “slimy” they looked. She never said this about Republicans. Therefore the SP she was attempting to program me with (whether consciously or not) was “Democrats bad, Republicans good.”

Then something strange happened. When my siblings and I grew older, she didn’t need to be around the house nearly as often, so she got a job as a teacher. At first, she taught middle school and later, college. She enjoyed teaching immensely and continued doing so until retiring at the age of 70.

Are teachers and school staff usually conservative or left-wing? They’re overwhelmingly left-wingers, of course. The more my mom hung out with teachers, worked with teachers, befriended teachers, and became involved with teachers’ unions, the more I started hearing left-wing stuff come out of her mouth.

Today, after decades of being in that environment, my mom is now one of the most left-wing people I know, with a love for men like Barack Obama that borders on worship, as well as a strong hatred of anything Republican or right-wing. Wow! What a change from when I was a kid!

That’s the power of SP from your social and work circles. The SP of your friends and co-workers is a tremendous influence on your own SP. People seem to think that “peer pressure” is only something that affects teenagers. This is widely incorrect. Adults of all ages are indeed susceptible to the false SP of their friends and co-workers.

The effect of having bubble echo chambers on the internet has intensified this tenfold. It’s not just people you know in real life. It’s also, and perhaps more intensely, the forums, Reddits, Facebook groups, and YouTube videos you tend to watch and spend time in. I’ve seen political moderates go to political extremists in as short a time frame as just two years, just because of the internet denizens they surround themselves with. This ranges from a political centrist going full socialist because of hanging out with left-wingers online to normal men becoming terrified of dating women “because she’ll take half my money” because he was hanging round too many red pill internet circles.

## How to Overcome SP

Overcoming this river of false information that has been flowing into your mind on a daily basis is not easy, and that’s the first thing to be aware of. You will never overcome all of your SP. It’s impossible. You can do a thorough

cleaning of your brain and get rid of a good 80%, or even 90% of it, but pieces will remain despite your best efforts. That's okay. Even though I cleaned out most of my false SP many years ago, to this very day there are times I catch myself falling back into old SP patterns of operating under something some biased or idiotic authority figure said to me when I was much younger. You don't need to be perfect to be an Alpha 2.0, you just need minimal influence from SP.

There are three specific ways to combat SP's influence over your life.

#### *Method 1: Qualified vs. Standard Information Sources*

In any area of your life you deem critical, you need to educate yourself by looking beyond the standard, universally accepted information sources.

Here's the simplest example. If you think you know a lot about business because you went to college and got a business degree, I guarantee you've all kinds of false SP in your mind about building a successful business. In order to remove this SP, you would research and find the best business books written by self-made business owners who have been successful in the real world. You would avoid business books written by college professors, researchers, corporate managers, or any business owners who inherited their businesses from their parents. You would pay attention to the qualified business owners' advice over the standard advice you learned in college.

In other words, you would listen to people who have actually done what you want to learn about, rather than those who study or teach the topic without actually having done it. Moreover, you would only listen to people who achieved their circumstances starting from circumstances similar to yours.

The above example goes for any area of life. If you think you know accurate historical data because you learned it in your high school history class, or if you think you know how to make marriage work because of lectures from your mom or comments you've read from unmarried people on the internet, or if you think you know how to lose weight or gain muscle mass from your two weight-lifting buddies who were born with mesomorphic body types and fast metabolisms, in all cases you're getting advice from *standard* sources rather than *qualified* sources.

Whenever analyzing information, you must determine where that information came from, then determine if the source was a standard source (like your parents, your school, Hollywood, your buddies, YouTube comments, etc.) or a qualified source. A qualified source is someone who has accomplished

what you want to accomplish, having started in a very similar situation as you, who has also worked with many other people and seen similar results in them. As you can see, this disqualifies all the usual sources of SP, from Hollywood movies all the way to your high school history teacher.

### *Method 2: Irrational Answers to Challenges*

I once had an interesting conversation with a woman I was dating many years ago. It's typical of many conversations I've had with SP-infested people throughout my life. She was in her late thirties, highly intelligent, and college-educated. She had a healthy sex drive but came from a strong religious Christian background. Our relationship was sexual, but not serious, and we had this conversation right after having sex.

"Premarital sex is bad," she said, "People shouldn't do it."

"You do it," I responded, "Hell, you just did it."

"I know I do it. I do it a lot. But I shouldn't."

"Why not?"

"Because. I just shouldn't."

"Why not? You're not hurting anyone by doing it."

"Well... I just shouldn't do it."

"Why not?"

"Well, what if everyone was doing it? What kind of world would that be?"

"Everyone *does* do it."

"Well, yeah, but they shouldn't."

"Why not? You're not answering my question. You just keep repeating yourself!"

"It's about respect. It's disrespectful."

"To whom?"

"To everyone. To everyone doing it."

"How are two adults who are unmarried, having consensual sex while using a condom, disrespectful to either one of them?"

"It just is! It's disrespectful!" she screamed.

The conversation continued like this for another minute or two until she became visibly upset. (Part of the problem was that I was using logic to communicate with a woman I was in a sexual relationship with about a sexual topic, which is almost always a mistake, but we'll talk more about that in Chapter 16.) Notice that although she had a very strong conviction regarding

a topic, she had no logical or rational explanation for the source or reason for her opinion. This is the ultimate tell-tale sign of SP.

I've experienced this many times over many years talking to many different types of people. I make a rational statement challenging someone's SP, and I get a completely irrational response in return.

I say to a left-wing person: "If you look at the data, having minimum wage laws actually hurts poor people."

Response: "You just don't care about poor people!"

I say to a Christian: "What is your evidence for Jesus actually raising people from the dead, besides a single book written by primitive desert tribes 2,000 years ago that's been edited thousands of times since then?"

Response: "You know what? Fuck you."

Any time someone is challenged on something they say or believe, and they can't give a clear, rational, logical reason why it is they believe it, you've just uncovered some false SP in that person's mind.

Though she probably wasn't aware of it, the reason the woman above thought premarital sex was disrespectful was because of decades of false religious SP. Sadly, now as an intelligent adult woman, she was carrying around all kinds of guilt because of her very normal and healthy enjoyment of sex while her false SP kept telling her premarital sex was wrong.

If I am strongly challenged on any of my strong life opinions (of which I have many!), I can instantly lay out a very clear, rational, logical, fact-based set of reasons as to why I feel the way I do. (The only time I can't do this is with my opinions that are *not* very strong, and if these are challenged, my answer is always some variant of, "I'm not sure, I could be wrong.")

I have found that most people with strong opinions cannot do the same. Like the examples above, they have strong opinions and believe certain things very passionately, but they can't tell you rational, fact-based reasons why they believe them. *All they have is SP backed by emotion*, which is a strong combination, but a false one, and one almost guaranteed to cause you long-term unhappiness.

On the other hand, if I realize I have an opinion that upsets me when challenged, but where I can't back it up with logic, reality, and/or facts, I come to a complete stop and do a gut check. I'm likely suffering from some false SP and need to re-orient fast.

As an exercise, write down a list of all the things you believe strongly. Make that list as complete as possible. Then go back to the top of the list, and for each belief, write out a clear, rational, fact-based reason why you believe

that item. This should be something another person can fact-check online relatively quickly. If you can't do this, you've likely uncovered some SP in your mind that needs weeding out. I did this exercise myself years ago, and believe me, it was a mind-blowing experience. You'd be surprised at what kind of garbage you'll find lurking in your own head.

Always make sure that anything you believe strongly has a basis of something rational and clear. Ensure your beliefs are based on hard reality rather than SP. Does this mean you'll always be right? Of course not! Even intelligent, rational, well-informed people can be wrong. It happens to the best of us. Regardless, the odds of you being right are far beyond those who base their lives on SP, since those folks are virtually guaranteed to be wrong.

J. Paul Getty, one of the wealthiest self-made men in world history, once said, "If you want to be successful, look at what everyone else is doing, and do something different." He was well aware of the pervasive, damaging power of SP.

Realize that I am talking about irrational, SP-based reasons for strongly held opinions and convictions. I am not talking about feelings. For example, if you're deeply in love with someone, but you cannot logically explain why, that's perfectly fine. I love lemonade and don't like limeade, and I can't logically or rationally explain why. Things like love and taste are not opinions, they're feelings. Feelings are good. What's destructive are strongly held opinions, convictions, or beliefs backed by nothing but feelings with zero rationality.

### *Method 3: Be Aware of Hidden Programming*

Some SP is overt and clear. When one of your buddies says "Classy women make you wait for sex," that's overt SP that's very easy to identify. However, most SP is subtle and hidden and is fed to you in sneaky ways. You need to constantly be aware of all hidden Societal Programming whenever you consume any external input from your fellow human beings.

Motivational speaker Randy Gage once noticed that the movies Spider-Man and Spider-Man 2, two hugely successful movies, were filled to the gills with anti-wealth, anti-money SP. To quote from his article "The Danger of Lack Programming" from 2003:

*The big hit last year was "Spiderman." It was such a success in big part, because it was filled with insidious lack and limitation messages. If this didn't jump out at you from the screen while you watched it, you've got a ways to go in your consciousness in this area.*

*Here are just some of the subliminal messages this movie foists on you:*

*Poverty is noble. We have the poor relatives who bring up Peter, the poor orphan. (By the way, have you ever noticed how many orphans there are in popular literature? Not just Spiderman, but Batman is an orphan, Superman is, Harry Potter is, and plenty more. This is to evoke emotional support from you.) There even is a part in the movie, where Peter's uncle speaks the most lack-centered words that have ever been spoken.*

*"We may be poor, but at least we are honest!"*

*Translation to your subconscious mind: Rich people are crooks.*

*Which is subliminal message number two. The evil villain in the movie, is of course, the billionaire industrialist. He is wealth and ambition personified; the devil incarnate!*

*These messages were repeated over and over...*

*Remember the scene where Peter finally gets up the nerve to talk to the neighbor girl. She seems like she cares for him, then the rich kid shows up with his new car (that daddy bought him for his birthday). She drops Peter like a piece of radioactive camel dung and jumps in the new car and speeds off.*

*Is it any wonder that you grow up hating rich people and subconsciously not wanting to be like them?*

Every time you talk to someone, see a movie or TV show, read a book or article, watch a video or lecture, or receive any other input from society, your SP-detector needs to be on full blast. Before I watch anything made by Hollywood (one of our primary SP sources) I need to be aware of the hidden SP the movie/TV show may try to sneak into my mind when I'm not paying attention. I do the same right before I read a book or bring up my internet browser.

#### *Method 4: Dishonesty Detector*

Most SP is truly believed by the masses. However, some SP is just straight-up lies. You need to pay very close attention to see if people's actions and arguments actually match the SP that they spout. In many cases, people actually vomit strong SP that they themselves don't actually believe. This is a nice way of saying that they're lying.

Here are two examples of "lying SP."

In 2016, millions of right-wing Americans were very excited about Donald Trump becoming president of the United States. Having lost the culture war around 2010, desperate right-wingers were (and still are) looking to cling to

any shred of hope they could find. During 2016 and 2017, they flooded the internet with messages about Build The Wall, i.e. building an actual wall on America's southern border with Mexico. They repeated it over and over again for years like chittering chatterboxes. Most of them clearly stated that it was the biggest reason or in many cases the only reason why they were going to vote for Donald Trump.

But then something interesting happened. As I predicted in 2016 on my blogs, President Donald Trump never built the wall. In 2018 he actually signed a bill legally preventing him from building the wall. Did all of these millions of Wall Enthusiasts then turn against Trump, furious that Trump lied to them just to get their vote? Nope. None of them said one negative word about Trump when this happened (with just one exception, political pundit Ann Coulter). When confronted about it by other people, these Wall Enthusiasts said that they didn't care and Trump was still awesome anyway.

Years later some of them came clean and admitted it; they lied. These Build The Wall guys didn't care at all back in 2016-17 if Trump ever actually built it or not. They just loved saying it because it made the left angry, and that's the biggest priority of the modern-day right; not to defeat the left, but to make the left mad.

This wall stuff that completely consumed American politics for two full years was just a big fat lie, a perfect example of false SP.

Lest you think I'm beating up on right-wingers, here's another example that comes from the left-wing. (Again, both the political left and right are full of false SP; one isn't any better than the other.)

When it comes to the issue of gun control, I've heard hundreds of times from American left-wingers that they "don't want to take anyone's guns away." They just want "common sense gun control." When they are accused of wanting to take people's guns away, these left-wingers blow this off as ridiculous hysteria; of course they don't want to take your guns, that's just silly!

However, I have had numerous debates with left-wingers both in real life and online regarding the issue of gun control. Once we get several minutes into the debate, the left-wing person, getting more emotionally agitated, will eventually blurt out something like,

"People don't need a gun! What do you need a gun for? That's what police are for!"

Then I will respond, "So you *do* want to take people's guns away."

Then they'll say, "Well, yeah, I do! People don't need guns! That's just stupid!"

I will sometimes remind these people that just five minutes ago they clearly said they don't want to take anyone's guns away, and they just sputter defensive nonsense. Ah ha! More false SP uncovered. In my anecdotal experience at least, when many left-wingers say they don't want to take anyone's guns away, they're lying. They absolutely would love to take people's guns away. They just know they can't say that out loud in American culture without getting a lot of pushback, so they lie about it, creating yet more false SP.

Bottom line, be aware that people who have strong SP are often strongly stating views *they don't actually have*. They're literally lying to you. Millions of people on the internet are doing this right this minute.

## Your Job

Be aware that the mounds of SP that lie within you are damaging you and keeping your life down. It is your job to:

1. Clean out as much SP from your mind as you can.
2. Be ever watchful for new incoming SP, and keep it out.

I'll say it again. You cannot be a consistently happy person, much less an Alpha 2.0, if you allow SP to guide any important area of your life.

## Chapter 4

# How Your Obsolete Biology Limits You, and How to Overcome It

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*The easiest thing is to react. The second easiest thing is to respond.  
The hardest thing is to initiate.*

Seth Godin

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Summer, 2007.

I was sitting across from an attractive blonde in a bookstore coffee shop. She was in her mid-thirties, talking to me about all the trouble she was having with her 12-year-old son. He was a special needs child, having been born with some serious deficiencies. I was still perfecting the fine art of dating at that point, but I had at least learned by now that the more a woman talks on a first date, the higher your odds are of closing the deal.

I kept asking questions about her son and kept her talking, which was easy. My eyes roved over her perfect face, perfect long golden hair, and perfect body as she went on and on about all the problems she was having with her son at home, at school, and with her extended family.

This was followed by a long oration about how she had never wanted kids in the first place. When she was young she wanted to focus on her career and never intended to have any children. Her son was the result of an accident during a dalliance in her twenties with a guy who was just above the status of a one-night stand. Though talkative, her thoughts were very clear, her dialog was crisp and thoughtful. She was clearly an intelligent and capable woman.

After all of this, I asked her “When you found out you were pregnant, why didn’t you just get an abortion?” I was well aware by this point she was nonreligious and quite left-wing in her worldview, so I was confident she would not be against the concept of abortion. (If I had thought she was, I would have never raised this controversial topic.)

As soon as I asked the question, she made an odd movement with her eyes, like a neuron in her brain misfired. She hesitated and sputtered out an incoherent, hesitant answer. Instantly gone was her clear-cut, eloquent way of speaking. She had gone from a class act to a sputtering idiot in the span of fewer than five seconds.

Finally, she blathered some incoherent answer about how she “could technically afford a kid” (which was false) and how it “made sense” to have an abortion if she was some bum on the street with no money, but because she “had a job” it “didn’t make sense” to do that, even though she “never wanted kids.”

The sudden transformation in her was fascinating to watch. Since then I have spoken to several women like this. Women who never wanted kids, who got pregnant by accident, decided to have the kid anyway, and now live lives of near-consistent hell as the struggling single mothers they never wanted to be. If you watch them long enough, once their child finally grows up and leaves the house, these women go back to being happy again.

What's going on here?

Let's switch this around and use a male-centered example. You're relaxing with your girlfriend. She's cool. You really like her. She's pretty, fun, smart, honest, and loyal. You're both in a good mood and enjoying each other's company.

Suddenly, her phone jingles. She's got a text. It's over on the table and she asks you to hand it to her. As you do, your eyes catch the text on the phone. It reads: “Hey sexy! How's it going?”

It's from a guy named Dave.

Immediately, your blood boils. You crush the phone in your hand like a tin can. You whirl upon her, death in your eyes, and start screaming, “Who the hell is Dave?!?”

“What are you talking about?” she answers, genuinely amazed at your sudden change.

You hurl the phone at her like it's a missile. “I don't want any of these guys texting you!” you scream, “That's bullshit!”

Then you both proceed to have a huge argument that lasts an hour and ruins the entire evening. The anger and hurt spill over into the next day in the form of angry rants from both of you to your own sets of friends, as well as some choice social media posts.

I'm exaggerating this situation for illustration of course, but you know exactly what I'm talking about... don't you?

Here's the interesting part. Your girlfriend has never lied to you nor given you any indication of being unfaithful. Yet for some reason, none of that mattered. You saw that text, and BAM! You suddenly wanted to kill someone. You're a smart, reasonably put-together guy, but none of that mattered at that moment.

Again, what's going on here?

## Obsolete Biological Wiring

In both situations above, people became victims of the second of our two great enemies: Obsolete Biological Wiring, or OBW. If you thought Societal Programming was bad, and it is, get ready. In many ways, OBW is even worse.

Our physiologies as human beings have changed very little over the past 100,000 years. While our lifestyle and culture have changed radically, we are still walking around in the same bodies and thinking with the same brains as the cavemen of thousands of years ago. This is one of the reasons people in the Western world are so damn fat. Our caveman bodies are designed to store fat whenever we have excess calories so we will survive the winter living in the cave when food is scarce. Our bodies haven't adjusted to the fact that people living in the Western world, even if very poor by Western standards, have access to more free or inexpensive high-calorie food than we could ever want or need. As Ray Kurzweil stated in his book Transcend, "Our Stone Age genes ensure that we will still jump at the chance to eat sugary foods whenever we can." So our stupid, outdated bodies get fat for no good reason.

For the same reasons, we start showing signs of aging beginning at age 25. Our outdated caveman bodies are biologically wired to die at around age 25 once we've created a few babies. Nature wanted us to reproduce, but it didn't want a bunch of old people hanging around eating all of the tribe's scarce food. That's why during adolescence, you're horny as can be, and starting at age 25 your body slowly starts to die, a process we call "aging."

Sadly, this obsolescence not only applies to our bodies but our minds as well. 100,000 years ago, when you were a strapping young caveman, you lived in a tribe of perhaps 30 people. Like all the other young cavemen boys, you badly wanted to have sex. Nature designed you to crave sex in order to continue the propagation of the species. So far, so good.

The problem was that only about half of the tribe was female. So now we're down to 15 people. Worse, many of these women were too old or too young for you to get sexually turned on. So now we're down to perhaps five girls of desirable, child-bearing age. Even worse than that, some of those

girls weren't attracted to you, and were perhaps more attracted to the more Alpha men of the tribe, so that drops the number even further. In some tribes, some of the remaining women were controlled or protected by other males.

All this attrition left you with one, two, or zero women for you to have sex with.

Yikes! That's pretty horrible. Things were like that for men for many thousands of years. As a result, today your ridiculously outdated psychology is hard-wired to think that women are a scarce commodity, as well as a commodity to be possessed and jealously hoarded once acquired. 100,000 years ago, your biology was absolutely right. If you wanted to have sex with a woman, that was the only way to mentally process it. Today in the 21st century, your biology couldn't be more wrong.

In the modern era, women actually outnumber men. On top of that, thanks to the sexual revolution of the 1960s, second-wave feminism of the 1970s, and society's massive shift to the political left during the 2010s and 2020s, you don't need to marry any of these women if you want to have sex with them. Your logical left brain is well aware that you can put this book down right now and go to your local mall and it will be chock-full of hundreds of cute women, many of whom will happily have sex with you without you needing to promise them money, gifts, children, marriage, or anything else. Unless you live out in the middle of nowhere, *there are likely more eligible women in a ten-mile radius of your home than you could ever hope to sleep with in an entire lifetime.*

Every year there are literally millions of new women who become legal sexual age (or whatever age you consider to be your minimum), so there is literally no end to this abundant flow of new women.

Women, and sex from women, have gone from being a scarce commodity to an over-abundant, excessive, ever-renewing resource. The problem is your outdated psychology doesn't know that, or more accurately, doesn't feel that. Your biological wiring, even if it might feel right, has become woefully wrong. It's now obsolete.

When you feel neediness, jealousy, territoriality, or possessiveness with a woman, rarely is it based on any reality or facts. More than likely it's just your dumb OBW flaring up. It has nothing to do with reality or even valid emotions. It's just your stupid, out-of-date, caveman biology acting as if you're living in a cave with nothing but a loincloth and a pointy stick.

I'm using jealousy as just one example. OBW can cause all kinds of negative actions and emotions, up to and including actual violence. Many modern-day

military conflicts between nations are the direct result of the OBW of political leaders. In the 21st century, do we really need extra land for prosperity the same way we did back in the 15th century? No. Yet the wars over land continue anyway as if nothing has changed. OBW is a serious problem, not just for you, but for the world.

The one bit of good news is that we men have less OBW than women. Women have all kinds of powerful and ridiculous OBW that compel them to get into serious relationships with men they shouldn't, have babies when they shouldn't, get married when they shouldn't, terminate relationships when they shouldn't, and all kinds of other destructive things. An Alpha 2.0 can use women's OBW to his advantage if he understands it while simultaneously controlling his own. We'll discuss this in more detail in later chapters.

Regardless, as a man, OBW is still a powerful negative force in your life you need to be aware of, manage, and control. Several areas where OBW asserts control over you are:

1. Fear (of just about anything)
2. Sexual jealousy
3. Racism
4. The desire to cum inside women during sex when you know you shouldn't
5. Tendencies to get into fights, either physical or verbal, with other men
6. Feeling threatened, particularly physically threatened, when you aren't
7. Reacting with anger in situations that don't warrant it
8. Territoriality, i.e. regarding women like your property

Your body and brain have all kinds of "hard coded" wiring that made sense in the world of 100,000 years ago, a world filled with danger, death, starvation, and scarcity. You still have this wiring in the 21st century Western world of abundance and safety, and it will compel you to do all kinds of stupid things like get jealous if your girlfriend/wife talks to another guy, get women pregnant when you shouldn't, treat other men as if they're physical threats to your safety when they aren't, and all kinds of other destructive silliness.

I'm not talking about *all* biological wiring, but *obsolete* biological wiring. The biological wiring you have compelling you to have sex with that attractive woman is just fine. The obsolete biological wiring compelling you to cum

inside that woman without wearing a condom is not fine, nor is the wiring compelling you to become enraged whenever she talks to one of her guy friends once you start dating her.

Biological impulses caused by OBW are as powerful as they are useless. If you're not carefully aware of them, and most people aren't, they will cause you fear, anger, chaos, and extreme, needless financial expense.

Combining OBW with SP spells complete disaster, which is exactly how most people in The Prison live. OBW compels you to cum inside that 21-year-old woman, but when she gets pregnant, SP compels you to marry her because of it (to "do the right thing"), even knowing the odds of the marriage lasting are minuscule, making a terrible situation even worse.

## Territoriality

There are many forms of OBW you're going to have to manage as you start down the path of Alpha 2.0, but one of the greatest you'll experience is something called *territoriality*. Sexual jealousy is a subset of territoriality, just as in the above example of you getting angry when another guy texts your girlfriend.

The reason you feel jealous in a sexual, emotional, or romantic context is because you view the woman as your property or "territory." If another man "invades" your territory, powerful OBW will rise within you causing you to lash out at either your property (her) or the trespasser (him).

I'm not saying you think these things in a literal sense. I doubt very much you view your girlfriend, wife, or love interest as your property the way a slave owner from the 19th century would. Rather, this thought process is occurring emotionally, irrationally, and subconsciously. To your logical left brain, yes, that woman is her own person and no one owns her, certainly not you. To your irrational right brain, that woman belongs to you just as much as your laptop. If a man comes along and starts touching her in a sexual manner, even with her full consent, you're going to be just as angry and threatened as if a strange man broke into your house and sat on your couch while watching your TV and eating your Cheetos.

A philosophy I follow is a concept called Natural Law. I do not believe it literally, but I follow it as a personal code of conduct for maximum long-term happiness. Much has been written on Natural Law, and I strongly suggest you do your own research on the subject if you have further interest. For our purposes here, the most applicable concept of Natural Law is the concept that

you own you. You own your body and mind, completely, 100%. No one else owns you besides you.

That's all well and good when we think of ourselves. The problem is Natural Law also applies to everyone else. You own 100% of you, so you can go have sex with anyone you like as long as it's legal and consensual. However, your girlfriend or that woman you're dating owns 100% of herself too, so she can go talk to, flirt with, make out with, or even have sex with any other man she likes, whether you approve of this or not.

"Whoa, wait a minute," you say, "We're in an exclusive monogamous relationship. She promised me she wouldn't do that. If she does it anyway, she's violated the contract she made with me."

That's true, but that's the logical objection and one we'll deal with in later chapters. Right now we're talking about the irrational, OBW aspect of the problem. When a man gets angry at his girlfriend when some other guy texts her, or when she posts a picture on her social media with her and another guy, she hasn't violated any promise to anyone, but he's upset regardless. The same jealousy, or territoriality, a man feels in those situations is the exact same emotion he would feel if she actually cheated on him. The only difference is in degree.

Like all OBW, territoriality served a valid purpose in ancient history.

- Back when you were a caveman, sexable women were frighteningly scarce. In many cases, when one man took one of these women, that was one fewer woman for you. Today, there are thousands of women all over the place, perfectly available for you sexually, regardless of the number of men or married women also present.
- Back when you were an agrarian farmer, the only way you could get cheap labor for your farm and ensure your retirement was to have children. Children were valuable commodities. They were property. As property, you had to ensure these children were your children and not your neighbor's children. Therefore you had to make damn sure your wife did not have sex with your neighbor, thereby creating more valuable commodities for him instead of you. Today, your children have zero obligations to pay for your retirement or work in your business unless they really want to (governmental social programs notwithstanding). Moreover, today you can buy a paternity test kit at a local pharmacy for \$20 and find out in a flash if a baby is your child or not. If you're willing to spend more money you can get an in-home test kit to find if the baby is yours *before the woman even gives birth*.

- In post-agrarian historical times, women really were treated by society like property. Women were bought and sold to men like livestock via marriage, dowries, slavery, and other SP systems. So if a man had sex with one of “your” women, he really was violating your personal property, at least in a cultural, and sometimes legal sense. Today, of course, women are not property, nor should they be in any enlightened, free society. (The counterargument to this is that if you’re taking care of or protecting a woman you have the right to tell her what to do. The problem with that approach is that it just creates drama and conflict. Western women don’t like to be told to do, regardless of your guy-logical reasons, and frankly, non-Western women don’t love it either. They’ll just fight back, and now you have unhappiness. The superior approach is to reduce the number of things you want her to do to the bare minimum (as we discussed in Chapter 2), then just casually state your preferences of what you like, and if she doesn’t do those things, just shrug and go have sex with one of your other women. No drama, no conflict, no problems, happiness maintained. We’ll discuss this in greater detail in future chapters.)

All the logical, societal, real reasons for you to feel sexually jealous are now gone! When you feel territorial regarding the woman (or women!) in your life, it’s simply some remnant OBW that was valid when you were Grog the caveman. Because happiness is our highest objective, it’s critical to understand that sexual jealousy in today’s modern era has no purpose and no meaning. We’ll address exactly how to deal with sexual jealousy in Chapter 15.

I’m talking about *sexual* jealousy here. It’s perfectly normal to feel jealous if, for example, a woman ends a relationship with you and falls in love with someone else. That’s emotional jealousy, not sexual jealousy, and emotional jealousy, while negative, is indeed based on real-world human limitations, since most people don’t have the ability to romantically love more than one person at a time. Jealousy is also acceptable, perhaps even desirable, when your next-door neighbor drives up in that new sports car you’ve always wanted. You get jealous of his car, and that spurs you on to make more money so you too can drive a car like that. This assumes your desire for that car is real and internal, and not based on SP or a desire to make others like you more.

There are those who believe that sexual jealousy is actually not from OBW at all, but purely from SP. They contend that ancient man wasn’t monogamous

at all, and everyone happily had sex with everyone else without any problems until the advent of agriculture. Therefore, they contend, sexual jealousy is purely a false creation of SP and has nothing to do with biology at all.

This historical nature vs. nurture debate regarding sexual jealousy has been hotly debated by researchers since the creation of evolutionary psychology back in 1975. Because there is no consensus on this, we really don't know for sure.

I'm not a historian, anthropologist, or evolutionary psychologist. I have no interest in getting into that particular debate. My layman's view based on my own research and experience is that sexual jealousy is a combination of strong OBW *and* historical SP. OBW for the reasons I've already listed in this chapter, and SP based on monogamy's introduction into greater Western society by Roman Emperor Constantine around 300 AD. People don't realize that in pre-Constantine Rome people fully expected the people they were married to to have sex with other people regularly, it was fully societally accepted, and no one cared. It was only when Constantine, Roman's first Christian Emperor, came around, made this change, and enforced it on the people due to his new religion. Classic SP.

OBW or SP, the key point is, as I described above, territoriality is no longer needed at all. It has no purpose in your 21st-century life unless you enjoy being jealous or angry.

### **Is All Biology Bad?**

You may get the feeling from reading this that I am anti-biology. Wrong! Much of your biological wiring is good and should be embraced to the fullest. You have strong biological urges to do things like survive, have sex with beautiful women, and protect your children. These are all wonderful urges, and there is nothing obsolete about them. As long as you protect yourself from their possible downsides (like STDs) you should pursue them. They will make you happy.

There is good biology and obsolete biology, and you need to be aware of the difference. Embrace and manage the good biology and ward off and remove OBW as best you can. Let's talk about how.

### **How to Deal With OBW**

Just like with SP, your awareness and management of OBW are critical if you want to live a life of freedom and long-term, consistent happiness. Also

like SP, you will never completely rid yourself of OBW. That's impossible. However, with a little effort, practice, and awareness, you can dramatically reduce OBW's power over your behaviors.

### *Method 1: Notice It and Identify It When It Happens*

Any time I'm in the grocery store and the aroma of fresh bread hits my nose, I have a very powerful, biological urge to immediately steer my shopping cart in the direction of the scent and shove two or three jalapeño and cheese bagels down my gullet. Instead of acting on autopilot and doing it, and instead of acting on willpower alone while saying "I must not eat bagels, I must not eat bagels," instead, I've trained my brain to say, "Oh, there's Grog the caveman again. He's so cute. Now shut up Grog."

I immediately identify that craving as OBW. Because I do this, the craving instantly loses much of its power. Not all of it, but some. It's exactly the same when I'm out with a woman I care about, and I see another guy starting to flirt with her. Deep down inside, sometimes I have this tiny urge to grab a blunt object, smash the guy over the head, pick up my gal, drive her home, and lock her in a closet. Instead of getting upset, jealous, or losing my cool like most men in The Prison would, I immediately know it's just Grog again, with more of his silly, stupid, useless OBW. So I tell him to shut the fuck up and carry on with my happiness.

You must establish the same habit. Every time you feel sexually jealous, hungry for some pizza, or scared that someone is physically threatening you when they aren't, or any similar OBW situation, you need to train yourself to identify those urges as OBW, and therefore a false reaction to a false situation.

### *Method 2: Visualization - Defeat Grog*

Identifying the OBW for what it truly is may not be enough. When it's not, you need to come to a complete stop, pause, and take at least three deep breaths (though more is better). As you're breathing, visualize Grog in your mind. He's a big, dumb, stupid caveman who's feeling the jealousy, hunger, fear, or anger that you're currently feeling. Look at him and notice how damn stupid and pathetic he looks reacting that way, clutching his stupid little spear and making ape-like grunts. Laugh at him, even out loud. Pity him. Feel sorry for him. Shake your head at him as you would a small child doing something pathetic.

Then tell him to shut up. If that's not good enough, picture a giant hand, your hand, slapping him so that he flies far away, back into the cave he came from. Then visualize yourself walking into the frame. See yourself as cool, relaxed, and confident. Notice you're wearing the coolest outfit you've ever seen yourself wear. Watch that smile on your face as you smirk at how silly Grog is and how evolved you are.

When you get that picture of your confident, relaxed self in perfect clarity, snap out of it and return back to normal. You will find that some of your negative OBW feelings have vanished.

This technique takes practice, so don't expect it to do wonders the first time you try it. As with everything else, the more you do it the easier it gets and the more effective it becomes.

You don't need Grog. You're better than him.

#### *Method 3: Have A Mission*

OBW will have far less effect on you if you have a strong Mission in life that excites you and gets you out of bed in the morning. Your mission is a large part of being an Alpha 2.0, and we'll be discussing it in detail in later chapters. The point here is having a strong Mission in life is a powerful antidote to much of your OBW.

#### *Method 4: Re-Wire Your Brain*

There are numerous, scientifically proven techniques you can employ to help re-wire the neurons in your brain. I am not an expert in this area so you'll have to do your own research, but these techniques will help you clean out much of your OBW. These systems range from addiction recovery techniques to neurolinguistic programming (NLP). Sometimes they are as simple as doing things like breathing exercises, meditation, switching the hand you use to brush your teeth in the morning, or saying "I love you" 20 times in the mirror every day.

If you have some very strong OBW-based problems in your life, I highly recommend you pursue some of these techniques. They will help.

## Chapter 5

### The Six Societal Values

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*The conception of one human family, one catholic religion, one universal culture, and one worldwide state, has haunted men's thoughts ever since its approximate realization by Rome.*

Bertrand Russell

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Christmas, 2010.

I sat where I always sit when I attend family reunions, at the head of the table. My dad sat at the opposite head as always. Along the sides of the long dining room table were all of my grown brothers and sisters (I have many), their spouses and significant others, and many of their children.

My family is a boisterous, talkative, emotional, Italian family. As always, there was discussion and laughing. Soon, the folks meandered to the topic of marriage and relationships, as so often happens with families. During this conversation, one of my sisters was debating with one of my brothers.

"Well, I'm the only one who's made marriage work in this family," she declared.

This particular brother, who did not grow up with the rest of us, snorted and gave her a scowl but didn't respond. At the time, he was divorced and unmarried like I was. My two other brothers had never been married nor had children despite being well into their thirties. Only my two sisters were currently married, one of them only recently. The sister who had spoken had been married for almost 20 years, having been married at age 17.

Her statement was true, but only if you use SP definitions for words like "work." In the eyes of society, she alone of all my siblings had "made it work." She married at a very young age, had four children, and almost 20 years later was still married to the same man.

Just one slight problem: my sister was the most consistently unhappy person of all of us. Being married and a modern-day mom to four kids had taken its toll on her happiness. Stress, anger, and crying were a regular, almost daily feature of her life. This was a stark contrast to her four unmarried brothers, at least three of whom were almost always happy, smiling, and jovial.

Measured against societal standards, my sister had beaten all of us.

Measured against a happy life, my sister had utterly failed.

Did she view herself as a failure? Quite the opposite. She was proud of her married status, to the point of bragging rights. Most people in The Prison would probably agree with her. The fact she was consistently unhappy was irrelevant. The external, societal standard had become more important to her than her own happiness.

That's why most people are unhappy.

## The Six Societal Values

We've established that the primary goal of life is long-term happiness. We've also established the two primary enemies to this goal: SP and OBW. The primary method these two enemies utilize in creating unhappiness in people is that they insidiously insert other goals in front of, and on top of, the goal of long-term happiness. A person living in The Prison, fully infected with SP and OBW, views happiness as nice, but not the most important thing. Rather, happiness becomes number four or five on the list of life priorities. Moreover, the belief that happiness is "selfish" becomes prevalent, making personal happiness even more distant and difficult to obtain.

What exactly, then, do people in The Prison value over happiness? There are six specific items. I call these Six Societal Values or 6SV. These six things are considered so important to people in The Prison that they will actually forgo their own happiness and the happiness of all those around them in order to possess them.

Here they are, listed in no particular order:

1. Conformity
2. Security (perceived or real)
3. Control Over Others
4. Emotional Validation (or "Drama")
5. Social Validation
6. Not Being Alone

All 6SV pull you towards SP and OBW and away from long-term happiness. More importantly for us, long-term happiness is gained when one consciously *resists* the 6SV. The lower priority you put on the 6SV, the easier it is to live a life of freedom, fulfillment, and long-term happiness. Therefore, it is your goal to be aware of and stand firm against the mighty pull of the 6SV.

Let's tackle each one.

## 1. Conformity

For better or for worse, human beings are communal creatures. We aren't hermits living far from each other in isolated castles or huts. We tend to clump together in groups. These can be small groups like a family or a neighborhood, or titanic mobs like New York City or Tokyo. These groups can also be virtual, like a political movement or social group on the internet.

Because of this communal tendency, we have a strong need to look and act like other people in the groups of which we are a part. The more we conform to society at large, the more comfortable or safe we tend to feel.

The need for conformity is so strong that we will actually avoid doing things that make us happy if they are outside societal norms. Today in the mostly left-wing Western civilization, gays and lesbians are recognized, praised, and celebrated. However, for most of human history, gays and lesbians were forced by their need for conformity to hide their sexual natures. Being gay is just one of a hundred different examples. Others include being communist in the 1950s, being a hardcore right-winger in certain parts of the USA today (including Hollywood), having unusual (though legal) sexual fetishes, being strongly individualist in certain Asian cultures, and on and on.

Being repressed like this causes massive unhappiness, stress, and stress-induced medical problems, yet many people across many demographics continue to do this.

Sometimes in my life, I do things outside of societal norms that generate a lot of odd looks or strange questions from other people in The Prison. I'm married, yet I have sex with women besides my wife almost every week since the marriage is non-monogamous. Moreover, I talk about this publicly to the entire world on the internet using my real name so everyone knows what I'm doing, including my family and my wife's family. Over the past 15 years, there have been many times when I walked down the street while being affectionate with a woman 25 years younger than me. And so on.

Sometimes Prison inmates will feel extremely uncomfortable, even angry, when they see me do these things. Some actually feel sorry for me because I'm not pursuing conformity like they are. The irony is that I'm almost always happier in life than these conformers.

Like all the 6SV, conformity does not make you happy. It simply satisfies some of the communal OBW you have within you. Very often, your happiness will come from doing things that do *not* conform to societal norms at all. Dating younger women and non-monogamous relationships are just two examples; there are many others. I know people who live on a boat instead of in a house. I also know some folks who live in an honest-to-goodness commune out in the middle of nowhere with no running water and very little electricity. I also know of a couple who are 32 years apart, and the man is the younger of the two.

These people are not conforming, but I can tell you for a fact they're quite happy. Most of them are more consistently happy than the typical person who conforms. As an Alpha 2.0, you're definitely going to be doing a few things that don't conform to the standard societal model.

I'm not saying you should go outside social norms just because the norms are there. Many teenagers will dress in outlandish ways simply because they're angry or because they want a negative reaction from people, namely their parents and other superiors. Over the years, we've had celebrities like Marilyn Manson, Dennis Rodman, and Lady Gaga who purposely behave in outlandish ways for branding reasons or because they want fame or attention. I'm not talking about any of that. Rather, if there is something you know will make you happy but is well outside of established norms, you need to go for it. The only three parameters you should follow are:

- It should be legal where you live.
- It should not hurt anyone.
- It should not involve lying to anyone.

Barring those, pursuing something you know will make you happy will indeed make you happy, at least in the long term, even if it's against societal norms.

## 2. Security (Perceived or Real)

Human beings, men in general but women in particular, have an overwhelming desire for security. I'm not talking about physical security, since

in most parts of the world we really don't need to worry about that. I'm talking more about financial and emotional security. The desire for this often compels people to create unhappy situations in their lives. Worse, people seek security even if they are aware on some level that the security is false. Bad on top of bad.

Even despite the sharp cultural and political shift to the left in the Western world over the past few decades, women still have powerful OBW and SP that cause them to seek financial security from a man. Just ask your serious girlfriend or fiancé if she would like to sign an enforceable, rock-solid prenuptial agreement before you marry her and watch the reaction. Ask just about any woman over the age of about 24 if she would consider marrying a nice, kind, loyal, responsible, good guy who makes much less money than she does, and again, watch the reaction. Likely in both cases, her desire for security will quickly overwhelm her logic, preferences, political views, and sense of personal responsibility.

Both before, during, and after the COVID-19 pandemic, countries all over the Western world have been experiencing massive financial upheavals due to men's and women's desire for financial security from their respective governments. Cash-strapped governments all over the slowly collapsing Western world are unable to fulfill promises they stupidly made to their citizens to provide financial security. Over the last 15 years, violent riots, protests, and political unrest have now become the norm all over the Western world, including in the once cash-rich United States (and this is going to get much worse as the collapse continues; more on this in Chapter 7). Such is the power of the desire for security, perhaps the most anger-inducing value of the 6SV.

As stated above, this desire for security stays strong even if the source of said security is clearly false. Women will marry men even if they clearly know they will likely get divorced down the road. Men will cling to shaky government retirement programs or corporate pensions even if they clearly know the very high odds of those programs being long gone by the time they reach old age when they'll need them the most. Since the desire for security is born of OBW and SP and is thus irrational, it matters not if the security desired is real or false. This is yet another reason why governments continue to get away with promising false security to their citizens, why people continue to rope members of the opposite sex into bad relationships or marriages, and why shifty employers are able to con people into working for them.

Is security so bad? Not at all. Some level of security is critical to your long-term happiness. You should have not only a savings account for a rainy day but also a retirement fund you regularly contribute to. That's security, and it's good.

To clarify, there are two kinds of security: internal and external. Internal security is good. External security is bad. Internal security is a set of systems you create and maintain yourself. Examples would range from an alarm system in your house; to an insurance policy you pay for; to a very conservative retirement portfolio you contribute to regularly. Internal security is crucial for long-term happiness.

External security is any type of security promised by someone else outside of you. Examples include a woman you marry who promises to never divorce you, a financially indebted government promising to take care of you in your old age, a corporate employer promising to provide fantastic returns if you invest solely in their stock, and a deal you do with a business partner on a handshake rather than from a written contract. External security is extraordinarily harmful to you, your emotional frame, and your entire outlook on life. It's false security. Relying on external forces for security often results in shattered lives, lost time, or dashed hopes. Perhaps not immediately, but eventually.

Even worse, relying on external security sources trains your mind to the false premise that you are not in control of your life. You will start to view your life as something controlled by external forces rather than yourself. This is a direct assault on your freedom, one of the five required Alpha Male 2.0 traits.

### 3. Control Over Others

Human beings have a strong need to get into other people's business and tell other people what to do. Governments, schools, corporations, religions, families, media companies, and both leftist and conservative political views embrace the system of getting into other people's lives and telling them what to do and not do.

This desire leads to the creation of things called *rules*. Often these rules are stated plainly, like the Ten Commandments or the HR employee manual at your job. More often these rules are implied rather than clearly stated. You might have noticed that as soon as you enter into a relationship with a new woman, she immediately starts to place rules on your behavior. You also do the same to her. These can range from "answer the phone whenever I call" to "stop going out at night with your buddies" to a thousand other things.

Just like with security, there are times when rules are appropriate, but these are the exceptions to the rule (pun intended). If you raise small children, of course, these children need rules like “don’t play in the street,” just like a country needs some general rules about not killing other people or stealing other people’s stuff.

However, the 6SV desire for control over others doesn’t stop there. It keeps going, and going, and going way beyond these common-sense boundaries. The process of enforcing all these rules makes people very unhappy.

One day I was waiting out in the hallway of an office building, sitting on one of the chairs. My phone rang; I answered it and started talking. As I always do, I did my best to keep my voice low so as to not disturb anyone in the nearby offices.

After about two minutes, a woman, a professional artist I did not know, exited her office from far down the hallway, took a few steps towards me, and made some gestures, indicating that she wanted me to talk softer. This was difficult, since I was talking quite soft already, but I nodded at her and did my best.

Several months later, I was coincidentally in the exact same hallway waiting for a different reason, sitting in a similar location. This time I was with someone else, and we were talking about an upcoming meeting. Both of us were speaking in a normal tone of voice. Soon a woman exited her office and confronted us. She calmly but angrily suggested to us that we not talk at all and that we really should go down to the first floor of the building and do our waiting there. I made a smartass crack about the fact that there were, for some odd reason, chairs in the hallway, presumably there for the purpose of people waiting.

After a few seconds, it dawned on me that this was the exact same woman who had scolded me several months earlier. Amazing. This woman had a rule in her life: “No one can make any sounds of any kind whatsoever anywhere near my office.” As such, she regularly scolded people in the hallway outside her office, almost on a daily basis.

Here’s the question: Do you think she was a generally happy person?

What do you think?

That leads to the key point about rules, which is this: *The more rules you are forced to obey and the more rules you have for others, the less happy you will be.*

It’s that simple. In all areas of life including business, career, family, politics, sexual relationships, and romantic relationships, you want a minimum

number of rules you need to follow, as well as a minimum number of rules you place on others. Why? Because we're humans, not angels or robots. People won't always follow your rules, and you won't always follow the rules of others. What happens when rules aren't followed? Conflict. This means rules always lead to angst, drama, conflict, and unhappiness. The more rules you have for others, and the more rules you must follow, the more difficult it is to live a life of freedom or consistent happiness.

I learned relatively early in life to always avoid getting into situations where I was required to follow a lot of rules. I also learned a little later in life to avoid situations where I had to place rules on others. This was one of the primary reasons I made the voluntary shift from owning a company of employees to a company of just one employee: me. It's also why I made the shift from traditional monogamous relationships, in which many rules are inherent in the system, to non-monogamous relationships with very few rules on either side. When I made these changes, my happiness skyrocketed, my freedom increased by huge leaps, and my life became better in just about every way.

Realize that SP (and a little OBW) wants you to control others. Men who are Alpha Male 1.0 are particularly susceptible to the desire to control. One of the key traits of the Alpha 1.0 is his strong desire to control "his" woman. Alpha 1.0s love to "lay down the law." The typical Alpha 1.0 has all kinds of rules and regulations for the woman in his life that are a mile long. If she breaks those rules, which she eventually will, there's hell to pay. This is almost always a catalyst for high-drama relationships. This negative dynamic also extends out into his interpersonal relationships with his friends, family, children, and co-workers.

This all manifests into something called "guy drama." The definition for guy drama is:

*A particular form of drama directed from a man to a woman. Unlike normal drama, which is feminine and takes many forms, guy drama takes the form of a lecture issued in order to correct behavior. "Setting her straight," "straightening her out," "putting your foot down," "laying down the law," commands to "respect" him, or issuing "rules" are all forms of guy drama.*

Guy drama is extremely ineffective at managing a relationship and only creates more drama, or at best simply delays (instead of preventing) future drama. You can scream at her to "never be late again!" and you may even get her to agree to this new rule. The problem is, not only is she a human being,

but she's also a girl. At some point soon, she'll be late again, and you'll feel angry, threatened, and disrespected. Say hello to more drama!

Conversely, the Alpha 2.0 consciously avoids rules, both agreeing to obey them and setting them for others. He can do whatever he likes, and the people in his life can do more or less whatever they like as long as they don't directly infringe upon his happiness (keeping in mind that he ensures there are a few things that make him unhappy as possible, as we discussed in Chapter 2). This virtually eliminates guy drama and much female drama.

Hey, speaking of drama, that brings us to...

#### 4. Emotional Validation (or “Drama”)

This is probably the granddaddy of the Six Societal Values. Emotional validation, or its casual term, “drama,” is a source for much, if not most, of people’s chronic, day-to-day unhappiness. Drama is the greatest threat of all the 6SV and the biggest source of problems for you as an Alpha 2.0.

I define relationship drama as the following:

*Any harsh negative actions directed from a woman to a man where the man is the target of said negativity. Screaming, nagging, complaining, arguing, demanding, crying, threats, ultimatums, the “silent treatment,” refusing sex because of anger, all of these things are drama, and there are many other forms. Drama is not “anything negative.” Specifically, it must be harsh (sweetly lying would not be considered drama) and focused on the man (angrily complaining about her boss at work would not be considered drama).*

Drama sucks. You already know this. Everyone says they hate it yet just about everyone experiences it regularly.

Why is this? Because drama is one of the Six Societal Values, placed as a great priority by people in The Prison. The majority of women and a sizable percentage of modern-day men actually *desire* regular drama in their lives. They have powerful needs, born from both SP and OBW, to validate their negative emotions by dumping those emotions upon other people, even if those other people don't deserve it or have nothing to do with the cause. The target of the drama is irrelevant, only the expression of drama is important.

The need for emotional validation is so powerful that people will throw drama around even when they know for a fact that very bad things will happen to them if they do it. I call this “Yell at a Cop Theory.”

*Yell at a Cop Theory*

I haven't owned a car, by choice, in several years because of modern-day transportation technology and my international lifestyle that involves frequent travel. However, when I used to drive a car and lived in the USA, I was pulled over by the police many times just like most behind-the-wheel Americans (most Americans don't realize they live in a quasi-police state and the sheer frequency of getting harassed by police officers doesn't happen in other countries). Many times I didn't get a ticket, instead getting off with a warning. This is because whenever I got pulled over by a cop, even if the reason he did it was complete bullshit, for the next few minutes I was the nicest, sweetest, most compliant beta male in the universe. I did this because I didn't want a speeding ticket. Tickets are expensive, are a huge hassle, and raise your car insurance premiums. Being nice to the cop for a few minutes, even if I was furious he pulled me over, even if I thought he was completely in the wrong, was well worth the significant financial benefit of not getting a speeding ticket.

I think just about everyone with an I.Q. over 80 knows that if you're nice to the cop, you might get off without a ticket, but if you get upset at the cop, you're virtually guaranteed to get one.

Why is it then that so many people scream and bitch at police officers when they get pulled over? It's because of their 6SV need for emotional validation. Their desire for emotional validation, to get their emotions seen and acknowledged by other humans, is so overwhelming that they want to yell at that cop even if they know for a fact that the price for yelling for two minutes will cost them literally hundreds of dollars and possibly hours of wasted time. They're so pissed off for being pulled over, they can't control themselves. So they yell at the cop, who just rolls his eyes and hands them a \$450 traffic ticket.

This scenario is just one example among hundreds I could name. You can extend this to a woman yelling at her abusive husband knowing she's going to get punched if she yells at him (and yells at him anyway) to a boyfriend who knows his girlfriend is going to dump him if he yells at her (and yells at her anyway) to the investor knowing he'll lose a profitable real estate deal if he gets angry with the buyer's attorney on some minor point (and yells at him anyway), to an angry person on social media who fires off a controversial message who knows he's going to get canceled or banned because of it (but fire off the message anyway), to thousands of other circumstances.

One of the primary reasons women desire to cohabit with other people (husband, boyfriend, or female roommates) is simply to have a regular "sounding board" available to them when they need one. They need someone convenient to yell at when they have a bad day at work or with the kids, and the poor schmuck

husband makes a very convenient target. This also helps explain why very few women live alone. Most unmarried women who aren't living with their parents will typically have roommates. This way they can still maintain convenient targets upon which to unload their negative emotions. Even better, they may even get their emotions further validated when one of them says, "Wow. You're right. She was being a bitch to you."

This is best summed up by the following exchange between Gloria and Jay, played by Sofia Vergara and Ed O'Neil, on the TV show Modern Family:

Gloria: I'm not mad at you because you said I snore. I'm mad at you because you didn't say anything!

Jay: Because I didn't want to get yelled at.

Gloria: Well too bad! When you're married to me, you're going to get yelled at many times! You're tough enough to take it! That's what I love about our marriage. We can say whatever we want, but the next day we're still there.

Those last three lines of dialog sum up almost everything about Prison inmates' need for emotional validation and drama, as well as traditional marriage.

Amazingly, people seeking drama will actually start getting uncomfortable if they are in situations or relationships where they don't have it. They'll be in a happy job, situation, or relationship, and everything will be great. Over time, they will start to get uncomfortable because they haven't had to bitch, complain, or yell at anyone. Then they will actually create situations they know will result in drama. Then, while angrily arguing with their lover, spouse, family member, or co-worker, they can feel "normal" and "human" again. They won't feel happy, but happiness is not their goal. Drama is.

Therein lies the problem: *one can't feel drama and happiness at the same time*, regardless of the excuses people try to make to the contrary. Therefore, if your goal is a happy life, you need to avoid all drama. Just as importantly, you must avoid situations conducive to drama. We'll discuss this in great detail in later chapters.

## 5. Social Validation

While emotional validation is the desire to show others our negative feelings, social validation induces us to do things so we receive accolades from others.

We have a powerful need to receive recognition and approval from our family, parents, friends, peers, and people on the internet. We want people to see what we're doing and say "well done!" or "good job!" Every time someone tells you they like what you're doing, you get a little endorphin rush.

There's nothing wrong with that. We like endorphins because endorphins make us happy. If you're doing something you love, and someone gives you a pat on the back for it, that's fantastic. You'll be further motivated to do a good job in the areas you love.

Social validation becomes a problem when we start doing things we don't like in order to receive approval from others. I have many buddies who went into professional fields they hated because they wanted to please their fathers. I have seen women marry men they really didn't like in order to receive approval from people in their church. I have seen people stay in careers they despise because of the social validation they get from their spouses. It's a common occurrence to see people spout off political opinions they don't really have, causing all kinds of conflict and drama in their lives, in order to get kudos from their political tribe. Most obvious of all, we're all well aware of the stupid and destructive things teenagers do because of peer pressure.

These people received accolades and approval from their social circles but then went on to live lives of resentment, boredom, dysfunction, conflict, and/or quiet anger. Doing things you don't like to get approval from others must be something you never, ever do. If you desire approval and accolades, that's fine, but seek it only in the context of doing what you love and truly believe in.

Of course, the best path is to simply not seek accolades at all, and instead receive your validation internally from your own happiness, desires, fulfillment, and accomplishments. I do what I do because I love what I do. Assuming my monetary results were the same, I would continue to do it and love it even if literally no one paid any attention to what I was doing.

## 6. Not Being Alone

This one is probably the saddest and most depressing of the 6SV. A strong majority of human beings simply do not have the ability to be alone for long stretches. As with security and drama, this mostly applies to women, but it applies to a fair number of men as well.

There are several degrees and variations to this. Many people can't stand the thought of going home to a place with no one there. Others are more extreme and can't stand not being in a "relationship" with someone at all times. Others are even more extreme and have severe trouble not talking to someone in person for more than a few hours. I'm sure you've met all these types. Perhaps you're even one of them. These people are always with other people, always in a relationship with someone, always interacting with people, at all waking hours, and seven days a week. They can't be alone. They don't know how.

The problem is these people desire this nonstop interaction even if the interaction is negative. They'd rather be in bad relationships than no relationship at all. They'd rather be having a negative conversation than not speaking. Needless to say, drama, chaos and unhappiness are common occurrences in these peoples' lives.

A lot of this is personality-driven. Extroverts will usually be more likely to be in a relationship or living with other people, introverts less so. I'm an introvert myself, and I enjoy being alone immensely. However, I also enjoy being with other people immensely, especially my wife, my children, A-players in business, people of high intellect, and the women I see on the side.

The happiest people on the planet are those who are balanced in this area. They are extroverts who know how to be alone and are perfectly fine with it, and introverts who are very socially calibrated and enjoy being with people. Unhappiness lies with the hyper, high-drama extroverts who can't be alone just as much as with the sexless, reclusive, loner introverts who are always hiding away in their bedrooms on their computers.

As a free, happy, Alpha 2.0, you must have the ability to be alone. This means you are perfectly and honestly fulfilled even if you're not in a serious relationship for years on end, and are able to do this without being a reclusive loner who "hates people."

## **6SV vs. Happiness**

The 6SV is the reason why most people in The Prison live lives of moderate unhappiness and numerous restrictions, most of which are completely self-imposed. Instead of placing long-term happiness as their highest priority, they place some or all of the Six Societal Values as higher priorities. Sure, happiness is one of the priorities, but it's not at the top. It might be number three, four, or five on the list, with several of the 6SV superseding it.

There are many common examples of this.

- The person who longs to start his own business but instead stays at his boring, soul-killing corporate job is placing security over happiness.
- The person who goes back to a high-drama, problematic lover is choosing emotional validation over happiness.
- The business owner who could make more money and work fewer hours with fewer employees but chooses to keep those employees

anyway is choosing social validation and control over others above happiness.

- The person who admits being married will make them less happy but who gets married anyway is placing conformity, perceived security, and not being alone above happiness.
- The person who reluctantly acquiesces to demands from their lover is choosing perceived security and drama over happiness.

Much unhappiness in The Prison is a result of people choosing to place one or more of the 6SV above their own long-term happiness. Backed by the twin engines of OBW and SP, the 6SV are powerful forces for negativity.

This means the only real way to get to long-term happiness is to place your personal long-term happiness above the Six Societal Values.

You can probably already see the problem in doing this. By placing happiness as your highest priority, doing the things necessary to achieve it, and thereby achieving it, you're going to look a little strange to other people in The Prison. Friends and family members aren't going to fully understand what you're doing, or why. Some people may even attack you on your choices.

It won't matter. You'll be happier than all of those people, by far.

For well over a decade, whenever I attended large family reunions, large personal gatherings of business colleagues, or similar, I was the only adult man in the room who didn't show up with a wife or girlfriend. Sometimes I showed up completely alone, in which case I received a barrage of "Why don't you find a nice girl" questions. Other times, I'd show up with a woman who was extremely attractive. So attractive, she looked a little out of place. Sometimes this woman was much younger than me. People were very polite and nice, but I still received a lot of odd glances and witnessed whispered conversations. Other times, I got assaulted with declarations such as, "That's great! So when are you marrying this gal???" This was followed by lectures about how important it was (to *them*) that I settled down and became traditionally married as quickly as possible.

The interesting part of all of this was that I was, and still am, one of the happiest adults in the room. I'm not exaggerating. I was sitting there with a big fat smile on my face, enjoying my life, even if I was there without a woman. Most other people were doing what most people in The Prison do; complaining about their jobs, finances, politics, or spouses. When not doing that, they were screaming at, correcting, or arguing with their small children. All the while,

they were lecturing me about how I should settle down and get married to a “good woman” so I could “live the good life” like they were.

It was amazing that these folks never saw the irony staring them in the face. I marvel at people less happy than me telling me to do what they’ve done!

Today, I’m married to my wonderful wife, Pink Firefly. So I don’t get nearly as many strange looks or lectures about how I need to conform to The Prison. However, the whispered conversations continue since Pink Firefly, with her Barbie Playboy Bunny look, size zero body, six-pack abs, triple-D breasts, and platinum blonde hair that goes down past her butt, looks a little out of place around normal people and doesn’t look like the usual, traditional wife. Not that I give a shit.

Yet, I will still get some lectures and quizzical looks when the parameters of my marriage are discussed. This doesn’t happen often, but it does happen. I’m in a non-monogamous marriage and regularly have sex with other women and my wife is fully informed. This is called an OLTR Marriage which we’ll discuss in Chapter 19. When normal, monogamous people find this out, they react with confusion despite the fact that they will often follow up with statements about how they don’t have sex nearly as much as they would like (especially men).

Because I lack the Six Societal Values, I look odd to normal people, but I’m happier. They have the 6SV in spades, but they aren’t happy, at least not as a continuous condition.

I’m not saying everyone who follows the 6SV is miserable all the time. People who follow the 6SV can be happy and sometimes are, but the happiness is only temporary. Examples would be newlyweds; those people still in the bliss of the honeymoon phase of their new marriages or relationships, or perhaps guys who recently got a new job or closed a new business deal. Nothing wrong with being happy about those things, but the happiness high from those events is a temporary condition. As we discussed back in Chapter 2, occasional happiness is not the goal. Long-term, consistent happiness is.

## Weeding Out the 6SV

You must evaluate the list of Six Societal Values and ask yourself “If I could be truly happy, continuously, for the rest of my life, could I release the need I have for these six things? Or at least reduce the need greatly?” If the answer is no, then be like everyone else, embrace the 6SV, and tolerate a life full of conflict, mediocrity, boredom, and regret. Removing (or dramatically

reducing) the 6SV from your life is the price you must pay for your long-term happiness. You can't have the 6SV and be long-term happy at the same time. It isn't possible.

That being said, you *can* have little bits of those six things along the way. For example,

1. You can have plenty of conformity when you walk down a busy city street since you look pretty much like everyone else. However, you don't go out of your way to do this.
2. You occasionally get social validation from others when you make a big business accomplishment, and that's nice. However, that's not why you do what you do.
3. You can spend time with other people all you want. You can work with people, spend time with family, and date many women. However, if you don't have a serious girlfriend or wife, or live alone for a few years, it doesn't bother you at all.
4. You can work to create your own security. However, you ensure it is all internal security, not external.

So even the Alpha Male 2.0 can get little chunks of the 6SV occasionally, but they are not a priority in his life, nor are they something significant or ever-present like to those in The Prison.

Is your long-term, consistent happiness worth giving up the 6SV? For me, that decision was a no-brainer. Of the Six Societal Values, I despise four of them (conformity, control over others, drama, and not being alone). To me, conformity for its own sake is a form of mental weakness. Control over others is too much work and I have better things to do. Drama I hate with a passion and I want nothing to do with it. Being alone does not frighten me; often it's preferable and enjoyable.

That leaves security and social validation. As stated above, security is fantastic as long as it is internal security. I would far rather depend on the security I create for myself rather than some other person or organization who may not do what I want or may not be around several years down the road. I have worked very hard over the years to improve my financial security (by earning money and saving it) and my emotional and sexual security (by mastering the art of meeting, sleeping with, and having long relationships with multiple women whenever I choose). I purposely avoid all forms of external security whenever I can.

Social validation is nice, but I get more than enough of that from my family and career pursuits, and I never plan on completely retiring from the world of work; I love my work.

For you, dumping the 6SV may be easy or very difficult. Regardless, now you know what you're "giving up" by embracing a lifestyle outside The Prison: The 6SV system that was created for the good of society, not you.

What I've just described is the core of everything else we're going to talk about in this book. I'm warning you now, if you choose any of the Six Societal Values over your own long-term personal happiness, many of the concepts and techniques in this book will not resonate with you. The single greatest thing you can do for your life is to choose happiness first and get little bits and pieces of the Six Societal Values when you can.

I can tell you for a fact that long-term happiness is far better than anything the 6SV can offer.

## Chapter 6

### A Masculine Man in a Feminine World

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*Were George III to return to life, he would roar with laughter at what a flock of sheep the descendants of the American rebels have become.*

Pat Buchanan

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September, 1994.

A young guy in my early twenties, I sat on the couch of the much older woman I was sleeping with at the time, flipping through the channels on her TV while she was talking on the phone in her kitchen. Finally, I stopped on a show that I had heard much about but hadn't seen.

"Silk Stalkings?" I had asked my buddy a few days earlier.

"Oh yeah," he said, "It's cool. You should check it out."

"Dude," I said, "It's called 'Silk Stalkings.' Why the hell would I want to watch a show called 'Silk Stalkings'?"

"Yeah, yeah," he said, "I know. But the show is still cool. It's about cops. And there are hot chicks too."

I was skeptical but I had nothing else better to do, so I watched.

The scene depicted a supposedly hard-boiled cop with his female partner in the police station talking to their captain. Immediately I realized something was off. All the walls and furniture in the police station were bright pastel colors; bright oranges, reds, pinks, purples, and yellows.

Um, I had been to a few police stations to pay speeding tickets in my day and I didn't ever remember seeing pastel walls or furniture.

The next thing that struck me was the pastel colors were also all over the characters, including the male characters. The supposedly hard-boiled male cop had a bright pink shirt with a big purple pastel tie. So did the supposedly

cranky, crusty police captain. The entire thing was just... weird. It looked like I was watching a cartoon.

Against my better judgment, I continued to watch. This pastel thing extended to all the other scenes. Just about all walls in all locations were pastel. Just about all clothing on all characters, including and especially the male ones, was pastel in colors. Even the cars looked pastel and girly. Moreover, it was a show about cops called "Silk Stalkings."

It was sending a confusing message to my brain. This was supposedly a badass show about tough cops and murders and stuff like that, yet it looked like I was watching some Martha Stewart shit.

Little did I know I was witnessing the beginning of a titanic shift in tone in American pop culture, one moving from tough guys and masculine badassery to nice pretty colors, badass female heroes, and wimpy male characters. Nowadays, this colorful weirdness is normal fare on TV. Go watch an episode of CSI (any of them) and look at the police station they all work in. Then go to online and watch a scene from the 1980s cop show Hill Street Blues and take a look at *that* police station. See a difference?

### **Pop Culture's Progression Away from Male Strength Part One: TV**

I was born in the 70s but grew up in the 80s. When you watched TV back then, you were bombarded with mounds of masculine, tough, badass, Alpha Male heroes. Men like Starbuck, Captain Kirk, and Buck Rodgers kicked ass in space. Men like Crockett and Tubs, the A-Team, Hardcastle and McCormick, and Bo and Luke Duke kicked ass here on Earth. Hordes of player guys like Jack Tripper, Dan Fielding, Arnie Becker, and Sam Malone had sex with a new woman every week, and there was nothing strange, insulting, or misogynistic about it. The recurrent theme of "lone man above the law" was epitomized by guys like Stingray, Spencer for Hire, MacGyver, The Equalizer, Airwolf, Wiseguy, Knight Rider, Street Hawk, Magnum P.I., The Fall Guy, Remington Steele, and, shit, do I even need to go on?

At the dawn of the 90s, this started to change. The tough, masculine, good-looking, suave men of the 70s and 80s were replaced by stupid, pussy, often overweight beta males who cowered in front of strong, attractive, confident wives. These were the men portrayed in shows like Wife and Kids, Everyone Loves Raymond, King of Queens, According To Jim, Home Improvement, and Mad About You. Some shows featured whiney intellectual betas like Seinfeld and Frasier, constantly confounded by tougher females. Even the cartoons weren't immune. Strong, masculine cartoon heroes like He-Man, Optimus

Prime, and G.I. Joe were replaced by stupid, fat morons like Homer Simpson, Peter Griffin, and Eric Cartman.

Does that mean that in the 90s there were no tough characters on TV? Of course not. There were plenty of tough characters; *female ones*. TV was invaded by badass babes like Buffy The Vampire Slayer, Xena Warrior Princess, Captain Janeway, La Femme Nikita, Dr. Quinn Medicine Woman, and the Powerpuff Girls. The Nanny screamed her head off, and Greg got his ass kicked by Dharma. Towards the end of the 90s the feminine dominance of the airwaves was complete with the dawn of Sex and the City.

I'm not saying there were no masculine shows. Occasionally a Walker Texas Ranger would sneak through the estrogen, but shows and male characters like that became the unusual exception rather than the more-than-common norm they had been for decades. Other than sports programming which always remained popular, masculinity had become the exception on television rather than the rule.

Today, this is all old news. This trend away from the masculine and towards the feminine has accelerated into overdrive. Modern-day young people don't even remember the masculine times before the mid-90s. Not only are strong, masculine, stoic female characters the norm, but they also now are ultra-powerful (the concept of the "Mary Sue"), never have romances with men, and regularly denigrate male characters. The shows like this are too numerous to list; Dr. Who, every recent Star Trek show, Marvel show, Star Wars show, just about every cop or murder mystery show, most dramas, and even most sci-fi TV shows. Many angry YouTubers have examined this state of affairs in much more detail than I have the time to do here, but you get my point.

And that's just TV. What about movies?

### **Pop Culture's Progression Away from Male Strength Part Two: Movies**

Though I was acutely aware of this change when it started in the 90s, it didn't really bother me, namely because I was never a big TV watcher. Now movies, that's another story! I've been a huge movie freak since I was a small child. Like most men of my generation, I grew up watching Alpha Male characters in movies from James Bond to Indiana Jones to Rambo to Dirty Harry, who was a crusty old guy by the time I got to him in late 80s, but still masculine and tough.

Movies have gone through a very interesting progression in the last several decades. In eras gone by you had masculine men like Humphrey Bogart. Over

time this morphed into even more masculine guys like John Wayne. Can't get more masculine than John Wayne!

Or can you? Yes, you can. At the dawn of the 70s, male heroes became bigger, stronger, taller, and tougher. The Duke was replaced by even more badass guys like Steve McQueen, Clint Eastwood and Charles Bronson. American culture loved it, and begged for more. You can't get more masculine than those guys!

Or can you? Yes, you can. The rough and tumble guys of the 70s were replaced by even bigger and stronger guys in the 80s. Ultra-muscled, Hercules-like monsters like Arnold Schwarzenegger and Sylvester Stallone single-handedly took on entire armies in their movies, and won! Other guys like Bruce Willis, Jean Claude Van Damme, Steven Segal, Dolph Lundgren, Kurt Russell, Mel Gibson, Harrison Ford, Chuck Norris, and hordes of others flooded onto the movie screens, killing bad guys by the bloody truckload. It was beautiful. The 80s was such a great time to be boy.

As the 80s ended I couldn't wait for more testosterone-soaked badassery. Little did I know the world had changed! Just like with TV, Hollywood and the culture at large had decided that being masculine wasn't cool any more. In the 90s, action movies went from being a regular occurrence to almost never. When an action movie did appear, the hero was usually a smartass, skinny wimp. Human tanks like Schwarzenegger and Stallone morphed in to little skinny guys like Keanu Reeves and Nicolas Cage.

This confused me back then. I spent a large part of the 90s screaming "What the fuck?" at both the TV and the movie screens. By the 2000s it was pretty much the norm. However, in the 2010s there was a minor resurgence in Alpha Male movie characters, personified by actors such as Dwayne Johnson, Vin Diesel, Hugh Jackman, and many characters portrayed in superhero movies, so there was some light on the horizon... or so I thought.

Despite that little positive blip on the radar, movies became worse and worse. Less masculine characters. More strong, badass, perfect, powerful, stoic, and non-sexual female characters. More and more movies also became soaked with left-wing Societal Programming (not that I'm right-wing; I disagree strongly with both political sides). Overall quality of movies dropped sharply in the 2010s. Horrible reboots and/or sequels of all of the movies and franchises I treasured when I was an 80s kid were, one by one, destroyed by Hollywood. By the end of the 2010s, Star Wars, Star Trek, Dr. Who, Terminator, Predator, James Bond, Ghostbusters, Alien, Robocop, Indiana Jones, Willow, Lord of the Rings, Die Hard, and many others were all completely destroyed, at least in my eyes.

By 2017, I was done. As I announced at my blogs at the time, instead of going to see a new movie once a week, most weeks of the year as I had done most of my life, I just stopped going to see movies. Today I will rarely see a movie, either in the theater or on streaming. That part of my life, that went strong for decades, was simply removed from me almost completely.

## Why Did This Happen?

There was a specific reason this all started in the early 1990s. That's when the more left-wing baby boomer generation started to take societal power from their more traditional, conservative parents, the World War Two generation (otherwise known as the "Greatest Generation"). In his autobiography, Arnold Schwarzenegger talks about how during the 1990s, after Bill Clinton had been elected to the presidency (the United States' first baby boomer president), he and other Hollywood heavyweights could see this cultural shift. They wanted to be a part of this new politically correct, female-friendly trend. So, for example, he forbade action toys based on his likeness to include guns or knives, to be replaced with punches and funny catch phrases instead.

So even Alpha Male 1.0s were in on this shift. That's how big it was. An era had indeed ended. It did not bode well for the future.

## Society's Shift from Masculine to Feminine

Today the feminine conquest is complete and continues to strengthen. The West has become a post-masculine society. Here are more facts that demonstrate why.

It used to be that overly feminine, anti-man movies only made a lot of money if the messaging was subtle, like with movies such as Frozen or Maleficent. In 2023, that barrier was finally broken, and the Barbie movie which was filled with overt, in-your-face feminism and anti-man messaging made \$1.5 billion at the box office, making it the highest-grossing film of the year and the 14th highest-grossing movie in all of human history(!).

In the same year, another milestone was reached. In the past, the highest-grossing female singers in society, like Madonna, Britney Spears, and Beyoncé, were only able to achieve this fame because they appealed to both women (because the singer was female) *and* men (because the singer was hot and overtly sexual in her performances and branding). This is known in the entertainment industry as the "four quadrants" required to sell a lot of tickets; young women, older women, young men, and older men. Music or movies

must appeal to all four of those quadrants to make a lot of money. This has always been the case.

In 2023, for the first time in history, this changed. Taylor Swift, a singer whose music and brand only appeal to women and not to men at all, meaning she only had access to half of the usual four-quadrant buying audience, pulled off the highest-grossing music tour of all time, making over \$1 billion from just her tour alone. This has never happened before in all of human history. Her movie based on the tour also became the highest-grossing concert film of all time and was the most profitable movie of the year. To repeat, she did this with *half* the available audience (because of no men) singers before her sold to and was still able to break all of their records. Taylor Swift as an overall girl-only brand grossed over \$2 billion just that year alone, making her a billionaire.

At the same time, masculine man-only brands are losing hundreds of millions and are no longer profitable. From Star Wars to Gillette razors to Marvel superheroes to Call of Duty video games, man-only brands that used to make hundreds of millions of dollars now lose hundreds of millions, break even, or are slowly vanishing from the culture. While Taylor Swift is grossing \$2 billion a year from just women, as of the publication date of this book *there isn't a single brand that only men buy that grosses anywhere near \$2 billion per year* (with the one exception of professional sports, which is also on the decline and going through upheavals of its own as it becomes more feminized as well).

At the same time all of this is happening...

- Childless women in their twenties make more money than men in their twenties.
- Women graduate college in higher numbers.
- Single motherhood has gone from being a destructive and horrible idea to something praiseworthy and celebrated.
- Small boys in schools are punished for pointing their fingers and making shooting sounds.
- Men who kill their wives are punished to the full extent of the law, but women who kill their husbands are given a slap on the wrist and are often defended in the media.
- Commercials regularly portray husbands and boyfriends as stupid and weak, but are very careful to never portray girlfriends and wives as such.
- Having a movie called My Idiot Brother is a cute and fun idea, but a movie called My Stupid Sister would never be made.

- Masculine authors like Tom Clancy, Robert Ludlum, and Clive Cussler have been replaced by Twilight, 50 Shades of Grey, and The Hunger Games.
- In many American states (including Idaho, Georgia, California and others) when consensual sex between two people under the age of consent occurs, the law specifically punishes the man harsher than the woman, even if the woman is older.
- Male fertility has dropped all over the Western world. Sperm counts have fallen by half between the 1930s and 1990s and an additional third since 1990.
- Testosterone in young men is now at historic lows. It's common for men in their twenties to have total testosterone levels around 250, equivalent to old men in their seventies.

On and on it goes.

There are many ways in which society is moving away from the masculine and towards the feminine, and how men are becoming more girly, submissive, emotional, and pussified while women are become more masculine, dominant, and bitchy. It's all around you. In The Prison, hyper-masculine behaviors and attitudes are generally no longer considered cool or appropriate unless a woman is doing them (with a few exceptions like in the sports world).

Traits like independence, adventure, risk, and masculinity are not something The Prison likes any more. Rather, the focus has become interdependence, security, and femininity. To make matters worse, the COVID-19 pandemic accelerated this trend yet again. During this time, grown men were terrified of using elevators or standing near someone who was coughing. Left-wing men were terrified if you didn't wear a mask (which didn't protect you unless it was an N-95 mask which no one wore) and right-wing terrified of wearing a mask because, they thought, it would force you to breathe in your own carbon dioxide (which was scientifically impossible). These fears were permanently driven into society even well after the pandemic was over, and fears like this within men will continue to grow.

As you move down the path of the Alpha 2.0, society and the culture at large are not going to be your friend. Many people, perhaps most people, are going to be disturbed and upset at your masculine, independent ways.

- Making lots of money? You're selfish.
- Having sex with multiple women? You don't respect women and clearly have commitment issues.

- Have sex with women much younger than you? You're shallow and can't handle (read: obey) a strong, intelligent woman your age like a gentleman (read: beta).
- Love to lift weights to get big muscles? You're a narcissistic douche.
- Like to drive cool, fast cars? You clearly are trying to make up for the fact you have a small penis.
- Smiling, laughing, and making smartass cracks all the time? Wow, don't you realize all the problems the world has?
- Don't like today's movies or TV shows? You clearly can't handle strong female characters and you're against women. You're probably racist too.
- You don't fear pandemics? Wow. You want old people to die. Murderer.
- Think voting for populist political figures is a complete waste of time? You're clearly a fascist (from the left) or a cuck (from the right).

You're going to face a wall of opposition from The Prison at almost every turn on the road to Alpha Male 2.0, more now during the collapse of Western Civilization than at any time in modern history. Expect it and plan on it. Remember these people are stuck in The Prison and you are not, therefore your presence is going to make them uncomfortable.

That's okay. It's your life, not theirs. Let them glare at you from behind their Prison bars. You're the one walking into the sunlight. Pity them, smile, and keep moving forward.

## Chapter 7

### The Collapse of The Western World

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*We're living in a time now where we know everything is fucked but we're powerless to change any of it. That's the point where society starts to decay past the point of no return, and then everyone just sits back and watches it like a show.*

Tim Dillon

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Summer, 2020.

I was in my home office overlooking the mountains, the river, and the Colombia River Gorge, one of the most picturesque views in the world. My wife, Pink Firefly, and I lived in the exact house I had always dreamed of, a large house on top of a mountain with an amazing view. I was planning some of my international business transitions for when I was going to move out of the Collapsing USA in 2025, about five years into the future.

I heard PF arrive upstairs, having run some errands. She came right downstairs into my office without delay.

“Have you heard the news?” she asked.

“No,” I responded, shrugging. Knowing it was just a few more years before we moved out of the United States, I started to pay attention to the news less and less. Very soon, the Collapsing USA would no longer be my problem.

“They’re rioting,” she said.

“Where?” I asked, not really caring.

Her face slackened and she suddenly looked sad.

“Everywhere,” she said.

I furrowed my brow, turned back to my computer, and looked up a few news sites.

Damn. She was right. Because of the horrific killing of George Floyd by a white police officer, unhinged left-wingers were now rioting all over the USA, attacking random bystanders, running out into freeways, stopping and damaging cars, burning down people's houses and apartment buildings, rioting and looting, and causing all kinds of chaos.

*Yep, here we go again,* I thought. I had already predicted a few years prior on my blogs that as the slow collapse of the Western world and the USA in particular continued, civil unrest was going to be something Westerners were just going to have to get used to as it occurred more and more often. I even talked about it in the first edition of this very book. I had also predicted just a few months prior that if you locked down the entire population of the United States for weeks on end all because of a flu with a 1% death rate (otherwise known as COVID-19), Americans wouldn't just sit back and take it. They would, I had predicted, "go crazy." Sure, you can lock down the Japanese and the Chinese and other collectivist, top-down cultures accustomed to following orders from authority figures, but violent, emotional, irrational Americans, already furious and on edge about things like the culture war and Donald Trump? Oh no.

However, over the next few days, I saw that this getting even worse than I had predicted. It wasn't happening in one or two cities, but everywhere, all over the country. The violence and insanity were as widespread as it was intense.

Moreover, instead of people denouncing the violence against innocents, I saw Americans all over social media *defend* it. A mountain of "Well they shouldn't hurt people BUT..." arguments were everywhere. As completely innocent people, who had nothing to do with any of this, were assaulted, killed, and had their homes burned down, American left-wingers were screaming things like, "Yeah violence is bad but sometimes that's the only thing people listen to!" or "Well if you don't like it, maybe white cops shouldn't choke black people to death!"

I was amazed that formerly peace-loving American left-wingers were defending the use of extreme violence against 100% innocent bystanders, most of whom probably agreed with the left's positions on police brutality. (Interestingly, I would later see American right-wingers do the same thing just two years later when Vladimir Putin preemptively invaded Ukraine, killing hundreds of thousands of innocent civilians. The right defended Putin's mass murder all because NATO had lied about some promises.)

But then things got even worse. American governments and the American right wing did what they do best, and overreacted. Soon, entire armies of armored police officers were marching into cities and committing all kinds of atrocities of their own, much of which I saw on eye-witness video footage. Marching cops would slam 75-year-old men who couldn't get out of the way fast enough, literally cracking their skulls open and leaving them to bleed out on the street. Cops would, *on purpose*, open fire on journalists with rubber bullets who were standing far away from the riots and doing nothing but quietly reporting into a camera. Cops started driving their cars and armored vehicles into large groups *on purpose*, mowing down scores of people. And on and on.

When right-wingers were confronted about this needless violence, they screamed back, "Law and order!"

Yes, we need law and order. It's critical to a functioning society. But how is cracking the skulls of non-protesting unarmed old men and old ladies or shooting journalists on purpose "law and order?" The right didn't have an answer. Having lost the culture war many years ago, they were just mad, and let their emotions get the better of them.

For the next several weeks, I watched as my collapsing country was engulfed in a miniature civil war between two groups of insane, violent monsters, the left wing and the right wing, both of whom had completely lost their minds and embraced lethal violence against innocent people. It was not what I predicted... it was *worse*.

I had seen the collapse of the USA coming all the way back in 2003, but I figured I had enough time by 2025 to leave. I had figured it wrong. Sitting there in the Summer of Love of 2020, watching the insanity of both the left and the right, the authoritarian actions of the government via lockdowns and crackdowns, and the violence all over the country, I knew then there was no way in hell I would be able to wait until 2025 to move away from this madhouse of a collapsing society. I had to leave now. I talked to Pink Firefly about it, scrapped my plans to leave in 2025, and upped my timetable.

Just seven months later, in February of 2021, I permanently moved out of the Collapsing USA, never looked back, and all aspects of my life improved almost immediately. We'll talk about how to do that in Chapter 31.

## **The Western World Is Collapsing Right Now**

The feminization of Western culture that we discussed in the last chapter is only one small subset of a much bigger, broader, and more significant

problem. That is the entire Western world is in a state of cultural, fiscal, and economic collapse. Worse, at this point in history, there is literally nothing you can do to stop it.

If you currently live in the Western world, this is going to be one of the more difficult chapters in this book to read. As I said in the disclaimers at the front of this book, I'm just here reporting facts. If you don't like these facts, don't yell at me.

First, I need to clearly define what the "Western world" means. This means the cultural West, not the geographic West. "West" or "Western," as I use the term, includes these countries/regions:

- United States
- Canada
- All of Europe, including Eastern Europe
- Israel
- Australia
- New Zealand

Some people include South Africa (the country, not the region) and Japan as part of this group as well, though I do not. This means the term "Western" as I use it does not apply to Central America, South America, Asia, Africa, Oceania, and the Middle East. (I also don't include Russia as "Western," though Russia is also in a state of collapse, just one happening more slowly than the West.) Unlike the Western world, these non-Western regions are a mixed bag, with some collapsing countries, some countries on the rise, and some countries that are just sitting around.

This is opposed to *every* country in the Western world, all of which are in varying states of decline or full-on collapse. Of the above list of collapsing Western countries/regions, only Australia, New Zealand, and perhaps a few of the smaller Eastern European nations *might* not fully collapse outright, but will instead have huge, continuing problems with stagnating economies and ever-declining cultures.

The United States, Canada, and Europe, particularly Western Europe, are the worst off, by far. All three of these countries/regions, which I jokingly call the Collapsing Trifecta, will collapse in our lifetimes. This means that unless you are already very old and are going to die soon, you will personally experience this collapse at some point in the future.

When exactly will these countries collapse? I don't know. Neither does anyone else. Anyone telling you exactly when these countries will collapse,

with exact dates or timeframes, is either irrational, lying, or trying to sell you something. These countries are large, complex systems, so no one can predict the timing of these collapses with any degree of accuracy.

I just know these countries will collapse in your lifetime; both the data and the trends on this are overwhelming and we'll discuss some of those in a minute. These countries could collapse in three years, 35 years, or anywhere in between, which means that they'll collapse while you're alive.

Therefore, you need to array your lifestyle to prepare for this eventuality. The good news is that if you adopt an Alpha Male 2.0 lifestyle, you will not only be protected during the collapse, but your odds of thriving during this time go up dramatically.

I'll give you a microcosm example of this. The year 2020 was the worst and scariest year of the pandemic, with horrific government lockdowns, unprecedented economic recession worldwide, heightened panic and strife among the populace, and massive civil unrest and crime all over the planet. 2020 was a little taste of what is to come to the Western world as the collapse continues and worsens. Most people will point to 2020 as one of the worst if not the worst years of their entire lives. It was, and still is, widely regarded as one of the worst years in modern history. Everyone hated 2020.

Except me. 2020 was one of the best years of my life, across the board, in all areas of my life.

Because I live an Alpha Male 2.0 lifestyle, 2020 was amazing for me, and that's saying something since most years of my adult life, particularly post-2007 when I adopted this lifestyle, have been pretty damn awesome. Here's a summary of what happened to me in 2020 as opposed to what happened to most other men who live in The Prison:

*Income - Men In The Prison:* Most guys took massive hits to their income in 2020. Guys with jobs were laid off, fired, or forced to stay home with little to no pay. Many men who owned their businesses were forced, sometimes at literal gunpoint, to shut their businesses down completely. Many other self-employed men saw their incomes drop 50% or more because of the reduced business due to lockdowns or fear in the marketplace.

*Income - Me:* While everyone else was desperate to pay their bills and freaking out, my income in 2020 went up by 38% without working any additional hours or starting any new projects. Per the Alpha 2.0 business model (that we'll be discussing in Part Five of this book) I had three diversified, narrowly niched, location-independent, high-margin businesses in completely unregulated industries. One of these businesses lost a lot of money and I had

to shut it down during the pandemic, but the other two skyrocketed so much that my total net gain for the year was 38%.

*Investments – Men In The Prison:* Investments across all traditional sectors lost a lot of money in 2020, particularly at the beginning of the year. Things rebounded slightly when collapsing Western governments did more of what was causing them to collapse in the first place; printing up trillions of dollars and bailing out giant companies, but still, a lot of people lost a lot of money and were very scared about their investments.

*Investments – Me:* While people were freaking out about things like the stock market and the price of oil, my investment portfolio increased 142% in 2020 alone. To be clear, that means my entire investing net worth more than doubled in 2020. I don't own any stocks in the Western world and all of my investments are positioned to do well when there are major crises and problems (since more of those are coming). I'm invested in things like cryptocurrency, precious metals, commodities, and a few other things, and all of these took off in 2020, making me a very happy guy.

*Relationship/Dating Life – Men In The Prison:* Throughout all of 2020, I was absolutely bombarded by panicked emails and comments from men in my audience screaming that they couldn't date or get laid because they couldn't leave their homes because of lockdowns, were too scared to leave their homes, or because women were too scared to leave their homes. A hell of a lot of men in The Prison went with pretty much zero sex for the entire year, further adding to the fear and angst they were already feeling.

*Relationship/Dating Life – Me:* Because I had spent several years building up a roster of women I was having sex with on the side due to my non-monogamous lifestyle, in addition to my wife (which is what we'll discuss in Chapter 17), I got laid like a rockstar in 2020. Women already knew me and trusted me, and had nothing to do all year, so they had no problem seeing me. I also had four different women from my past hit me up in 2020 to start seeing me again. On top of all that, I had my wife. While most guys were stuck with porn in 2020, I had more sex that year than I did in the prior year or the subsequent year.

*Emotional State of Mind – Men In The Prison:* During 2020, men were scared, angry, panicked, and uncomfortable. Several reasons were lockdowns, civil unrest, boredom, going stir-crazy, political strife, and financial stresses. Another huge source of stress was people running to the stores to get toilet paper, paper towels, and other necessities. As I said, 2020 was the worst year for most people in a very long time.

*Emotional State of Mind – Me:* In contrast, because my wife and I were doing so well financially and in our investments, we had a fantastic time in 2020 and were not only relaxed but very happy. We didn't have one incident of drama at all for the entire year, and I know because I track these things. Moreover, as I had talked about in my blogs years prior, I always have a 30-day supply of things like toilet paper, paper towels, and drinking water stored for emergencies, so while everyone was panicking about getting these things, we were perfectly fine all year long.

I think you get the idea. During times of crisis, you can either be like everyone else in The Prison, have all kinds of massive problems and completely lose your shit, or you can relax and have a great time, even profiting from the chaos. Alpha Male 2.0s are in the latter category, and the coming collapse of the Western world is no different. You can either profit from it, be protected from it, or get thwacked by it. The choice is yours.

## Why Is The West Collapsing?

Most people either have no idea the West is collapsing, think the West isn't collapsing and will do just fine, or think the West is collapsing for just one reason (and that one reason tends to vary based on the person's political views and Societal Programming). All these groups of people are wrong. There are numerous reasons why. The collapse of the West is a perfect storm combination of:

- Ballooning government spending and debt
- Declining economics
- Worsening fiscal health and policies
- Domination by a small number of asset management megacorporations
- Cultural collapse
- Declining birth rates
- Declining IQs, attention spans, and mental health among the populace
- Record-high drug usage
- Ever more irrational citizens and voters

All of these things are the worst they have ever been in modern history, and every year they get even worse, with no end in sight, no matter who people elect or scream about over social media.

This isn't a book on macroeconomics, politics, geopolitics, or psychographics, so I'm not going to give you pages and pages of economic stats and bullet points on the specific minutia of why the West is collapsing. At some point soon I will publish another book about five flags and living an international lifestyle and that's where I'll get into much more specifics. However, I'll give you a general list of all the socioeconomic factors that are at historic highs and get worse with every passing year.

### **Things That Are Historically Bad And Getting Worse Every Year In The Collapsing West**

- Savings rates
- Government spending
- Government debt
- Personal debt
- Money printing
- Declining IQs
- Declining attention spans
- Bank failures
- High school dropout rates
- School absenteeism
- Cost of college
- Uselessness of a college degree
- Birth rates
- Real unemployment
- Number/percentage of able-bodied men not working by choice
- Drug use (including prescription drugs), including among children
- Single-parent households
- Homelessness
- Fatherlessness
- Number/percentage of incompetent or authoritarian politicians in high office
- Objectively bad movies and TV shows
- Real total tax rates as adjusted for inflation
- Home prices
- Healthcare prices
- Inflation in various sectors
- Reduction of free speech

- Crime rates in major cities
- Frequency of mass protests, riots, and/or civil unrest
- Political strife among the populace
- Government welfare spending
- Populism of socialism, communism, and related economic practices
- Increasing prevalence of giant corporations owning everything

## **There Is Nothing You Can Do To Stop It**

Perhaps the saddest part of Western collapse is there is nothing you can do to stop it at this point. Back in the early to mid-1990s, before the collapse began in earnest (as I discussed in the last chapter), there may have been certain governmental policies or cultural initiatives that could have been enacted to prevent the collapse. Today in the 2020s, 2030s, and beyond, we are far past the point of no return.

Today:

- There is no person you can elect to high office who can prevent Western collapse.
- There is no political party you can put into power that can prevent Western collapse.
- There is no new law or set of laws you can enact or repeal that can prevent Western collapse.
- There are no governmental reforms you can enact that can prevent Western collapse.
- There is no international organization you can support that can prevent Western collapse.
- There is no political protest or boycott you can engage in that can prevent Western collapse.
- There is no religion or political ideology you can embrace or encourage others to embrace that can prevent Western collapse.
- There is no social movement you can form or join that can prevent Western collapse.
- There are no arguments you can convince people of, in person or on social media, that can prevent Western collapse.

There are millions of people in the Western world who acknowledge the problems Western civilization has that I've outlined in this chapter and they agree that a collapse is or may be coming. However, they have deluded

themselves via strong cultural Societal Programming that if they can just make this one person President or Prime Minister, or change these few laws over here, or make this key change in the country's Constitution, or tax this one group of people, or get people to embrace this one religion or ideology, then the collapse will be averted and everything will be fine.

I'm sorry, but no. The data is quite clear. It is mathematically impossible to financially save the Western world at this point, particularly the economies of the Collapsing Trifecta. It is also physically impossible to completely and radically change the deep-seated Societal Programming of over 720 million people to turn things around. Remember that this is not a left-wing vs. right-wing thing. 30 years ago there were clear advantages of one side over the other, but today both sides have become equally irrational, from the banning of capitalism of the left to the "elect so-and-so and make America great again" of the right.

As I've already outlined, the sheer size, scope, and number of problems modern-day Western civilization is now afflicted with means that preventing collapse is quite impossible at this point (with one possible exception I'll discuss in a minute that has nothing to do with anything I've mentioned yet). The least bad you can hope for is to array your life so that you survive and/or thrive during the collapse, then wait around for a new version of Western Civilization 2.0 to rebuild itself from the ashes, which could easily take decades or even hundreds of years.

Instead, the solution is to adopt an Alpha Male 2.0 lifestyle by unplugging yourself from the collapsing system as much as humanly possible. This is done by many things we're going to discuss in this book, such as:

- Creating your own business so you don't need to rely on a job that can be taken from you at any time
- Ensuring that business is in a completely unregulated industry so the government has its hands off of it in times of crisis
- Ensuring that business is location-independent so you don't need to rely on any one country or region
- Internationalizing your business and perhaps your lifestyle so your taxes are as low as humanly possible
- Avoiding debt so big banks and governments can't boss you around
- Being non-monogamous so no one woman controls your personal or sex life
- Avoiding any governmental contracts in your personal life, like legal marriage or buying a house with your girlfriend

- Only investing in assets the government has no control over (that means trading your IRA or 401K for things like cryptocurrency or precious metals)
- And so on

With a life designed like that, when Western collapse occurs, and even before it occurs but as things get worse over the next many years, you'll be far more likely to live a life of long-term happiness instead of getting thwacked by it like all the beta males clinging to their jobs and girlfriends and Alpha Male 1.0s uselessly screaming about politics or the culture war on the internet.

## **What Will The Collapse Look Like?**

The most common question I get regarding Western collapse is about when it's going to happen. As I said, the answer is I don't know but I know it's going to happen sometime before you die, meaning you need to prepare for it now.

The second most common question I get is what exactly I mean by "collapse" and/or what exactly the collapse will look like. Again, I don't know exactly what will happen and neither does anyone else because such a thing is unknowable at this point. However, I do know it will likely be one of the following five different scenarios. I just don't know which of the five it will be.

### *1. Secession*

In this scenario, certain groups of Westerners wise up and secede from their greater, collapsing parasite countries. This means states in the USA secede from the union and declare independence, and/or European countries break away from the EU and go back to their currencies, and/or provinces in Canada or European nations break away from their host countries.

The larger countries that remain will still collapse, but at least the smaller break-away countries have a *chance* at doing well. An example of this was the 14 little nations that appeared after the collapse of the Soviet Union. Some of these countries made a lot of correct decisions and did reasonably well (like Georgia and Estonia) and some made poor decisions and languished (like Belarus and Tajikistan).

This would be the least-bad collapse scenario but one that I also consider the least likely. As shown by places that talk a big secession game but never actually do it (Scotland, Quebec, Texas, etc.) modern-day beta Westerners

just don't have the balls to actually break away from their respective big governments, cutting off the flow of welfare cash and possibly inciting a civil war.

### *2. Slow Decline into Irrelevance*

People are often surprised to learn that 400 years ago, Portugal ruled the world. Back then, it was a hardcore superpower. Even distant nations in Asia feared them and kissed their asses. Today, Portugal is a ridiculous, tiny, bankrupt country that barely appears on a world map and that the IMF keeps having to bail out.

In this scenario, this is what happens to the West, specifically the US and Europe. There's no major event or collapse that wipes everything out or screws everything up. Instead, every year the US/Europe gets smaller, weaker, stupider, poorer, and more indebted. For example, in several decades, the USA and/or Europe is a small country/region a fraction of its current size, surrounded by large Asian, Muslim, and/or Hispanic-dominated nations.

This scenario is less traumatic, but again, one I consider one of the least likely. The data points to a much sharper event, which is...

### *3. Currency Crisis*

In this scenario, the US dollar and/or the Euro hyperinflates or hyperdeflates, absolutely ruining jobs and businesses all across the Western world and destroying personal wealth on a mass scale.

In a hyperinflation scenario, major nations like China, Japan, Brazil, Saudi Arabia, and/or others stop borrowing money from the USA. Trillions of US dollars suddenly flood back into the US, crashing the value of the dollar and turning the United States into 1920's Weimar Republic. Suddenly, a loaf of bread costs \$300 and all of your savings, investments, and real estate are suddenly worthless (unless you own gold; then you make piles of money and get rich, provided you don't live in the West).

In a hyperdeflation scenario, some major catastrophe occurs somewhere in the world, like Europe collapsing or a major Asian or European war or nuclear exchange, and the world flees to the US dollar. Or, everything is fine in the world but the US stock market bubble finally bursts and the government can no longer print its way out of it. The stock market crashes by at least 75% and many commodities crash similarly. What remains of the US and European manufacturing sector gets completely wiped out. Banks call in all of their debts and no one can pay them, creating a scenario like the 1980s Savings and

Loan Crisis, only 100 times worse, with everyone losing their homes and cars. Everyone is screwed (except for people with zero debt who own vast amounts of liquid dollars; they quickly buy everything in sight and get very rich a few years later once they escape to non-Western countries).

Some variation of one of the two above currency crises is what I believe is the most likely catalyst for Western collapse, though I could be wrong.

#### 4. Totalitarianism

In this scenario, the economy, crime, and/or the culture eventually gets so bad that people irrationally embrace a strongman/strongwoman authoritarian who takes power in a major nation or nations, such as in the USA, UK, France, or Germany, along with many other people who support him or her in the congressional bodies of said nation. An actual coup d'état is also possible.

It doesn't matter if the new authoritarian leader is a left-winger or right-winger, the result ends up being the same. Sweeping, authoritarian changes are enacted. Personal and business bank accounts, retirement accounts, and other assets are seized for the "good of the nation/people." Free speech is revoked "temporarily," which is a lie. Foreigners or domestic political opponents are blamed for everything and are expelled or imprisoned. Travel outside of the country is limited, making citizens unable to leave their dying nation unless they hold foreign passports. A nationwide content-blocking internet firewall like China's is put in place. War is also very likely. Personal freedom, as Westerners currently understand it, vanishes.

I don't think this scenario is one of the more likely ones. However, I have to acknowledge its possibility since historically it has happened in Western nations many times when things get bad enough. And things are going to get bad.

#### 5. War (and/or Large-Scale Terrorism)

I published an article on one of my blogs in March of 2016. Here's an exact quote I said in that article regarding one of the war scenarios I said was distinctly possible in a few years: "*Putin finally crosses a line of no return and causes a major war between Russia and European nation(s), forcing China and/or the US to get involved*"

Unfortunately, I was right. Just a few years later he invaded Ukraine, and now the USA, China, and many other nations are directly involved, just as I predicted. As of the writing of this book, the outcome of this conflict and its

specific effect on Western collapse is unclear, but it certainly doesn't look like it will *help* the West.

The war collapse scenario means that somewhere in the world, two or more nations attack each other and force various Western nations, already in a state of collapse, to get involved either militarily or financially. Things escalate like dominos, very similar to World War One, and things get bad enough that one or more Western nations collapse under the weight of what occurs.

It's important to note here that a war collapse scenario doesn't mean a Western nation like the USA is defeated militarily. Lots of Americans believe America is 100% safe from defeat in a war because of America's unrivaled military power. This is incorrect. The financial state of the USA is so precarious that a major war right now or in the future could cause a *financial* collapse for the USA (or the UK, Germany, etc.) far before a military defeat or victory takes place. Go look at what happened to the Roman Empire for more details on how this could easily happen, given a little time.

## **Is The Collapse 100% Guaranteed?**

Nothing in life is guaranteed. Anything is possible. It's possible that nothing bad will happen and that America, Canada, Europe, etc. will be just fine over the next several decades and will magically prosper into a utopia paradise, just like it's possible you could win \$10 million in the lottery next week. But I wouldn't bet on it.

Change "guaranteed" to "overwhelmingly likely" and now we're back in reality. The odds are overwhelming that the collapse of the Western world will occur in your lifetime no matter what you do. This means you're foolish if you just sit around and live your life like you always have, making no major changes or corrections, and assuming your collapsing Western country will be just fine forever.

To be fair, there is one thing that *could* avert Western collapse. That is someone could invent something that currently doesn't exist, and this new thing is so revolutionary that it completely and radically changes the entire human condition, enough that it completely saves the West from *all* of the problems I've outlined in this chapter.

A possible example, and I'm just spitballing here, is that someone invents a battery the size of a vitamin pill that costs five dollars and can power your entire house for 100 years with zero environmental waste. Or someone invents a cheap, portable machine that can instantly 3D print cheeseburgers out of thin air for a cost of a couple of pennies, that tastes fantastic, has only 200

calories, is packed with vitamins and protein, and has no flour, sugar, or trans fats.

I admit that amazing inventions like this could change the status quo enough to *possibly* avert Western collapse. Maybe.

The problems with this are:

1. How do you know for sure someone is going to invent something like this? How do you know it will be invented fast enough, well before the collapse? How do you know the inventor's government will even allow it? How do you know it will be cheap enough for you to get access to it quickly?
2. More importantly, there is nothing you can personally do to ensure something like this will be invented. You can't vote something like this into existence, so there are no political solutions available to you. It's literally and completely out of your control. All you can do is sit back like a powerless beta male and just "hope" that someone somewhere will do this and save you. Does that sound like a good plan to save you and your family?

Even if the possibility exists of something like this occurring, do you really want to bet your entire life, finances, well-being, and future on it? I certainly don't! I'd rather take steps to protect myself. That way I don't need to constantly worry and hope that someone will invent something that will solve my problems. I'll be happy no matter what happens, whether or not the West is saved.

(One note about this. This hypothetical future invention that will theoretically save us all is not AI or automation. Improving our automation, even dramatically, will *not* solve the myriad of problems the West is infected with that I enumerated at the beginning of this chapter. As a matter of fact, AI and/or automation have a strong potential to actually accelerate or exacerbate Western collapse under certain conditions. I agree that AI is pretty cool (I use AI tools daily and they're great), but if you want some new tech to completely save the Western world, you'll need to look to something brand new and crazy revolutionary that no one has invented yet.)

## **Western Collapse Does Not Mean World Collapse**

I can see you're getting a little depressed, so I'll end this chapter on a cheerful note.

Many Westerners incorrectly believe that if the USA/Europe/Canada/whatever part of the Western world they live collapses, then the entire planet Earth is completely screwed. Yep, they say, if America goes under, then every one of the other 195 nations of the world instantly collapses as well, so we're all fucked no matter where we are.

This is classic Western Societal Programming, that the United States equals the entire Earth, and like most SP, it's factually incorrect.

As shocking as it is for many Americans to hear, some entire nations and economies aren't tied to the USA or the West at all.

One of my international flags is the country of Paraguay. I have legal residency there and spend several months a year there to relax away from the hustle and bustle of my primary home in Dubai. I can tell you for a fact that if the United States completely collapsed tomorrow morning, sure, *you'd* be screwed if you lived in the USA, *but people in Paraguay wouldn't even notice it happened*. They'd certainly see it on the news and discuss it, and then they'd go right back to their lives with no noticeable difference. There might be a handful of attorneys or international bankers in Paraguay who might have a temporary disruption in their income, but 99% of people there would be just fine and completely unaffected. Indeed, this is one of the reasons I use Paraguay as one of my flags; it will be protected when the West collapses.

Let's take my primary home in Dubai. Would Dubai be affected if the USA collapsed tomorrow? Yes, it would; there would certainly be some problems here if that happened. Would Dubai or the UAE *collapse* because of it? No. Its economy is strong, taxes and business regulations are low, and everyone in the world wants to move here and that wouldn't change. There's zero crime, zero wokeism, zero homeless people, and zero social unrest. Most of its biggest trading partners are not Western and many of them don't do any (or very little) business with the West already; places like Iran, Iraq, Russia, India, and Saudi Arabia. Dubai would go through a few years of adjustment and there would be some temporary pain, and then it would be fine. It could actually *benefit* from such a collapse in the long run.

We'll talk about how to create a more international lifestyle in Chapter 31, but for now, realize that there are many places in the world you could either move to or use as a flag that would protect you and your family from Western collapse.

The West will collapse in your lifetime, but the world outside the West will go on.

## **Part Three**

**Your Life**

## Chapter 8

### The Seven Key Areas of Your Life

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*I once watched an older fellow on TV who was lamenting about how he had just been laid off from his job. “I’ve done this for 25 years!” he said, “I don’t know how to do anything else!” What had this man been doing with his life? In 25 years a person could learn to do HEART SURGERY in his spare time!*

Earl Nightingale

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Summer, 2007.

I was a middle-aged beta male dad going through a divorce. My marriage had lasted almost 10 years, so I was completely out of practice when it came to women and dating. While spending time alone in my small apartment with no table and no bed (just a mattress in a corner of the one bedroom), I found the “seduction community.” If you’re unfamiliar with the term, it was a collection of men and businesses from around the world who gathered online and in local groups called “lairs.” Their focus: to discuss and disseminate the best ways to meet and have sex with women quickly.

A year later I went from a lurker and reader to an active participant in the community, asking for advice and receiving it. Some of the advice was terrible and didn’t work at all when I tried it. Other advice was fantastic and helped me improve. In time, I got good at this stuff, and I was able to render my advice of my own and help guys who needed it in the areas I had expertise in, namely online dating, older men dating younger women, and having multiple ongoing non-monogamous relationships at the same time.

A few years after that, in the summer of 2010, I started selling ebooks and coaching services focused on those three areas as a part-time side business. I very quickly became a known name in the industry, and the rest is history.

During all of this, I observed two things I found extremely fascinating.

The first was that I would receive a harsh negative reaction whenever I presented any of the information I had gleaned from the seduction community to “normal” guys outside of the community. These were usually men who were very successful in other areas of their lives, such as financially or in physical fitness.

They told me that these “pickup artist guys” were “sick,” “immature,” “sleazebags,” or “hated women.” I was often advised to “stop fucking around” with these guys, find a “good girl,” get married, and “grow up.”

The fascinating part was that the men saying these things were invariably very bad with women. They were either single guys who couldn’t get a date, or worse, they were beta males married to bitchy wives who bossed them around constantly, living in terror that these shrews might divorce them and take their children and half their retirement savings.

Although these men were successful in one or two areas, in the women area of their lives, they were so ineffective that they were harshly angry towards anyone they saw who was experiencing success with women.

The second thing I observed was the exact opposite. This time it was within the seduction community itself. The community was filled with guys who were very successful with women, sometimes amazingly so. At the same time, most of these guys had completely screwed up their financial lives. Men who were unemployed or on government assistance were common, even well before the financial downturn in 2008. Men who lived on friends’ couches and went month to month with regular financial problems were not unusual. Many of the older men in the seduction community I noticed were often plagued with failed businesses, projects that never get off the ground, bankruptcies, and lawsuits.

Almost as soon as I started reading stuff from the seduction community, I noticed a strong animosity from these guys towards anyone in the community who was financially successful selling pickup-related products or services. Big-name guys who (seemingly) struck it rich selling these kinds of things were reviled in ways that were surprising to a business-experienced guy like me. If anyone tried to start a for-profit business helping men get better with women, often they were instantly attacked, even by men who formerly thought well of them.

It even happened to me. Some of the seduction community men who supported me and thought I was a great guy suddenly did a 180 and hated me as soon as I started selling things, even though I continued to regularly give

lots of free advice over forums and blogs. When it appeared I was selling stuff consistently and doing well, this hatred increased. It wasn't from everyone, but the intensity of the vitriol was still fascinating.

So just like the financially successful beta males hating dating advice, the financially poor pickup artists hated any hint of financial success. In many areas the communities that replaced the seduction community (the manosphere, then later, red pill), this hatred is an ingrained part of the culture, just like it's part of the culture among well-off beta males to hate "players." There were (and still are) lots of guys in player circles who believe that being successful with women was the only thing necessary for a happy life.

### **Comprehensive Success**

I was very lucky to have figured out early in life that being successful in one area but being terrible in another was not a path to long-term happiness. As a young man, I resolved to "get good" at all the areas of life important to success as a man, not just the one or two that I liked or that came naturally to me.

I am more convinced of the importance of this as I learn and experience more. You simply cannot be long-term happy or free if you are very good at one or two key areas but have huge, routine problems in others.

An Alpha 2.0 doesn't have to be good at everything. Alphas are good at some things and poor at others, just like everyone else. Where Alpha 2.0s differ is that they have all the important, relevant areas of their lives "handled" to a degree where they have become either irrelevant or no longer problematic for them.

### **The Three Natural Zones**

In working with literally thousands of men over the past 25 years of my life, both personally and professionally, I have found that most men are naturally good at one of three areas, mediocre/bad at another, and full-on bad at the third. These three areas are:

- Money
- Women
- Fitness

Odds are you are naturally good at, perhaps even gifted at one of those three things. This is your strong area. At a reasonably young age, perhaps late teens or early to mid-twenties, quickly had good results in this area and it came naturally to you. If your strong area is money, you started making money at a young age very fast, and it wasn't very difficult for you. If it's fitness, you're naturally good at staying fit, trim, or perhaps even ripped, when you observe most other men struggle with their weight or are chubby. If it's women, you're more of what we call a "natural," and you're able to get laid regularly and reasonably easily even with minimal or zero dating advice from others.

That's the good news. The bad news is that you are probably naturally bad at one of these areas as well. Money, women, or fitness, it's an area you struggle with and it's hard for you to be successful even though you've tried often. You're frustrated by seeing other men gain success in your weak area easily, and perhaps wonder if there's something wrong with you.

For the remaining area, it's a toss-up. You could be anywhere from bad (which means you're naturally bad at two areas, which is common) or you're at best mediocre with it.

This is all a generalization of course. This model doesn't neatly apply to 100% of men in the universe; there are always exceptions. Some guys are indeed naturally bad at all three areas and some are naturally good at two or even three of them. Though again, I have found men like that are rare.

For me, I was naturally good at money and naturally bad at both women *and* fitness. I was a big nerd when I was a kid and in early high school and this was in the 1980s when being a nerd was a very bad thing instead of the normal, cool thing it is today. I slowly started becoming more normal in my late teens and early twenties and was highly motivated to make as much money as I could. At a young age, I was making a high income, far more than my buddies who were still in college doing homework.

But in terms of women and fitness, I was horrible. I was terrified of women and sex from age 13 to age 22. In my later high school years, I was able to go on some dates with girls, but only kissed one girl during my entire four years of high school and didn't lose my virginity until I was 23 years old. It wasn't until my mid-thirties before I started focusing on that area of my life, eventually becoming very good, but it was a very long, very painful struggle for me.

Fitness? As I've already mentioned, I've been struggling with body fat my entire life, since I was a kid. Today I'm very healthy for a man in his early fifties but I'm still overweight. Getting to a low body fat has been, by far, the most difficult challenge of my entire life.

Your configuration of the three natural zones is probably going to be different. As I mentioned above, I've known many men who were naturally fantastic with women but horrible at money. I've known men who are amazing with fitness and horrible with women, or women *and* money.

Just be aware of this. Make sure you capitalize on your strong area as fast as you can, which should be easy for you, and then maintain that success level for the rest of your life. Then, focus on one of your two weaker areas and move them from wherever they are to at least a 7 or 8 on the 1 to 10 scale. Always focus on capitalizing on your strengths first, then focus on overcoming weaknesses, but make sure you get around to those weaknesses eventually. Don't be crappy at something forever. Refer back to Chapter 1 where I talk about money and sex being the foundation for your life.

## **The Seven Life Areas**

As I explained back in Chapter One, even though money, sex, and perhaps health are the key foundations of masculine happiness, other areas are just as important or even more important. We need to define all the different areas of life you as a man must have handled at least to some degree. Specifically, there are seven of these areas. The Seven Life Areas, or SLA, encompass all possible actions and thoughts you will encounter in your life as a man.

In no particular order, they are:

### *1. Your Financial Life*

Your financial life represents all the time you spend earning, spending, managing, or saving money, or learning how to do so. Examples would be:

- When you make a personal budget in a spreadsheet.
- When you work at your job or business.
- When you go to college or other continued education (since you are there to improve your ability to earn).
- When you pay your electric bill.
- When you purchase stocks or bonds.
- When you sit in traffic on the way to work.
- When you buy a new jacket or car.

### *2. Your Woman Life*

Your woman life represents all the time you spend with women in a sexual or romantic context. Examples include:

- When you have a one-night stand with that hot babe you met at the club.
- When you take your wife of 20 years out to a romantic dinner.
- When you go out to meet new women at the mall.
- When you read a book on dating techniques.
- When you flirt with that cute checkout girl at the grocery store.

Your woman life does not mean “all time spent with women.” Spending time with your female co-workers at your job would be your financial life, and hanging out with a platonic female friend would be part of your social life. Your woman life only applies to women you are currently having sex with, are romantic with, or with those women you are trying to reach that status with.

### *3. Your Family Life*

Your family life represents all the time you spend with members of your close family, extended family, in-laws, or children. It would include things like:

- Going to the Christmas family reunion.
- Playing catch with your son in your backyard.
- Talking to your mom on the phone from 1000 miles away.
- Listening to your sister bitch about her husband.
- Having “movie night” with your spouse and your kids at home.

### *4. Your Physical Life*

Your physical life represents all the time you spend working on your body, including maintaining it, nourishing it, damaging it, and dealing with any problems with it. It would include things like:

- Eating your lunch during a hectic workday.
- Lifting weights after work.
- Going to the hospital for your next cancer treatment.
- Taking vitamins with your breakfast.
- Smoking cigarettes or meth.
- Going running with your dog.

Your physical life does not mean “doing anything physical.” Having rough sex for an hour would be part of your woman life, not your physical life. Going

whitewater rafting with your buddies would be part of your recreational life. So other life areas can have direct positive (or negative) effects on your physicality without being a part of your physical life.

### *5. Your Social Life*

Your social life represents any time you spend with platonic friends (male or female) outside of your family or work. This would include things like:

- Going to the game with your buddies.
- Consoling your best friend after his divorce.
- Going to your high school reunion.
- Screaming at your platonic female friend (whom you have no desire to sleep with) about why she went back to the boyfriend who beat her.

### *6. Your Recreational Life*

Your recreational life represents any time you spend doing something completely for fun, just for the sake of fun and/or relaxation, especially if no one else is directly involved. It would include things like:

- Watching TV on the couch after a hard day's work.
- Going on vacation to the Bahamas.
- Painting, crafting, writing fiction, taking photos, or engaging in any other artistic endeavor.
- Reading a novel.
- Jerking off to porn.
- Wasting time on the internet reading enjoyable but irrelevant websites.

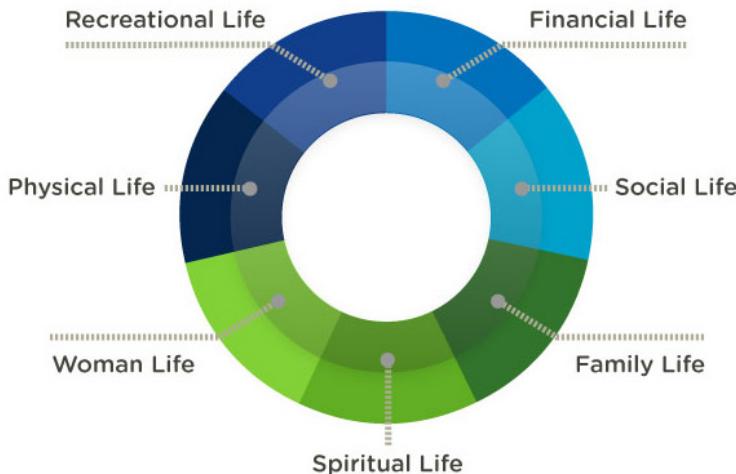
There can be some overlap between your recreational life and your family and social lives. However, there is a boundary. Taking your family to the beach would likely involve much more family life time than recreational time, which is why your recreational life tends to be those fun or stress-reducing activities you do largely by yourself.

### *7. Your Spiritual Life*

Your spiritual life is any time you spend in contemplation, reflection, meditation, or religious worship. It is not completely made up of religious activities, though if you belong to a religion that would certainly be a component of your spiritual life. Examples would include:

- When you read a holy book.
- When you meditate.
- When you go to church services.
- When you read inspirational or spiritual books.
- When you pray.
- When you do affirmations or visualizations.
- When you write in your journal or reflect upon the past.
- When you walk alone in the forest.

## The Seven Life Areas (SLA)



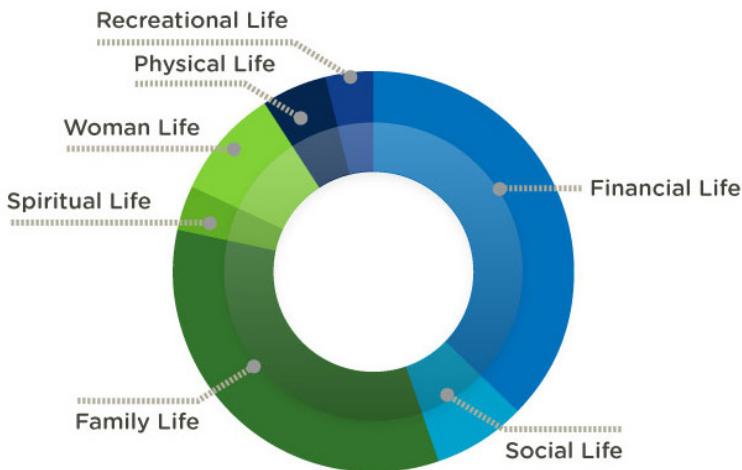
Those are the SLA. Everything you do from the moment you wake up until you go to sleep falls into one of those seven categories. Even when you sleep you're in one (your physical life).

### *Relevant Areas*

In the above graph, all seven areas are equal in size. Equality in all areas is not only impossible in real life, but it's also rarely desirable. I shall explain why.

In a typical week of your life, you spend a certain amount of time in each area. Take this chart for example:

## The Typical American Man SLA



The above would be the typical American man. He's an overweight guy with a typical 8-5 job that consumes about 50 hours a week, has a semi-bitchy wife and two kids at home, never really exercises, and has very little time for things like reflection or spirituality.

He has a wife and kids, which means he has many bills to pay. That means his financial life is pretty damned important, at least in terms of getting those bills paid. That's why his financial life is represented so strongly in the above graph.

On the other hand, he has no religion to speak of and no interest in any spiritual areas. The fact he lacks a spiritual life truly doesn't bother him or make him unhappy. Therefore, his spiritual life is irrelevant. The fact it's so tiny in the graph is okay, at least for him at his current stage in life.

However, we could rightly accuse this guy of having other problems, like the fact that he's overweight. The small slice that represents his physical life should be bigger if he wants to live a full and happy life.

The point here is just because you spend little or no time in a certain area of life does not necessarily mean it's a bad or good thing. Sometimes the absence of one area is indeed a very bad thing, sometimes it's not. That's the problem with the term "life balance." The implication is that all areas of your life are more or less equally important and you must spend a roughly equal

amount of time working in each. This is false. Every man is different, and what may be a very important area to me may be a completely irrelevant area for you, and vice versa.

Take a young unmarried man who lives alone, has no children or siblings, and lives 2000 miles away from his parents. Let's assume he has a career he loves, a girlfriend he really likes, hobbies he enjoys, and is pretty healthy. If you were to draw a graph showing his SLA, his family life wouldn't even be on there. Is that a problem?

If you're a proponent of "life balance," you might say yes. What then would you recommend for this guy? Should he make sure he calls his mom several times a week? Should he immediately marry and impregnate his girlfriend so he can have kids to be a more "well-rounded" person? Should he regularly buy plane tickets to make sure he spends time with his distant cousins regularly?

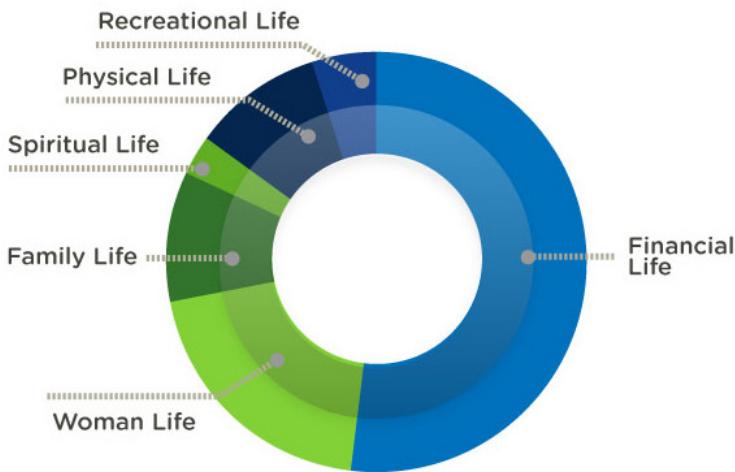
Of course not. His family life, at this point in his life, is completely irrelevant to him, and that's perfectly acceptable. He's genuinely happy with the way things are. If he ever has children down the road, his amount of family time will obviously change radically, and *then* he'll have to start spending a great deal of time and energy there. If he never chooses to have children, that's perfectly acceptable too.

Are there exceptions to this? Are there any areas that are considered absolutes to your happiness? As we discussed in detail back in Chapter 1, the answer is yes. Money and sex are your absolute baselines for happiness as a man in the modern era, so having a near-zero financial life or woman life would be a huge mistake regardless of your situation, preferences, or personality. Those are two areas of the SLA that you do indeed need to consider as mandatory priorities. The same goes for your physical life if you're over age 35; it's mandatory whether you want it to be or not.

If the financial, woman, and possibly physical life areas are required baselines for happiness, it's possible that, based on your current life situation and personality, the other areas of your life may not be priorities. In fact, some may not even apply to you at all. When it comes to those remaining four areas, you need to evaluate if you require these areas to be a free, happy, confident Alpha Male 2.0. If you don't, ignore them for now. If you do, make them priorities to improve upon in addition to your financial and woman lives (and possibly physical life).

I've done this myself, and I've arranged my life accordingly. Here's a rough estimation of how I spend time and energy currently in my own life:

## My SLA



Damn! I look out of balance, don't I? A way too big financial life... NO social life... a very tiny recreational life... wow! I must be miserable!

Quite the opposite. Living the Alpha 2.0 lifestyle, having designed my life exactly how I like it, I am one of the happiest men I know, and that's no exaggeration. Let's examine why.

- I run three businesses, I love working, I'm a high-energy guy, I am passionate about what I do, and my work has a deep connection to my life Mission. Therefore as you can see, my financial life is huge, and that makes me very happy.
- I have sex with multiple women regularly. Since I'm a high-sex drive man, this also makes me very happy. I'm also happily married to my OLTR wife (we'll talk about what that means in Chapter 19). Thus, the strong showing of my woman life.
- I have two children, but they're fully grown adults who live their own lives. My extended family (parents, siblings) lives on the other side of the planet. Therefore my family life is present but somewhat small, and this is okay.

- I exercise daily, take many vitamins and supplements, and do my best to look good, but I'm not a gym rat. Therefore my physical life has a decent but moderate showing.
- I have very few hobbies outside of women and work, so my recreational life is very tiny, but that's fine with me.
- I have a handful of strong spiritual beliefs, but I don't spend a lot of time focusing on them. Therefore my spiritual life is also quite small, though I fully plan on expanding this part of my life as I get older.
- My social life is...wait a minute...it's not even on there! I have NO social life! Oh no! I must be a complete loser with no ability to relate to people! It's exactly the opposite. I realized a long time ago how important it is to interact and relate to people. Therefore my people skills are very strong, and this directly relates to my success with women and in business. I get plenty, and I mean plenty of social interaction from the people I work with every day and all the women I date. However, I'm also an introvert at heart, so after a day of interacting with people, I love nothing more than to have quiet time by myself.

I have no strong need to go spend time with more people for the sake of spending time with people. Therefore, while I have plenty of social interaction, I have zero social life as defined in the SLA descriptions above. That's perfectly fine with me.

Consider the above an *example* and not what to do. Design your own life "wheel" and make sure it's customized to your personality rather than my personality or what SP wants you to look like. Be sure to include your financial life and woman life in decent-sized chunks, and add in your physical life if you're over the age of 35 or if you're a younger guy who's into fitness. Then add only the remaining life areas that are relevant to you in their proper amounts. If you're a social guy, load in some social life. If you're a spiritual man, be sure to add that. If you have no kids and no family, remove your family life, and don't feel bad about it. Also don't feel bad if you're an introvert and don't need a social life (as long as your financial and woman lives are strongly represented!). You get the idea.

Once you do this, you'll have a very clear visual representation of the areas you need to focus on, improve, and maintain. It will also show the areas you need to remove from your life, guilt-free.

## Chapter 9

### Your Key Weapons Against Societal Programming

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*The proper way to fix the world isn't to fix the world. There's no reason to assume that you're even up to such a task. But you can fix yourself.*

Jordan Peterson

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Summer, 2016.

I was at my computer taking a little break, reading comments on social media which were filled with Americans freaking out about Donald Trump. I had lived through many contentious presidential elections in my time (like Bush vs. Gore), but this was nothing like anything we had ever seen in the United States, at least not in modern history.

On the left wing, people were horrified. If Trump became president, they said, he would be an American version of Hitler. He would banish Mexicans from the country, lock people in cages, terribly oppress gay and transgender people, become Vladimir Putin's best friend, crush women's rights, banish Obamacare and thus take free health care away from Americans, and destroy the entire world because he would nuke someone and/or because he didn't believe in climate change. (Yes, they actually said all of these things.)

On the right wing, people were orgasmic, more so than I had ever seen right-wing Americans before. If Trump became president, they said, he would build a physical wall between Mexico and the US, kick out all of the illegal immigrants, bring back all of the USA's manufacturing jobs, end all of America's wars, make dating easier for men because women would be nicer, and turn America's economy into a booming paradise by Making America Great Again. (Yes, they actually said all of these things.)

At the time, I said on my blogs that none of these things would happen, both on the left and right, and that if Trump became president, things would

more or less continue as they had. Nothing extremely good or bad would occur, and the slow collapse of the USA would continue.

Of course, Trump did become president, and none of the above stated by the left or the right happened at all. He didn't become Hitler, didn't destroy the world, and didn't oppress anyone. On the flip side, he didn't build a wall, didn't kick anyone out of the country, didn't end any of Obama's numerous wars, and didn't improve the American economy in any significant numerical way before the COVID-19 Pandemic hit in early 2020.

## Your Hidden Superpower

Why was I right and almost *everyone* on both the left and the right so utterly wrong about their predictions regarding Trump's presidency?

Was it because I was smarter than all of these people? Nope. I have a decently high I.Q. but thousands of people who made these wildly incorrect predictions were far more intelligent and/or knowledgeable than me.

Was it because I was more politically savvy? Not at all. I'm a private businessman, not a political pundit. Thousands of people who said these things were far more well-versed in politics than I was.

Was it because I had some sort of inside information no one else had? No. As Jango Fett said, I'm a simple man making his way in the universe just like everyone else. I have no access to the elites of the world and probably never will.

Then why?

It's simple. My brain isn't consumed with false, irrational Societal Programming like everyone else. I cleaned most of that garbage out of my mind several decades ago. Therefore, I'm one of the few people who can see the world for how it is rather than how false SP has told me it is. This gives me a real-life superpower; the ability to accurately assess and predict reality and use this information to my advantage.

While cleaning out SP is not easy, it is possible, and the results of doing so are well worth it.

There are many techniques you can use to clean out false Societal Programming from your mind and many I've already covered. I could probably write an entire book on that topic alone. In this chapter, I'm going to give you the ones I think are the best, and there will be other SP-cleaning techniques throughout the rest of this book.

One word of warning before I get into the details. Cleaning out false SP is hard. Your brain won't want to do it. It will feel like you're being selfish,

uncaring, immature, or even sinful. It will feel like you're dishonoring your parents or your country. It may even feel like you're being a bad person. None of these things are objectively accurate, but that's how it will *feel*.

Your SP has been bored into your head for decades of your life, so it's going to take more than just reading a great book like this to turn all of that around. It will be a process that will take time, effort, and even a little pain. Moreover, as I've said in prior chapters, you won't be 100% successful no matter how well you do.

You may be familiar with Plato's Allegory of the Cave. If you aren't, it's about people who are forever chained in a cave, staring at a blank wall. Behind them is a fire, and moving objects between them and the fire create shadows on the cave wall. These people can only see the shadows, not the actual objects. Therefore what they think is reality is not. The shadows in this allegory are your Societal Programming.

However, I have found that people familiar with this allegory are not familiar with the second half of it. Plato also stated that if one prisoner escaped the cave and was finally able to see reality as it is, the process of seeing true reality for the first time is *painful and disorienting*.

That's exactly right. Moving your mind from Societal Programming to something much closer to objective reality is going to be painful, at least aspects of it will be. Just be aware of this and plan on this in advance. Some stuff in this chapter, and future chapters, is going to really piss you off.

The good news is that once you are SP-free, even mostly so, you will have a superpower for the rest of your life that few other men (or women!) will ever have. Making a fantastic life will suddenly become much easier.

## Internal Vs. External Solutions

The first weapon to remove SP from your mind is to stop focusing on external solutions and instead focus on internal ones.

Let's say you live in a country with high tax rates (like, ahem, the US, Europe, Australia, etc). You bust your ass, working very hard, and get upset at how screwed you get every week, month, and/or year when your big, stupid, corrupt government pulls 30%, 40%, 50%, or even 60% from your hard-earned money so it can give it to lazy people who don't want to work, bail out corrupt wealthy bankers, or to bomb innocent civilians in distant countries for no reason.

If you want to solve this problem, you have two options. You can look for an *external* solution or an *internal* one.

Let's say you go for an external solution. This means you start a grassroots political movement to get the government to lower people's taxes. You spend hours upon hours on social media, community organizing, giving speeches, managing rallies, trolling people on the internet, writing angry blog posts, ranting on YouTube videos, trying to get booked on radio shows and podcasts, and various other activities.

This might be emotionally satisfying on some levels. You'll also meet a lot of friends who think like you do. However, your odds of success in actually cutting your personal tax burden are extremely low. This is because modern-day Western governments and the elites who run them love high tax rates and the citizenry is now accustomed to paying high taxes after doing so for many decades. Moreover, even if you are successful, it will take an extraordinarily long time, likely decades of your life.

The quantification of this path looks like this:

### *External Solution Analysis*

Amount of work required: Massive

Approximate time frame: 25+ years

Odds of success: Less than 5%

Damn. That sounds not only inefficient, but downright horrible. So let's instead say you decide to pursue an internal solution instead of an external one. An internal solution means you ignore everyone else outside of you and your life and instead focus on your personal situation. If you were upset your taxes were too high, an internal solution would mean you would do things like read several books on how to legally reduce your taxes, visit with several accountants and tax attorneys, and revamp your entire financial life including your job/business. You might even move to a different city, region, or country as I did.

In other words, you would do everything within your direct control to pay the minimum legal amount of taxes you possibly could.

Just like with the external solution, the internal solution is going to take a decent amount of work. However, instead of taking decades, it will only take one or two years at the most. Even better, since your odds of success are only predicated on your actions and no one else's (rather than the actions of millions of other people or distant elites who don't give a shit about you), your odds of success are extraordinarily high.

Thus, the quantification of the internal path looks like this:

### *Internal Solution Analysis*

Amount of work required: Lots

Approximate time frame: 1-2 years

Odds of success: 85% or higher

As you can see, using internal solutions is far more efficient and effective by just about every objective measure. I am a testament to this. My life today is, quite literally, a dream come true because, for the past 15 years or so, I have focused 100% on internal solutions and completely ignored external solutions. As a result, I live a life that is beyond my wildest fantasies and I'm the most consistently happiest person I know. This is contrasted with most people who focus on mostly external solutions and are furious almost all the time because society and/or their country is not the way they want and people they hate are constantly getting elected to high office.

This is why, when you observe people who are focused on external solutions, which is the vast majority of humanity (both on the left, right, and center), you don't see a lot of happy people. Sure, sometimes these people experience some temporary happiness like we discussed back in Chapter 2, but usually they're upset and complaining.

This is because external solutions are not solutions. They are mostly a way to *vent emotions* and *be part of a tribe*. Before you disagree with that statement, pause for a minute and think about it. I just showed you above how long external solutions take and how poor their odds are. I think most people know this, at least deep down in their hearts.

Then why do so many people pursue external solutions to changing their lives, societies, or governments instead of focusing on internal ones? Occam's Razor tells us that an actual solution is not the primary thing these people want. What they actually want is an avenue to vent their anger (one of the Six Societal Values), control others (another one of the 6SV), tell other people how upset they are, and make people who disagree with them mad. They also want to get emotional validation from other people who feel the same way they do (yet another one of the 6SV).

Their primary priority is not to actually solve their problem. If it were, they would forget about external solutions, focus instead on internal solutions, and get their problems fixed relatively quickly.

This applies regardless of what your problem is or where you fall on the political spectrum.

The left-winger American who wants government-provided health care, tax rates on rich people to be jacked up to 70%+, and an expanded welfare state could forget about going to rallies, screaming at people on social media, and voting for Democrats who never do these things (external solutions) and could instead move to a country like Sweden (internal solution). Bingo, problem solved. Is it easy to move to another country? No. I did it myself and there was a decent amount of work involved, but remember, I was clear that internal solutions also take time and effort, just not nearly as much as external ones.

It's the same with the right-wing traditional conservative American who thinks the Western world should rewind its culture back to the 1950s. Instead of trolling left-wingers on the internet, bitching about feminists, and voting for Republicans who will never change the culture (external solutions), he could instead convert to Islam, relocate to a traditional Muslim country, marry an 18-year-old virgin, and have (almost) exactly what he wants. Is this a perfect solution? No, but he'll get a lot closer to what he wants a lot faster than waiting around for the collapsing, largely left-wing Western civilization to make this instant and massive shift to traditional values.

By the way, I'm also talking about myself here. After being sick of America's sky-high taxes, worsening economy and fiscal health, rising socialism and authoritarianism, and rising civil unrest and crime rates, instead of pursuing external solutions like voting for libertarians or starting a political podcast, I just moved to Dubai. Was that a perfect solution? No, perfection doesn't exist in the real world, but almost instantly my taxes dropped to a fraction of what they were, and now I live in an economically booming country with zero socialism, zero crime, and zero wokeism, and that gets freer every year (instead of less free every year like in the USA).

You will be absolutely shocked at how fast you can improve your life when you completely chuck all the external solutions your false Societal Programming has been teaching you to use and 100% focus on internal solutions instead. You could turn your entire life around in as little as one to two years. I've seen it happen.

## **Objections To Using Internal Solutions**

As usual, I can read your mind, and I see some objections forming. So let's address those.

*Objection 1: Yeah, internal solutions work better, but you can work on internal solutions and external solutions at the same time.*

There are two problems with this.

First, your time is limited. Time is the most scarce resource you have. If you had unlimited hours in the day or an eternal lifespan, then sure, you could focus on both internal and external solutions without either of them suffering.

The problem is that you only have about 16 waking hours a day and you're going to get old and die in a few years. You have shockingly little time to solve your problems and build a better life for yourself and your loved ones. Spending time trolling and bitching on the internet about political or cultural stuff means you're not using your limited time to start (or expand) your Alpha 2.0 business, improve your dating skills, learn about investing, get more healthy, or any of the other things necessary to ensure your long-term happiness as a man.

Secondly, unlike internal solutions, external solutions *are additive and expand the time they consume*. You could promise yourself you'll only spend four hours a week on political or cultural change. For a while, you might be able to do that. However, as a time management consultant, I can tell you for a fact that if you actually took a timer and tracked the amount of time you spent in a typical week screwing around with external solutions (politics, political discourse on the internet, activism, consuming and thinking about political/cultural content you're upset about or want to change, etc.) it would be far past four hours. Four hours would become eight hours, then 12 hours, and so on. There's a reason political video channels and podcasts are so popular. It's because they're addictive and seductive.

So no, you can't do both. You need to cut off external solutions "cold turkey" and focus on fixing your life.

*Objection 2: Not focusing at all on external solutions is selfish.*

This is pure Societal Programming talking. How is not voting for the latest corrupt, lying politician who isn't going to do a damn thing to make your country/culture better "selfish?" How is not screaming at people you disagree with politically on social media "selfish?" How is not wasting hours of your time listening to political videos or podcasts "selfish?"

This argument is irrational. None of this crap is going to help the world, and it's arrogant and insane to think it will. It's just going to waste your time and make you more angry.

*Objection 3: So I'm NEVER allowed to engage in external solutions? Don't you want to help other people?*

Societal Programming again. Yes, I want to help other people and you probably do too. But there's a specific sequence to when you help others. You have to start with yourself first, *then* you help others. Doing it the other way around is just stupid.

Whenever you're on an airplane and they give that moronic government-mandated safety speech you've heard a thousand times, they say that in the event of a problem and the oxygen masks drop, you need to put your oxygen mask on first before you help other people (children, family members, etc.) put on *their* masks. This is correct and valid. What they don't say is that you need to run around the entire plane, make sure everyone else has their masks on, and then put your mask on last because you don't want to be selfish. If you did that you'd be unconscious within a few seconds and you'd help no one.

This is the same as you spending any time trying to politically or culturally save or turn around your country/culture while you're making shit for money and/or haven't had sex with an attractive woman in over a year and/or are depressed and/or have health problems and/or are seriously overweight. Honestly, what the hell are you doing on social media reading about politics? You need to be fixing your life!

If you want to save the world, that's fine. Get the Alpha Male 2.0 baselines we discussed back in Chapter 1 first. Get a location-independent business that pays you at least \$85,000 in profit, have at least two attractive women in your regular sex/relationship life, and get your health to the point where it's decent. Then, and only then, if you still want to spend your time on the external world, go right ahead. You're now wearing your oxygen mask and can now help others put on theirs if that's a key part of your Mission (which we'll be talking about in Chapter 12).

I don't vote in elections and never will. However, I donate money to charity every month and have for a long time. However, when my income was low I didn't donate any money because it would have been stupid to do so. I got my income up to a high level, and now I'm able to effect some positive change in some aspects of the external world.

Stop focusing on any external solutions. Fix yourself. You'll thank me later.

## The 2% Rule

The key emotion Societal Programming uses to control you is *fear*. The elites want you to be scared of doing just about everything other than the short list of basics they want you to do; things like going to work, paying taxes, buying stuff, arguing with each other over useless issues, and voting for approved politicians who never change anything.

The elites want you terrified of doing anything else outside of this little box. Therefore, they flood the culture with all kinds of messages about how dangerous and scary everything is. They want you to think that the world is filled with lethal threats and that if you do anything whatsoever to step outside of the Prison you'll experience massive catastrophe, even death!

After decades of this SP, you are now scared of doing things in your life that you'd really enjoy, that would improve things for you, and that won't hurt you.

Over the years of discussing these topics with men, here is a random smattering of some of the statements I've seen men make:

- *I can't finger a girl! I might get herpes on my finger! I saw it on Wikipedia!!*
- *I can't move that country! What if there's a war and it gets nuked? And there's crime there! Look at this article!!*
- *You say to wait until you're older to have kids, but that's terrible advice! Your kids might have birth defects! Look at this article!!*
- *I can't date any girls right now! What if I get COVID-19 and die??*
- *Even if I don't cum, I still have to use a condom on my girlfriend! I could get her pregnant with my pre-cum! My doctor said so!!*
- *I can't have sex with women on a second date! One of them might be a feminist and "Me Too" me or make a false rape accusation! I saw it on a forum!!*

I'm not making any of these up. These are all real things real men have said. Sadly, I could fill the next several pages with more examples.

To be fair, it's not just men doing this. I've seen mothers not allow their kids to go on beach field trips because "*what if there's a tsunami???*" I've also seen women say things like, "*I have to leave the TV on all day! What if there's a tornado headed straight for my house? I need to hear the warning!*"

When I first announced to my audience that I was moving from the Collapsing USA to Dubai, a small percentage of them were absolutely horrified. They screamed their heads off about how stupid I was being and how I was

going to be completely screwed. They said things like “*What if you get arrested for saying the word “fuck” in public??*” or “*What if Iran invades Dubai??*” or “*Caleb how can you, of all people, live there when it’s illegal to have sex there??*”

Again, they really said this stuff. When I pointed out that these things were factually incorrect, they popped up their favorite excuse, “*I read an article.*” That’s right, they read one scary article, usually written over ten years ago, about Dubai or Mexico or dating or feminists and now they live lives of terror and obedience like good little beta males in The Prison. Societal Programming wins again.

Am I saying any of the silly, beta male excuses I’ve listed so far in this chapter are literally impossible? No, anything is *possible*. There is indeed a microscopic chance of something like that happening just like there’s a chance you’ll win \$100 million in the lottery next week or get hit in the head with a meteorite tomorrow. But are these things even *remotely likely*? No.

This brings me to the 2% Rule, a standard I’ve been following for most of my life and one that will radically increase your confidence and happiness once you start following it as well.

The 2% Rule says if any action has a less than 2% chance of resulting in something horrible, then you go for it. You’ll be fine. Stressing out about things that have less than a 2% chance of happening to you in real life damages your happiness, raises your stress, restricts your actions, limits your freedom, and makes you sound like an inmate at an insane asylum.

Terrorists aren’t going to blow up your house, the government will never force you to marry someone of the same sex, global warming isn’t going to kill you, and you’re not going to get HIV. If you go to Mexico you won’t get killed by cartels and if you go to Dubai you won’t get arrested. You’ve just been told these things because the elites *want you to think these things*.

Yes, these things are technically possible but they have a far less than 2% chance of actually happening in real life, therefore you shouldn’t even think about them. I don’t walk around worrying about these things for the same reason I don’t go around jumping with joy about inheriting a billion dollars next week from some distant relative I’ve never heard of even though it’s technically possible.

On the flip side, if something bad has a higher than 2% chance of happening, then it’s time to consider it and either take further precautions or avoid doing it completely. This also applies if the odds go above 2% if you do something many times over and over again. Your odds of getting into a car

accident if you drive or ride in a car one time are well below 2%, but they are well above 2% if you drive in a car thousands of times over 40 years.

This is why although I never worry about getting into a plane crash (far less than 2% probability even if I fly a lot), there is a 90% chance (at least) that I (or you) will experience multiple car accidents in my lifetime, so whenever I get in my car I put on my seatbelt. That's a prudent precaution based on objective reality and statistical probability. She's not going to get pregnant from your pre-cum and she's not going to "Me Too" you, but the odds are above 2% that you'll eventually get Chlamydia or Herpes if you have sex with *lots* of new women without ever wearing a condom, so yeah, you'd better use condoms if you have sex with lots of women.

I'll advise you to get an enforceable prenuptial agreement if you legally marry a woman (high probability prevention), but I won't ever advise you to run criminal background checks on every woman you have sex with because she might be a serial killer (low probability prevention). One prevents a 70%+ odds problem, the other prevents a 0.01% odds problem. Therefore, one is a prudent precaution, the other is insane.

Any time you're considering a course of action and see a possible scary negative outcome because of your SP, research it, look dispassionately, and consider:

1. The real mathematical odds of this actually happening to you personally in real life in your situation.
2. The real mathematical odds of this actually happening to you, not to someone you've heard of ten years ago, or read about in a news article, or someone of a different sex, or someone famous, or someone living in the 1800s or some distant third-world country, or someone who lives a life completely different than you, or someone with a completely different health profile than you.

I'm not talking about general statements from a friend, family member, doctor, expert, or article. I'm talking about real statistics you can verify. I'm also not talking about 15 years ago or Uganda. As always, I'm talking about *you*, living in the modern age, in the current year, and the Western world. Crunch the numbers, then ask yourself if the odds are 2% or less. If they are, then don't worry about it. Proceed with it and stop being a beta baby.

## Objections To The 2% Rule

Again, I'm reading your mind, so let's address some objections you may have about this.

*Objection 1: Just because something bad has low odds of occurring doesn't mean you should never worry about it.*

I agree. However, if you don't also factor in how low *the odds of this occurring* are then you're being irrational. There's a huge statistical difference between the odds of ever getting an IRS audit and the odds of ever getting murdered in your sleep. Equating these two things just because they're both bad would be very silly on your part.

Worrying about something that has less than a 2% chance of occurring is stupid, but modifying your behavior a little to account for problems that have a 3%, 7%, or 11% chance of occurring may be prudent.

I wear a seatbelt, carry business liability insurance, and aspire my syringes whenever I do my TRT injections. I do these things to avoid low-odds problems because sometimes low-odds problems need to be factored into your behaviors. However, and this is important, these low odds problems are all higher than 2%.

My grandmother once knew a woman who lived far out in the country and was terrified of ever getting into a car because "*you might get in a car accident!!*" One day, one of her relatives convinced her to get into the car with him for a slow drive around the country. She reluctantly did. Everything was fine until she saw another car on the road approaching them from a distance. She was so terrified she opened the car door and jumped out while the car was in motion. Luckily, she only broke her shoulder.

You might write off that woman as a maniac, and you'd be right, but that behavior is exactly how you look when you consider all low-odds problems as equivalent. It's literally insane behavior.

*Objection 2: You're not accounting for the severity of the negative outcome. There's a big difference between having a 2% chance of losing five dollars and a 2% chance of dying or losing your arm.*

Correct, but when you get into the below 2% range, these probabilities become so microscopic that the difference becomes irrelevant.

I would like to go skydiving someday, just once to cross it off my bucket list. The possible negative outcome of my jumping out of a plane one time is that I could die.

According to your irrational argument, I should never jump out of a plane ever because I might die. The problem is you're not looking at the statistical probabilities, which is the entire point of the 2% Rule. Yes, technically speaking, I could die, but the odds of me dying from one skydive is 0.0007%. For comparison, the odds of you dying in a car crash after driving just 10,000 miles are 0.0167%, which is 95% higher (though still well under the 2% Rule, and thus okay).

Therefore, if you refuse to skydive one time strictly because you might die, you're literally being insane, especially if you regularly utilize a car. The odds are so minuscule that the very severe negative outcome becomes irrelevant. Plus, while refusing to skydive one time you're already doing something regularly that is 95% more likely to kill you, which is driving a car. Again, you're acting insane.

*Objection 3: You're not accounting for conditional probabilities. Something might be 2% or less during normal conditions, but if you choose to do something high-risk, the odds go up. For example, during the pandemic, you might not have gotten COVID-19 just walking around your day-to-day life, but if you went on a long international cruise at that time there may have been a higher than 2% chance your cruise gets quarantined.*

Wrong, the 2% Rule does account for this. I said to do the research based on your personal situation. Certain isolated individuals will indeed choose to take increased risks in life, and if that's you, then you need to account for this. If you purposely choose to be a full-time wingsuit BASE jumper or purposely choose to have sex with hundreds of women without condoms in the high-HIV risk areas of Africa, then yes, your conditional probabilities for problems go way up and you need to account for these.

As long as you understand you're taking risks that go above 2% and choose to go that route anyway, that's your choice. You're violating the 2% Rule and you're choosing to do so. I wouldn't live such a risky lifestyle and you probably wouldn't either, but if you or other certain risky individuals choose to do that, that's fine. None of this has anything to do with the 2% Rule itself.

*Objection 4: Holy shit the 2% Rule is a terrible idea! If you do something with 2% odds of something horrible happening regularly, then over time*

*the mathematical odds will compound and within a few years you're GUARANTEED to have that horrible thing happen!*

I already addressed the compounding factor above, but let me make three points that prove this objection is factually incorrect.

First, as I just said, no one is recommending you live a risky lifestyle. I'm not recommending you take 2% risks 47 times a year, every year for the rest of your life. I certainly don't. The vast majority of 2% scenarios are one-off situations or decisions. The rest are usually infrequent occurrences in your life.

Second, 2% Rule situations are very rarely a 2% risk. 2% is the maximum odds; it is not the typical odds. The vast majority of 2% Rule situations are always a tiny fraction of one percent, like the 0.0007% chance of dying in a skydive. It would take you hundreds of years to compound something with these odds into anything you'd actually have to worry about.

Third, nothing horrible is "guaranteed" or even likely over many years. Let's take a realistic worst-case scenario. Let's say something unusual you're doing has a half of a percent (0.5%) chance of occurring in any given year, which is extremely high for a 2% Rule situation. Now let's say you do it regularly and reliably, every year, for over a decade. If you do the math, that means this horrible thing that you're terrified of has less than a 5% chance of occurring in 10 years. Less than 5% in 10 years is a little less than "guaranteed," don't you think?

Stop worrying about low-odds consequences and live your life. Follow the 2% Rule and you'll see.

## Don't Be A LISG

There's a common SP-based myth that dumb guys tend to be poor and smart guys tend to get rich. After working with thousands of people in the entrepreneurial and corporate worlds over the past 28 years, I have not found this to be the case (barring statistically rare exceptions). I have found that yes, dumb men tend to have lower incomes but very smart, educated, knowledgeable, bookworm-type guys also tend to have lower incomes.

Throughout my entire life, both in real life and on the internet, I have run into thousands of these guys. They are always very intelligent, know everything because they've read everything, often have college degrees or similar, have higher-than-average IQs, and can instantly rattle off facts and arguments like

an AI. These guys almost *always* tend to have lower incomes. Moreover, they rarely break out into the higher income levels even though they could.

I'm not saying they're poor or homeless. Sometimes they make around \$50K or \$60K per year or so, but that's all they'll ever make.

This is because instead of spending time in the real world building businesses, selling and marketing their products to the marketplace, traveling to other countries, and really getting after it, they instead spend their lives reading books, watching videos, listening to podcasts, and commenting on internet content. They focus on thinking about things and planning things rather than *doing* things.

These guys also tend to be highly pedantic and nitpicky. They love to spend their time arguing on the internet and with their friends about completely irrelevant minutia. These are the grown-up versions of 12-year-olds who argue for hours about who would win in a fight between Unicron and the Death Star. If you misuse a business or investing term they get very irritated and immediately will jump in and correct you... never mind the fact that you probably make far more money than they do.

Since I started in the IT sector, I encountered a lot of these guys throughout the 90s and early 2000s. They would constantly say or imply I was a moron or a bad consultant for not knowing certain business terms that they learned in college (since I never went to college or even graduated high school). The problem was that I was always making triple or more than any of these guys. While they were thinking about things, I was out in the real world doing things and getting results.

Then the internet and social media came around, testosterone levels in men dropped like a stone, and Societal Programming went on overdrive as the collapse of the Western world began in earnest. What became a minor irritant in real life has become an absolute epidemic on the internet. Today, millions of these guys are online consuming content, getting into arguments, and never making any more money. I am regularly reprimanded, sometimes even insulted online regarding a business term, concept, or technique by men who don't even own a business and still work low-to-average income 9-5 jobs!

This has become so common that I've assigned a name to this type of man: the Low-Income Smart Guy, or LISG. If you're a higher-than-average intelligence man who consumes a lot of self-help or business material but who has never made more than a lowish-average income despite the fact you consume all of this helpful data, then you are LISG.

“LISG” is essentially a subtype of beta male. An Alpha Male (1.0 or 2.0) doesn’t just sit around reading, thinking, and not taking action in the real world. That’s beta shit. An Alpha Male, especially a 2.0, is a creature of action. Yes, you need data, but long-term happiness is about a proper mix of about 10% data, 90% action. For a LISG that breakdown is almost inverted. The majority of his work time outside of his soul-killing Prison-based 9-5 job is spent consuming and action is usually around 0%. Trust me, well over 90% of my waking hours in a typical week is action. Gathering relevant data (reading books, listening to podcasts, whatever) is indeed something I do regularly, but it’s a *tiny percentage of my week* (and I would know since I track 100% of my time using timer apps). This is why I live a life that is a near-paradise compared to a LISG.

If you’re a LISG, and I know the odds are decently high you are since I tend to have a lot of these men in my audience, then one of your primary goals in life should be to get out of that category as fast as possible. Stop being a beta male, stop being a pussy, stop being a nerd, get off your ass, and get to work. Spend time implementing instead of learning. You’ve learned enough. It’s time to sack up and implement!

As I talked about in the prior section, the biggest motivating emotion of the LISG is fear, particularly fear of failure. Decades of Societal Programming indoctrination from parents and the school system have taught modern-day men that failure is horrible and must be avoided at all costs. If you fail that test at school or come home with a shitty report, your friends make fun of you and your parents scream at you. Thus, you grow up to be LISG spending your life making excuses like...

“What if I start the wrong business?”

“What if I pick the wrong niche?”

“What if I waste months of my time working on the wrong thing?”

“What if I get sued?”

“What if I get canceled?”

“What if my boss finds out?”

“What if I lose money?”

“What if my wife/girlfriend gets mad at me?”

“What if people on the internet make fun of me?”

And on, and on, and on, and all the LISGs stay poor, compliant little beta males, and the elites win yet again.

*It is not possible to achieve any success in life without failing a lot.* Read that sentence again, then read it again. I make huge amounts of money, have massive amounts of free time (if I choose to take it), have sex with literally some of the most beautiful women on Earth, and am the happiest man I know at any age or income level, and I fail all the damn time! I am constantly making mistakes, losing time and/or money on projects that don't work, screwing up in public, and failing all over the place! Unlike what your parents and the school system have brainwashed you with, failure is awesome! Failure means you're taking action and moving in a positive direction. Failure means success is right around the corner.

So get your ass out there and start failing! Fail all over the place like I have! Use the techniques and models in this book and implement them in real life. Yes, you'll fail. I certainly did and continue to do so, but, and here's the key point, *your successes will always be far greater than the sum of your failures.*

So please stop being a LISG. This is a path to long-term unhappiness and frustration, not happiness.

## Chapter 10

### Formulating Your Personal Code

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*Try to develop insights and wisdom rather than mere knowledge, respect someone's character rather than his learning, and nurture men of character rather than mere talents.*

Nitobe Inazō

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February, 2008.

I lay naked, exhausted on the floor of her apartment. She, a woman I'll call Lisa, was a very corporate lady, one of my favorite kinds. She was a short, beautiful Korean with large boobs (Asian women like that are rare and wonderful). She was naked also, having just finished a few rounds with me, but she was already leaning over to her coffee table and checking her email on her laptop.

"Yeah, you'd better check your email again," I said with a smile, still lying on my back with my eyes closed, "It's been a full 30 minutes since you checked it."

"Exactly," she said, getting my joke but not responding to it, her big, exotic eyes focused on her tiny laptop screen, the only source of light in her living room apartment.

A few minutes later she and I were on her couch talking quietly. Lisa was a friend with benefits; nothing romantic, which was nice since I could confide in her details about my sex life (namely other women I was sleeping with) in ways I could rarely do with women in romantic contexts since doing so would cause them to get jealous. Even when women know you're playing around with other women, giving them details about it is rarely a good idea unless they're in the friend-with-benefits category. Then they don't care.

Within ten minutes Lisa and I were deep within a conversation about sex, love, relationships, and even marriage. Not about us, just in general.

"How do you do it?" she asked me, "How do you avoid the mental checklists most people have for what would make a quality mate?"

"It depends on what category a woman is in," I said, "If she's in the friends-with-benefits category, it doesn't matter if she's mate quality or not. If she's something more serious than that, she might measure up for something more, and if she does that's great. If she doesn't measure up for something long-term, that's okay too."

"Why is that?"

"Because many years ago I decided that if I never, for the rest of my life, had a relationship with a woman that lasted longer than three years, that would be perfectly acceptable. I don't *plan on* ever having a three-year-plus relationship. Don't get me wrong; I'm sure I probably will, especially as I get older. I'd love that. But if it never happens, I'll be just as happy. My life is too good."

Lisa sat in silence for a few seconds.

"Yes," I went on, "To most people what I just said is heresy."

"No," she said, "You know me. I get it. But what is it inside you that makes that viewpoint possible?"

I leaned back into her thick, pillow couch and smiled. I said, "Because my life, and my love of it, will always be bigger than any one woman."

**My life, and my love of it, will always be  
bigger than any one woman.**

If there was any single mantra for the Alpha 2.0, that would be it.

No matter how much I love and care for a woman, even if she bears my children, no one woman could ever be greater to me than my own life and my own Mission. The love affair I have with my life could never be eclipsed by the love affair I could have with a woman, even if she was the "perfect woman for me." I love my wife more than I have ever loved, and yet this is still true.

Yes, there is some very powerful SP that tells you the exact opposite. That you are somehow selfish, immoral, or not a "real man" unless you find a special woman and place her above you. Like most SP, this advice will result in conformity, but not long-term happiness or fulfillment.

I don't fall in love very often, but I've been in love more than once. Every time was wonderful. The love I have for Pink Firefly is so intense that I can't even begin to describe it to you. Yet even that intense feeling didn't grow beyond the love I have for *my life* and how I live it. It can't.

A woman whom I passionately love and who also demands I make major changes to my first love, my life, will lose every time. It will be a painful loss, to be sure, but there will be no contest. My life, how I live it, and my love of it, will always win over her if there is a conflict between the two. The only type of woman who could hope to be with me longer than about three years is a woman who accepts that she will be second, albeit a very close second, to my life and how I live it. My wife, Pink Firefly, falls into this category. She is well aware of how I feel and she accepts it.

Now *that's* the woman for me.

This should apply to you as well.

"Your life and how you live it" is encapsulated in four areas:

1. Your Code
2. Your Vision
3. Your Mission
4. Your Non-SP Goals

In this chapter, we'll discuss your Code which is the first phase of the process of designing (or re-designing) your Alpha Male 2.0 life. Then We'll tackle Vision, Mission, and your Non-SP Goals in subsequent chapters, in that order.

## Morals vs. Ethics

There is a lot of confusion in society about morals and ethics. Most people don't differentiate between the two and are even confused about what they mean. They simply obey the false Societal Programming of the Prison and...

- A) Scream at other people in their personal lives and on the internet about how they're not being good people.
- B) Prevent themselves from doing harmless things they want to do only because their Societal Programming forbids them from doing it, like the woman refusing to have condomed sex with a new guy she's very attracted to on the second date, or the traditional guy who refuses to go to a strip club with his buddies even though he strongly wants to go. "That's not the way I was raised," is a common phrase used by these people. (Who were you raised by? Your parents who fed you false Societal Programming throughout your childhood.)

C) Feel constantly guilty, even if on a subconscious level, about not measuring up to often impossible societal moral/ethical standards. The right-wing Christian has a great time having premarital sex and then secretly feels bad about it. The left-wing activist, in a rush, throws some garbage away without separating the recyclables and then feels guilty about it.

As usual, Societal Programming makes people less happy.

Here's the way it actually works. *Morals* are your internal sense of what is right and wrong. It comes from within you and your own internal beliefs and gut feelings, largely based on your personality. *Ethics* come from external Societal Programming, whether factually accurate or not, and are mostly arbitrary man-made sets of rules that come from the culture, religion, and era you happen to have been born.

Because they're man-made, ethics change all the time. For example, in today's Western culture, it is considered unethical to slap your wife when he doesn't do what you want. Several decades ago, it was not only considered ethical, but recommended. It still is in certain non-Western cultures today. There are certain words and topics that characters in movies could say just 15 years ago that today aren't allowed by modern-day (mostly left-wing) ethics. Therefore, ethics are largely bullshit.

Morals, being internal, don't work this way. While certainly influenced by external influences, morals come from inside your core personality.

Here's a perfect example. Since I was a small child, I've always had a deep aversion to lying. Key point: this was *not* because of anything I was taught because some of my siblings, who had the same parents and were raised in the same household in the same era, had no problem lying all the time. When I was a little kid and I got into an altercation with another little boy, the teacher would separate us and do the standard technique of saying, "Now Jimmy, tell Caleb you're sorry." Then Johnny would grunt, "Sorry." Then the teacher would look at me and say, "Okay Caleb, now tell Johnny you're sorry."

I would look at the teacher strangely and say, "But I'm not sorry." I couldn't say I was sorry, because that would be lying. He threw my homework on the floor, so I punched him in the arm. I did it on purpose, I thought he deserved it, therefore I wasn't sorry. I didn't have the ability to lie and say that I was.

The teacher, of course, would insist that it didn't matter if I was sorry or not. I still had to say I was sorry. "But that would be lying," I would protest, and I would get into even more trouble.

Several times throughout my childhood and my adult life, I've created some problems because of my aversion to flat-out lying to someone. I can avoid answering questions and I can be sarcastic, and often I do those two things, but lying isn't something I'm comfortable doing.

I'm not saying I've literally never lied; I'm a human being so of course I have. I'm saying that it's an *extremely* rare occurrence and that I have a powerful mental aversion to doing so even if it's harmless, like telling kids Santa Claus is real.

That would be classified as part of my internal moral code and not part of my ethics.

Does this mean that morals are always right and ethics are always wrong? No.

Since your morality comes from you, a flawed human being, it can be wrong. You may desperately want to get into a traditional, monogamous marriage as part of your internal morals even though the failure rate (not the divorce rate) of such relationships in the modern-day Western world is over 90%, bringing massive, long-term damage and pain to adults, children, and society. (We'll discuss a safer marriage alternative in Chapter 19.)

Also, there are unusual cases where ethics, driven by Societal Programming, are correct. Ethics usually tell us to not steal from others or commit murder. Those things are objectively accurate, in that we can't have a functioning society where people are going around stealing or slaughtering each other whenever they feel like it, nor will doing these things make you long-term happy even if you get away with it (remember Chapter 2 where I explained why).

Therefore, your job is to set up a set of standards you will follow in your life, based on your internal morals, while ensuring your morals are accurate to the real world, and only bringing in tiny pieces of ethics that make sense to you while filtering out the rest.

This brings us to your personal Code.

## Your Code

Your Code is both a code of conduct for yourself and a set of standards you will never waver on. You follow these standards 100% of the time, with no exceptions, unless specific exceptions are a pre-determined part of your Code. If there are often times you don't follow the rules in your Code, then it's probably not part of your Code. Standards in your Code are not things that you'd only be able to do when everything is going great. Rather, your Code is a short list of unbreakable, personal laws.

Your Code only applies to you. It does not apply to anyone else. The Alpha Male 2.0 does not spend time concerning himself over what other people choose to do. (That's the path of the Alpha 1.0.) The Alpha 2.0 controls himself, not others. For example, I have never been drunk in my entire life, nor have I ever done drugs (beyond trying marijuana just once and hating it). However, I have no problem whatsoever if people in my presence drink, get drunk, or even do hard drugs. I will never do it, but they're free to do whatever they wish.

Because of the absolute nature of your Code, these personal rules and standards are something you need to give a lot of thought to before you put them into practice. You need to make sure that things coming from inside you (your morals) are accurate to the real world. Even more importantly, you need to filter out all of the bullshit ethics Societal Programming has spent years shoving down your throat.

Just as an example, I'll give you a few rules from my own personal Code. A man's Code is a very private thing, so I'm not going to give you everything I have; just a few examples to give you an idea of what I'm talking about. I'm not saying you need to have these same rules; you don't and you shouldn't. Your Code will not look exactly like mine or anyone else's. It must be completely customized for you, and you alone.

Here are some examples from mine:

- I will never lie. I am allowed to make mistakes. I am allowed to guess. I can refuse to answer questions. I can joke and be sarcastic, but I will never seriously state things I know to be untrue.
- I will never take overall financial advice from anyone who makes less money than me or has a smaller net worth than me.
- I will never promise a woman complete and total monogamy. I can be serious with a woman. I could live with a woman. I could have more children with a woman. Yet I will never promise any woman absolute sexual monogamy.
- I will never *be* monogamous. Not committing to monogamy is one thing, but actually having sex with two or more women at all times is something else. I will always be having sex with at least two women regularly, until and unless I am so old I am no longer able to physically have sex.
- I will always own 100% of the stock in any company I consider a primary source of personal income. Having equity partners in side-businesses is okay.

- I will never accept any government money for any reason unless I earn that money by directly rendering a product or service to them (and even that I avoid if at all possible). This relates directly to the concept of internal vs. external security we discussed back in Chapter 5. Government money is external security, which is disempowering and risky. (During the pandemic, I received a stimulus check from my government for \$600. I deposited the check into my bank account and then immediately pulled out my phone and donated the entire amount to charity. The funds were in my account for less than 3 minutes.)
- I will never co-own any debts or assets with a woman I'm in a romantic or sexual relationship with, even if I love her, live with her, or legally marry her.
- I will never do drugs. This includes coffee (which is a horribly addictive drug that just happens to be deemed acceptable by The Prison).
- I will never get drunk. Sipping from a single glass of wine occasionally is okay, but I have never been drunk in my entire life. Getting drunk raises the odds of all kinds of other problems occurring in my life, and I don't like problems. If I want my body to feel good, I'll go have sex. I have placed a one-time exception to this rule at some point in my future; I wouldn't mind getting drunk once just to see what it's like. However, beyond that, no drunkenness for me.
- I will never get married without a legally enforceable prenuptial agreement. Ideally, I'll never be legally married at all. My marriage to Pink Firefly follows this model.
- I will never 100% rely on any one country, city, or region to provide me happiness or regular income (we'll be discussing this in detail in Chapter 31).
- I will remain as physically attractive as is reasonably possible for the rest of my life, regardless of my age or relationship status. This includes things like dressing well, staying in good health, taking care of my body, hair, skin, and teeth, grooming well, and even getting cosmetic surgery if the need arises as I age.

I could go on, but you get the picture. These are all hard standards for me, never to be broken, never to be wavered on. I have others as well, but the above list should be good enough to get some ideas rolling for yourself. *Again, do not copy my rules. They are for me, not for you. Come up with your own.*

## Standards vs. Rules

You may be wondering why I'm advocating a set of personal rules for your conduct when I just said in the chapter regarding the Six Societal Values of controlling others, that rules were bad, and should be avoided.

True, you should have the least number of rules that you adhere to, and I stand by that. This means we have to clarify the difference between *rules* and *standards*.

In the context of this book, a *rule* is a regulation governing your conduct that is imposed externally from an outside source. A *standard* is a regulation imposed voluntarily by you, upon no one but you. There is a huge difference between these two things.

Rules are bad. Well-thought-out personal standards are good.

A law that says you can't drive faster than 55 mph on a desolate rural freeway is a rule. Telling your girlfriend she can't have pictures of her with other men on her social media is also a rule. Having a personal conviction that you'll never eat red meat is a standard.

Rules damage your long-term happiness, either a lot or a little, but standards will increase your long-term happiness, provided they were established without the influences of SP or OBW.

Interestingly, rules are bad and standards are good even if they state the same thing! For example, I have an unbreakable standard that I will never smoke cigarettes, yet I hate living in cities with strong anti-smoking laws. There are few things worse for your health than smoking, so I choose not to smoke. However, if other people want to smoke, let them! I'd prefer the government to not spend my tax dollars monitoring people's smoking habits. It's their bodies, let them do what they will. Freedom is good. It's pretty easy to stay away from people who smoke, and I do so. Today I live in Dubai where smoking doesn't have the negative connotation it does in my former home of the United States. People here in Dubai smoke all over the place. Great. I don't care.

As another example, I am against the concept of monogamy and I'm always sleeping with multiple women, but I am thoroughly against the practice of some people in polyamorous relationships who *require* their partners to have sex with other people. I would also be opposed to laws outlawing monogamy. People's lives are their own; let them do whatever they want!

Rules should constantly be avoided, but personal standards are highly advantageous. They serve to guide you and keep you on the path of your own

personal fulfillment and long-term happiness. Establishing and following your own personal Code of standards will keep you from faltering when you're not thinking rationally, or when the lure of SP, OBW, the 6SV, or an exciting new woman becomes enticing.

If your life and happiness are a castle, your Code is the wall and the alligator-filled moat around it. It is your first line of defense against everything that may damage your long-term desires, goals, and happiness.

## Developing Your Code

You must develop your own Code, your list of personal standards that you will hold yourself to at all times. Remember, these are standards, not goals or objectives.

Here are the requirements for the items in your Code:

- Your standards should be very clear and specific. “I will always be happy” is not clear enough, but “I will never take a job that I know will make me unhappy” is fine.
- Your standards should be feasible and realistic. “I will never fall in love” might sound tough and manly, but it’s not very feasible. You’re a human being so let’s be real about this. Even with my strong anti-monogamy beliefs, I still always allowed for the possibility of marriage as I got older (as long as it was non-monogamous). Indeed, I did get married in my late forties. So my standard was (and still is) “I will never promise a woman complete and total monogamy,” not “I will never get married.” This is much more realistic.
- Your standards should cover all of the Seven Life Areas (SLA) that you deem relevant to your current life. Also remember that your financial life and woman life, the two wheels on your motorcycle, are required minimums.
- Your standards should not be too long. You don’t want a pages-long Code with dozens of standards, because it will be too much to remember and adhere to. My personal Code has fewer than 20 short, clear items.
- You don’t need to include obvious rules in your Code. You don’t need to add an item that says “I will never rob a bank” or “I will never drive my car into a group of old ladies.” Normal human standards of decency are already assumed in any Code.
- Your standards should reflect you and only you. Your Code is yours. Not mine, not your dad’s, not your wife’s, not your religion’s, and not

your mentor's. You are the only person who is 100% guaranteed to live out the rest of your life with you. Putting items in your Code based on anyone else is a severe mistake you'll pay a great price for. Having something like "I will always be in the legal field to impress my father," or "I will never flirt with another woman because I must honor my girlfriend/wife" would be poor Code standards. *Be completely selfish when writing your Code.*

- Your standards should reflect only items that will help you achieve or maintain long-term happiness. For example, one of the biggest reasons I don't lie is because I know that eventually liars get caught. This creates drama and drama creates unhappiness. All Code standards must represent a direct link to your long-term, consistent happiness. In the same vein, Code standards that require you to sacrifice and suffer for some greater good are never a good idea. If you are compelled to create such standards, you likely have more work to do in weeding out some more SP from your mind. Speaking of which...
- Most important of all, everything in your Code should be completely free of any OBW or SP. A little of the 6SV is acceptable, but even then you should be very careful. Items in your Code based on the Six Societal Values are only acceptable if you have determined that something in those categories will make you legitimately long-term happy. However, if that's the case you'd better be damn sure you're not pussing out or rationalizing. Zero 6SV content in your Code is ideal.

Do not expect or attempt to come up with your entire Code in one sitting. Sit down for 20-30 minutes and brainstorm some ideas. Review them a few days later. Over a few weeks, you may have to add, delete, or tweak some items on your code, and that's fine.

Once you have a Code, then you can then formulate your Vision, which is the fun part.

## Chapter 11

### Discovering Your Vision

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*Ask yourself, “If I were not doing this already, knowing what I now know, would I start doing it again today?” If it is something you would not start again today, knowing what you now know, it is a prime candidate for abandonment.*

Brian Tracy

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June, 2005.

Though I didn't know it at the time, I was about to experience the most important and pivotal day of my life.

At age 33, I was stressed.

It seemed like all of the successes I had in my twenties were destroyed. I loved my wife at the time and my two kids, but I was in a marriage that I hated, married to a very unhappy person in a relationship full of constant conflict and restrictions. I was still making a high income but I was thousands of dollars in debt, including a massive amount of back taxes I owed the government. I had gained a lot of weight and was angry and embarrassed at how I looked in the mirror. My work was not the work I wanted to do, both boring and stressful at the same time. Nothing was going right.

This was the life that Societal Programming told me was ideal; a young, successful, high-income business owner in a traditional marriage to a pretty blonde Christian wife with two great kids living in the nicest neighborhood in the state. And yet I was fucking miserable.

Something had to change. I just didn't know what.

I had to figure out my life. I had to come to a complete stop, pause, think things through, and get strategic.

It was a weekday and the weather was nice. In the Pacific Northwest, a nice sunny day was rare, and I decided to take advantage of it.

Almost on a whim, I canceled my two appointments that day, grabbed my laptop, and drove to the nicest park in the area.

It really was a beautiful day when I arrived. The sun was out, there was a nice cool breeze coming off the river, and because it was in the middle of a weekday, few people were at the park.

I found a park table in the center of a grassy plateau surrounded by a ring of trees, just over the river. It was perfect. I sat down and took some deep breaths, taking in the sunlight, the sound of birds, and the distant lapping shore of the river.

I opened my laptop and brought up a completely blank Word document. I took another deep breath and started typing.

For the next 45 minutes, I kept typing, thinking, and typing some more. I was writing out my perfect, ideal life if everything was the way I wanted. Not what society wanted for me, not what my wife wanted, not what my parents or family wanted, but what I wanted, even if those things were considered “wrong,” “selfish,” or “immature” based on what society deemed appropriate. Money, relationships, physical health, where I lived, everything, down to the most minute of details, I put it down.

When done, I had about two and a half pages filled. I re-read it and felt fantastic. Now *this* was exactly what I wanted!

But then I became nervous. I realized that pretty much everything I had written had nothing to do with the life I was currently living. My two kids were in there, and the fact I owned a business was in there, but almost everything else was radically different. I realized with horror that almost every aspect of my current life was different than what I knew would make me happy. My life, my marriage, my work, my money, my health, where I lived, how I lived, everything.

Shit. I wasn’t living my life. I was living someone else’s life.

Well, then it was time to make a change.

That day I decided to transform life and make it look like what I had typed into that Word document. Over the next few years, I went through a lot of transitions, some of them exciting, some of them very painful.

Within a few years, I had everything on that document. Everything. In a few more years, I had a life that was even *better* than what was in that document.

It worked.

It will work for you too.

## Your Vision

The next phase in the four-phase process to develop your new Alpha Male 2.0 life is to design your Vision. Of the four phases, this one is the easiest and most fun.

You essentially do what I did above. You write out your entire life, in detail, if everything in your life was exactly the way you wanted. If you could wave a magic wand, how would all of your Seven Life Areas look if they were precisely what you wanted? Not what anyone else wanted, but you wanted. It's important to be 100% selfish here and only write down what you as an individual want without regard to what your society, culture, religion, political ideology, mom and dad, wife or girlfriend, children, or friends want for you. That's SP and we want to circumvent SP as much as possible when designing your life.

I'll give you specific instructions and parameters on how to do this in a minute, but first, you need to understand a core technique that is critical to this process.

### **Zero-Based Thinking... On Steroids**

Zero-based thinking is a technique developed by one of my mentors, Brian Tracy. It has also been called a KWINK analysis, or Knowing What I Now Know. This is when you look at every aspect of your current SLA. Your work, your relationships, your lifestyle, your daily routine, your current commitments, family, friends, and so on. You then ask yourself this question:

*“If I was not now doing this, knowing what I know now,  
would I get involved in this area again?”*

If your answer is no, then you ask yourself this second question:

*“How do I get out of this, and how fast?”*

You don't realize that many areas of your life that are currently making you unhappy are simply things you keep doing over and over again, or situations or people you keep putting up with, simply because of habit, fear, or false SP and not because you actually want it.

These areas must be eliminated from your life.

Now you're asking how to do that, or you're making excuses about the problems doing this will cause. We'll discuss how to do this in great detail in upcoming chapters, especially in Chapter 36. For now, we just need to

identify what these areas are and possibly what we need to replace them with.

This technique is powerful on its own, and it's one I practice all the time. However, when you develop your Vision, you're going to put zero-based thinking on steroids. Instead of asking the zero-based thinking question for every aspect of your life, you're instead going to simply *delete your entire life*. That's right! Before you start writing or typing exactly what you want your life to look like, you're going to mentally remove everything from your life first and start from absolute zero.

Your current job or business? It's gone, you're unemployed now. Your rent? It's gone too, you're homeless with no lease. Your friends? They're all gone. Your current wife or girlfriend or girl you're dating? She's gone. She doesn't even exist, you never met her in the first place, and you're completely single. Your parents, family, and even your children if you have any, are completely gone. They're not dead; they simply never existed, like you're in a new timeline right out of Star Trek. Your current health problems or fitness successes? They're gone too. You now live in a completely neutral body. Your money, investments, all that stuff... it's all gone. In all of your SLA, you are starting from absolute zero.

If you're freaking out that I'm having you delete things like your mom and your children, don't worry. You have the option of adding them back into your life when you write out your Vision assuming that the zero-based thinking question is answered in the positive. If it disturbs you emotionally to delete these things, then imagine you're gathering all of them up, shrinking them down, temporarily removing them from your life, and placing them all in a large bin on the side of your desk. Then you can individually pick certain items or people out of the bin and drop them back into your Vision per the instructions we'll discuss in a minute. Anything left in the bin after you're done gets discarded.

Again, it's critical at this point to not worry about how you're going to remove these aspects or people from your life. Right now you need to laser focus on the what, not the how. The how comes later, and don't worry, we'll address it.

## Parameters For Designing Your Vision

1. Your Vision can be written or typed. It doesn't matter. Choose the modality you like the most. Some men prefer to write, while others prefer to use a laptop or tablet, all of those are acceptable. I don't

recommend you use your phone. However, if you love brainstorming and typing on your phone you may use this as well as long as it's in airplane mode so you won't get any interruptions. For the rest of this chapter, I'm going to use the term "writing" as in "writing out your Vision" but if you're typing that's okay (I type everything, but that's just me).

2. You must do this while you are alone. You can't be anywhere near friends, family, co-workers, or wife/girlfriend/dating partners. Other human beings can be in the vicinity (like when there were a few other people at the park when I did it), but that's it.
3. You can't be disturbed in any way while doing this. That means all notifications on all electronic devices must be disabled or you leave them at home. You also can't do this at a place like a restaurant where a waiter will be bothering you.
4. As already stated, you must be 100% selfish when writing out your Vision. Be very careful about this, because if you're not paying close attention some SP is going to creep into what you write. Be aware of thoughts like, "Oh, my mom wouldn't like that," or "A good Christian/Muslim/Buddhist wouldn't do that," or "If people on social media found out I was doing that then everyone would make fun of me." This Vision is 100% yours, for you, and no one else. If you allow other people's opinions or philosophies to get in the way, you're defeating the purpose of this entire exercise.
5. Don't worry about *how* you're doing to do anything on your Vision or *how* you're going to remove aspects of your life you don't want. That comes later. You don't want your irrational fears to filter what you want in life.

### **Instructions On How To Design Your Vision**

1. Wait for a day when you're in a relatively good mood. If you're particularly angry, stressed, or tired, wait for a better day.
2. Set aside at least two hours in your schedule to do this, ideally more. Some men make this an entire day or weekend event where they go to the beach by themselves to decompress before they write everything out. This is good too but it's not required.
3. Bring your laptop, tablet, notebook, or whatever to somewhere peaceful and quiet, outside of your current home or office, where you won't be disturbed.

4. Start with a 100% blank page with no title.
5. Take a deep breath, and mentally delete everything out of your life. It's all gone. Now, you just have you, and nothing else.
6. Take another deep breath, and imagine it is now 3-5 years in the future and everything in your life is perfect. When I say "perfect" I really mean "perfect within reason" or "something realistically accomplishable in 3-5 years." If you've never made more than \$40K per year are you going to be a billionaire in 3-5 years? No, you're not, no matter how good you are. So you can't put down "I have 20 billion dollars," that's not within reason within this time frame. You could say something like, "I make \$300,000 a year 100% location-independent and have zero debt." That's doable. If you're not sure if something is within reason or not, then default to yes and put it down.
7. Start writing. There is no structure needed right now. Just start writing. Now that you're starting from zero, how do all aspects of your life look 3-5 years in the future if everything was exactly the way you want? Again, be 100% selfish. Let what you write be messy and disorganized. You'll organize it later. For now, you just need all of these thoughts out of your brain on onto this document.
8. Be sure to address everything. Address all seven relevant areas of the SLA as we discussed back in chapter 8. Address every little detail. You can't write too much. When I did this (and I've done this more than once) I described things like how my desk looked, the view outside my window from my living room, the exact body shape of my third favorite woman I was seeing, the gross profit of widgets I was selling in my companies, the exact annual return rates on my real estate investments, exactly how my traps looked in the mirror, and so on.
9. You can, if you wish, carefully put items you deleted back into your Vision. However, to do this, you must ask the zero-based thinking question ("*If I was not now doing this, knowing what I know now, would I get involved in this area again?*") and the answer must be a solid yes. If the answer is no or maybe, you either can't put them back, or you must completely change them around until the answer becomes a solid yes. For example, if you're currently monogamously married, maybe you don't put your wife back in unless she lets you have sex with other women whenever you want. If you own a business you love but stresses you out, maybe you don't put it back unless it's converted to 100% location-independent and you only need to work

- 10 hours a week to maintain it. Again, *do not worry about how to do these things, just put them down.*
10. Keep writing until you're all done. It might be one page, it might be ten pages. It doesn't matter as long as it's complete. There are no rules regarding the length of your Vision.
  11. Go back and re-read it and edit. Add in items you forgot. Modify items to make them better, or delete them if you can't, or if you changed your mind. At this stage, feel free to organize your Vision into sections, but only if you want; it's not required. Also, be on the lookout for anything you put down because of SP instead of what you want. If you did, get it out of there!
  12. You'll probably have to go back and re-read/edit at least two or three times. Do so. Make it perfect.
  13. When you're all done and you do your final re-read, your entire mind must give you an enthusiastic, "YES! This is it!!" If you don't get that emotional reaction, go back and edit again until you do.
  14. You're done for the day. For the next 2-4 days, don't look at your Vision again (though you can certainly think about it). After 2-4 days, pull it out and re-read it again. You might find some things you want to tweak or change. Do so.
  15. At this point, you're probably done. However, some people have to go back and edit a few times over the next week or two. If that's what you need to do, go ahead. Keep going until it's 100% perfect.

### **Re-Visiting Your Vision**

You can and should re-read your Vision regularly to pump you up and remind you of your goals. I read mine every week.

Also, unlike your Mission (which we'll cover in the next chapter), your Vision will change over time as you age and as your lifestyle changes. You'll have to go back and re-write your entire Vision all over again in a few years, and that's okay. There is no set timeframe in which you need to do this as every man will be different. I tend to re-write my Vision once every 7-8 years or so, but it can vary.

When you re-write your Vision a second or third time in a few years, make sure it 100% adheres to your Mission.

What is your Mission, you ask? That's the granddaddy of this entire process. I'll explain in the next chapter.

## Chapter 12

### Finding Your Life Mission

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*Striving implies action; achievement implies inertia, or an end to the action that brought about the achievement. You must have a purpose in life that does not fade away once you achieve a goal or reach a milestone.*

Robert Ringer

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Winter, 2011.

*"I'm attracted to men who have a twinkle in their eye,  
but I don't want to be that twinkle."*

I stared at her blankly, stunned at what she had just said. "Could you say that again?" I asked.

I sat next to her at a bar on a quick first date. She was a petite and shy 27-year-old. This was the first date she had been on with any man for over two years, having suffered a recent tragedy. I was amazed she had even agreed to meet up with me.

As I always make sure to do on first dates, we were discussing sex and relationships, and something had come out of her mouth that was as profound as it was sublime.

She looked at me oddly, probably not understanding why I was so struck by, what was to her, a very simple and obvious statement. Which it was. She smiled sweetly and said it again.

"I'm attracted to men who have a twinkle in their eye, but I don't want to be that twinkle."

I just sat back and smiled. She had no idea that she had eloquently summarized, in one sentence, the entire reason women are attracted to Alpha Males over betas.

"I'm attracted to men who have that drive in life, a strong drive," she continued, "That's hot! But if his drive in life is me, I just... I don't know... I'm just not turned on."

As she talked, I thought back to a very odd time in my life during my late twenties and early thirties. At about age 28, I had accomplished every major goal I had set for myself. When I was around 18 years old, I set some goals like:

- Have a six-figure income.
- Have my own business.
- Have a good-looking blonde wife.
- Have two kids. One boy, one girl.

By age 28, I had all of those things. I had accomplished all of my goals. My work was "done."

Having all of your big life goals accomplished at such an early age might sound wonderful, and it was... for a while. As I talked about earlier, very soon I started to stagnate. I had lost that drive, that fire I had in my early and mid-twenties when I was passionately working towards my goals. I became less motivated and less happy. My masculinity was slowly draining out of me. During the next few years, I experienced a few financial problems, gained weight, and my marriage suffered.

It wasn't until several years later that I re-connected with that inner drive behind those goals that I had set when I was 18. It was something greater than the goals themselves. Greater than even my Vision. It was my Mission.

## Your Mission

The world is run, changed, and moved forward by men with Missions. A man with a Mission will achieve more in five years than the average ten men will achieve in their entire lives put together, and I mean that in a very literal sense. A man with a Mission will not cry over a girl who dumped him, will not be distracted by petty problems, will not long be delayed by any business or financial setback, will never be bored, and will live longer and have fewer health problems than other men. Women will be wildly attracted to him, and they won't even know why. Other men will naturally trust him and want to be around him.

Most men in society don't have a Mission and never will. About 12% of men in society have clearly defined goals, but only about 3% have Missions.

Your Mission is the rudder of your life. It is the core of your entire Alpha Male 2.0 existence. Everything you do, everything you are, flows from your Mission, your devotion to it, and your love of it. It is what I meant in a prior chapter when I said:

*My life, and my love of it, will always be  
bigger than any one woman.*

Your “life”, in this context, is powered by one thing: Your Mission. Your Mission is your overarching, meaningful objective for your entire life. You’ve heard of companies having mission statements; your personal Mission is similar. Your Mission is why you get up in the morning. It is why you strive, learn, work hard, fail, and get back up. It is the engine of your life.

Your Mission is not a goal, and you must understand the difference between goals and a Mission. A goal is a specific, quantifiable objective that must be achieved by a certain date, and then it’s done. You can also consider your Vision as a bundle of goals. A Mission, on the other hand, is something that lasts a lifetime or close to it. The shortest Missions have a time horizon of 20 years at the very least.

Over time, your Vision and your goals can be and sometimes must be heavily modified or discarded. Not a Mission. A Mission can be tweaked *a little* over time, but at its core, it is a steady, unwavering, forever thing. It is something you are committed to for life, or close to it. No other person, including a woman, can or should dissuade you from your Mission. If they do, you never had a real Mission to begin with.

Your Mission is not an obligation to another person. A Mission cannot be something like “Devoting my life to my children” or “Helping my wife survive her cancer.” These are wonderful things, and some of them might make great *goals*, but they aren’t Missions. A Mission represents you and your effect on yourself, your life, and possibly the greater world, not one or two other people.

## **Car vs. Bullet Train**

Picture a Japanese bullet train. If you’ve never been on one, I strongly recommend it. It’s a fun experience. Japan’s Shinkansen trains fly over the rails at almost 200 miles per hour but glide as smoothly as any Mercedes. The views from the train ride from Tokyo to Osaka are beautiful, and the experience of being on one is exhilarating.

My life is a bullet train. I have a specific place I'm going, and my purpose is to get there as fast as I can. On the way there, I'm having an exciting, exhilarating time. I see and experience a myriad of fantastic things most people never witness, all while cruising along smoothly at 200 miles per hour.

Let's say I meet a beautiful, intelligent, fun woman, and I fall in love with her. While I'm speeding along in my wonderful Alpha 2.0 life, she comes along with me for the ride, and we're both happy. Let's also say she later decides she doesn't want me to go where I'm going. She tells me to make a hard right and change direction. She also tells me that I shouldn't be going so fast and that I should slow down.

Just one problem; I'm a bullet train. I can't just turn. I'm on a track, going where I want to go, having a fantastic time. She grows upset that I'm not complying with her wishes. I make it clear to her that I'm a bullet train, and that's who I am. I'm not slowing down. I'm not changing direction. Moreover, *the reason she's attracted to me is precisely because I'm a bullet train with these qualities.*

Soon she grows even more upset. No problem. I temporarily slow down and make a stop at one of the train stations along the track, open my doors, and gently escort her off the train. I'm a little sad as she walks away, but then I smile and blast back onto the track at breakneck speeds and get back to my exciting life, my long-term happiness, my Vision, and my Mission. In no time, many other women come along, and I repeat the process, but I never waver on who I am or my destination: my Mission.

The Alpha 2.0 is a bullet train.

Beta males and some Alpha 1.0s are not bullet trains. They're cars. Compared to bullet trains, cars are boring, tiny, weak, slow, fragile, prone to all kinds of problems, and often crash into each other. They only are designed to go short distances, and even when they go long distances, it takes forever.

Cars have no Mission. They drive around, all over the place. When they break down, they're quickly replaced. They're commodities.

That doesn't mean that cars don't have advantages over a bullet train. Women love cars because they're very good at following orders. When you order a car to go left, it goes left. When you tell it to go right, it goes right. It can speed up or slow down whenever you want. It does exactly what you want at all times. Women love that, at least for a while. Cars aren't very exciting compared to bullet trains, but they conform, obey, and fit very nicely into a woman's SP and Six Societal Values (the 6SV).

The vast majority of men are cars, constantly being turned this way and that by their wives, girlfriends, bosses, friends, family, co-workers, governments, cultures, religions, political ideologies, tribalism groups, and their own OBW. While the cars run around in circles, never really going anywhere, a few of us are bullet trains, speeding along, having a great time, and achieving our goals and dreams. We're not very flexible as compared to those compliant cars, but we're far happier, more fulfilled, and get far more done with our lives.

## **The Danger of Not Having A Mission**

You must eventually have a Mission if you desire to live the Alpha 2.0 lifestyle. It's mandatory. An Alpha without a Mission is no Alpha. He's just a cool beta, or at best a conflicted Alpha 1.0.

You might already have a Mission: a burning, passionate life purpose that drives you forward every day like the east wind propelling a sailing ship. If you do, that's great. Well done.

However, more than likely you don't have a Mission yet. You probably have strong desires and convictions. You may have some experiences under your belt that have clarified what you want in life and what you don't. You may already have created most of your Code and/or your Vision. You may even have some clarified or written goals. That's a great start, but it's still not a Mission.

So what if you don't have a Mission? What's the big deal?

Well, I have seen this example countless times and you probably have too. Let's see if you recognize this story...

A young, high-energy, ambitious man, usually in his twenties, gets excited about a particular goal. Maybe it's to be a multi-millionaire at a young age. Maybe it's to go have sex with 500 beautiful girls. Maybe it's to be a world-class bodybuilder and be the best-looking man on social media.

So the young man sets some exciting goals and dives into working on them. For years he works very, very hard. He reads all of the books, listens to all the podcasts and videos, goes out into the world, and busts his ass 10, 11, 12 hours a day in the real world working on his goals. He fucking grinds.

In a few short years, boom! He accomplishes his goal! By his early-to-mid thirties, he's now worth 20 million dollars, or he's had sex with hundreds of hot babes all over the world, or he's a massive, ripped bodybuilder and looks perfect, or whatever.

He basks in his success and it feels great! Other people in his social circle or on the internet envy him, want to be him and crave his advice. Maybe he even retires to a tropical island and lives the good life.

It's awesome!

For a while.

Within about six months, usually no longer than about two years, his life goes to shit. He's bored and has nothing to do. He questions his entire life, asking himself, "Is this all there is to it? Lying on the beach all day and banging girls?" He has a horrible existential crisis.

Soon, he's doing things like doing insane shit like...

- Doing drugs
- Getting depressed
- Gaining weight
- Jumping into a serious, monogamous relationship or marriage with the wrong woman and having it blow up in his face later
- Quickly converting to a religion and instantly becoming a hardcore extremist Christian, Muslim, or Buddhist.
- Having serious health problems (the bodybuilder guys start paying the price for all the steroids they were using, the business/dating guys start paying the price for all of the prescription drugs and/or alcohol they were messing with during their rise, and so on)
- Shooting his mouth off on the internet about something stupid, irrelevant, or insane and getting permanently canceled
- Gets accused of crimes due to his extreme behavior and has legal trouble or even goes to jail
- In some extreme cases, commits suicide
- And so on

Some of these guys never recover from this, and it's a tragic failure.

Other guys, the lucky ones, after suffering a bunch of pain, realize they were on the wrong path the whole time (or at least partially) and re-orient their lives to do what they were meant to do all along.

I have seen this story play out with so many successful men over the past 25 years that I've lost count of the number of times I've seen it. I went through a miniature version of this, as I explained a few minutes ago. It's gotten to the point where it's damn near predictable; if a man, particularly a man under the age of 35, finds success in one area of life quickly, he implodes in some form or fashion shortly afterward.

Why does this happen?

Because these men had *goals*, but they didn't have a *Mission*. So they hit their goals and threw a brief party but then realized they had another 50 years to live on this planet and had no idea what to do with all of that time. "Okay, so NOW what???" is the question that murders successful men. You need goals *and* a Mission so that if/when you accomplish your goals, you know exactly what to do at that time and have a clearly defined purpose that transcends your goals and success.

Hit your goals without having a Mission, and you're screwed.

Hit your goals while having a Mission, and you become a fulfilled, happy, self-actualized man.

This confusion is why some gurus say, amazingly, that happiness isn't important. It would be best if you didn't pursue happiness because happiness is frivolous, shallow, or selfish. Talk about Societal Programming! What's important, they say, is meaning and purpose. Wrong! What's important is both meaning *and* long-term, consistent happiness. You find meaning and purpose (your Mission and Code) so that you can become long-term happy (your Vision and goals). The answer is both, not one or the other! The last thing you want is to have meaning and purpose but be unhappy all the time like many celebrities and billionaires you and I could name.

Lastly, your Mission will help you accomplish your goals in the first place. The statistical probability of you hitting your goals goes up dramatically if they're backed by a meaningful Mission as opposed to no Mission at all.

That's how important your Mission is.

## Who Needs A Mission

As you're about to discover, developing your personal Mission is difficult. Coming up with your Code and Vision was relatively easy, even fun. A Mission, on the other hand, is going to require some very deep soul-searching and internal analysis that may take months of your time. One of the most common emails I get from men in my audience are guys struggling to formulate their Mission. Get ready to put in the work. It must be done.

Developing a Mission also requires a decent amount of life experience and self-awareness. In working with thousands of men over the past 15 years or so, I have found that men under the age of 30 usually don't have the life context required to develop a Mission. It's hard enough for men over 30 to develop Missions; it's almost impossible for men under 30 to do so. Certainly, I could not have developed my Mission when I was 25 or 29. I was well into my thirties when I did this.

Therefore, if you are age 29 or under, you do not need to develop your Mission yet. You need to do everything else, including your Code, Vision, Non-SP Goals, and everything else we're going to talk about in this book. But for now, you don't need to develop your Mission until you hit age 30. At that time, you'll need to do the exercises in this chapter and get your Mission down.

You might be thinking that's odd advice when I just talked about the dangers of when young men in their twenties have goals without a Mission. If you're under the age of 30 I'm not saying you completely forget about a Mission. I'm saying you fully realize and understand that a *Mission is coming*, and that you need to have an idea of greater life meaning behind your goals.

This means that if you are age 30 or above, you need a Mission if you don't have one already. This chapter and step are mandatory for you. Don't worry; I'll give you all the instructions you need to get this done. Just be aware this is a project that may take you several weeks or even months, and that's okay.

## Finding Your Mission

A Mission is (usually) not like a goal where you can just think up something you want, put a deadline on it, and write it down. Missions are far deeper and a little more complex. A Mission is the primary purpose of your life. No, it's not the *meaning* of your life. That's something else entirely and is a spiritual/philosophical issue beyond the scope of this book. Rather, your Mission is the *purpose* of your life. Everything you do and accomplish in all of your Seven Life Areas is a direct result of, and effort toward, your Mission. It will drive your big decisions for the next several decades of your life, if not the rest of your life.

If it sounds a little overwhelming, that's because it is. That's why I can't tell you what your Mission should be. It's highly personal to you. The best I can do is give you a few examples of what a Mission is and is not and do my best to give you some exercises and parameters to assist you in formulating it. The rest is going to have to come from within you. Because of the sheer size of what your Mission is, it will likely take some real time to completely clarify it.

You may have no idea what your Mission is, or perhaps you have a decent notion but need things fleshed out and clarified. If you have no idea where to start, you'll need to uncover possible Mission areas. Then you'll need to clarify your Mission.

Your Vision is a shortcut to your Mission. That's why I had you do your Vision first. Within your Vision, you will find lots of clues as to what your Mission is.

## Mission Discovery Exercise

This is an exercise that will assist you if you have no clear idea of what your Mission should be. Be sure to do this exercise on a day when you're in a positive, energetic mood. If you're angry, stressed, or tired, delay this exercise until you have a better day.

1. Similar to when you did your Vision, take at least 45 minutes and withdraw from your life. Get far away from other people and turn off your phone. Go somewhere quiet. Make sure you are not interrupted during this exercise.
2. As before, you may use either a piece of paper, a laptop, or a tablet. I don't recommend using your phone. I'm going to use the term "paper" for the rest of this exercise, but using a computer or tablet is fine.
3. Make four equal-sized quadrants on a blank sheet of paper. Title each quadrant, "Want," "Should," "Good," and "Like."
4. List the numbers one through seven down the inside of each quadrant.
5. On the first quadrant, titled "Want," write down seven things you want to do, either in general or with "your life." Force yourself to come up with seven things. If you come up with more than seven, that's even better. Use your Vision as a guide if you have trouble. It's very important to make sure you put things down even if they directly violate SP, OBW, or the 6SV. For example, if you honestly want to smoke weed, watch TV, or have sex with hookers for the rest of your life, don't question that right now. Put it down. We'll filter things later. Right now, you need to brainstorm every thought that comes into your head regardless of how crazy it sounds.
6. On the second quadrant, titled "Should," write down at least seven things you feel you "should" do with your life, however you define the word "should." Likely, there are things buried within you that you feel you should do, like give back to the poor, travel, write a book, spend more time with your family, lose weight, or become more spiritual.

Again, don't filter anything based on SP, OBW, or the 6SV! Put down whatever comes to mind even if you don't logically agree with it. Like with the first quadrant, force yourself to come up with at least seven items. If you're having trouble getting to seven, go back to your Vision. If you're still having trouble, go back and look at your Code for more ideas. If you're still having trouble, think back to your childhood or adolescence. Was there anything you felt you "should" do back then?

7. Repeat with the third “Good” quadrant. Write down at least seven things you are naturally good at. This should be pretty easy since most of us are aware of our natural talents. It’s important to write down everything you’re good at even if you don’t necessarily enjoy the actual activity. For example, you may be naturally good at math but don’t like math. Put that down as one of your “Good” items anyway.
8. Repeat with the final “Like” quadrant. Write down at least seven things you honestly enjoy doing, regardless of whether you’re good at them or if you consider them valid activities. What’s the difference between “Want” and “Like”? “Like” are things you have done before. “Want” could be things you’ve never done, but want to do, or want to do differently. So if you honestly like to water ski, write historical fiction, have sex with older women, or do legal work, don’t question it; put it down.
9. Now you’ll have four lists of at least seven items on one page. Go back through the lists and see if you can find any items that link to other items in other lists in any way. Circle these items and draw lines to their linked items in other quadrants. Write a sentence or two (or more) on exactly how these link and how such a link would benefit you, make you happy, or be more fulfilled. Keep doing this until you’ve linked everything on all four lists that have any possible connections.
10. During the linking process, if any new items popped into your mind that you could add to any of the four lists, add them, then see if they link to any other items.

By now you should have a very strong idea of the best directions in which to take your life. This, plus your Vision and Code is more than enough raw material to formulate your Mission.

Your Mission should be:

- Something you enjoy immensely.
- Something you feel very strongly about, with 100% conviction.
- Something in which you are naturally skilled and calls upon your natural strengths and talents.
- Something you feel you “should” do. It should have greater meaning beyond just something you like.

If you think you’ve uncovered your Mission, write it out on a new sheet of paper. See if it excites you. Listen to your gut and see if it *feels* right. Can see yourself devoting at least the next 20 years of your life to it, regardless of any

major life changes you may experience during that time? Remember that if you suddenly derail your Mission just because you get married, or have kids, experience the death of a loved one, move to another city, or change careers, then you never had a Mission to begin with. Missions are stronger than all of these things.

If these things don't ring true for you when you re-read what you wrote, then this is not your Mission and you need to come up with a different one.

If *some* of these things resonate, but not quite, then this is a rough draft of your Mission and you need to adjust it some more.

This exercise is just to get you started. From here you may need to do some thinking and soul-searching over the next few days, weeks, or even longer to truly hone in on your Mission. *The point here is to get started.* Use the following section in this chapter, and the rest of this book, to assist you.

If you're age 30 or over, *don't wait*. Don't put this off. I'll say it again: Your Mission is the core of your Alpha 2.0 existence. Without it, very little of the Alpha 2.0 lifestyle will be available to you, or sustainable if you achieve it.

## Clarifying Your Mission

In this section, we're going to discuss the parameters of what an Alpha 2.0 Mission is and what it is not. Too many men have spent years, if not decades, wasting their lives pursuing the wrong Mission. You don't want to be one of them.

The below parameters will assist you in sharpening your Mission to ensure that it's clear, focused, 100% congruent to who you are, and something that is truly a part of you.

### 1. Your Mission can't rely on one other particular person or a small group of particular people.

Therefore things like "I will be the best husband in the world" or "I will be a great father and devote my life to my children" are not Missions, simply because they rely on too small a group of people. Individuals or small groups of people cannot be relied upon long-term to be either present or relevant in your life. For example, devoting your life to your wife is a nice thought, but what happens if she dies or you get divorced?

Your Mission must be greater than that. It cannot rely wholly on the cooperation of one or two specific people outside of you. It must be something forged of steel that will stand the test of many decades no matter what happens to your girlfriend, wife, children, family, co-workers, or close friends.

I'm only talking about a small group of people. Missions can rely on a very large group of people, since with large groups the statistics are much more manageable. A Mission such as "To bring food, water, and electricity to the darkest villages in Africa" is a perfectly acceptable Mission, if that's truly what you want and feel. There is clearly a group of people involved, but it's a large, static group that can be relied upon statistically; there is no one or two specific people who can derail or invalidate your Mission.

## *2. Your Mission must adhere 100% to your Code.*

Your Mission and your Code must be in absolute and complete harmony with each other since they are tied together closely. At all times during the formulation and clarification of your Mission, you must view it through the eyes of your Code. If your Mission breaks any of the unbreakable personal standards of your Code, either it's not a valid Mission, or your Code is not a real reflection of what it should be.

What if your Code and your Mission conflict? The simple, and I hope obvious answer is that your Code comes first. If you're looking at a possible Mission that directly violates something clearly in your Code, you either need to choose a different Mission or radically alter your current Mission to fit within your Code. This is because such a Mission will eventually make you unhappy and/or limit your freedom, which we can't have if we're pursuing an Alpha 2.0 life.

The only possible exception to this is if your Code is something you have just formulated and brainstormed, and is perhaps not set in stone yet. If the process of clarifying your Mission causes you to go back and re-evaluate aspects of your Code at this point, that's fine as long as you are very careful. It's possible that if you're rationalizing or second-guessing a problem in your Code it's because there is some OBW, SP, or one of the Six Societal Values creeping into your Mission that you're trying to justify. When tempted to modify your Code for your Mission (or vice versa), always ask yourself:

*Will this change make me happy and free now, ten years from now, twenty years from now, and thirty years from now, guaranteed?*

If the answer to that question is "maybe" or "no," then you're just rationalizing some residual OBW, SP, or 6SV that's still rolling around in your mind, and you need to rethink that particular change.

*3. Your Mission must be something you are truly passionate about.*

Your Mission must be a labor of love, passionate love, not just something you enjoy casually. Things like hobbies, hanging out with friends, or building a car cannot be Missions. On a scale from one to ten, your passion for your mission must be at least a 9.5, if not a solid ten.

*4. Your Mission must challenge you while still being reasonable.*

For example, “Maintain a body weight of 160 pounds for the rest of my life” might be an acceptable component of a Mission if you’re a naturally short, chubby, stocky guy with horrible genetics, a horrible metabolism, who hates exercising and who’s been fighting his weight his whole life, but it’s a terrible Mission for a guy who’s naturally skinny. At the same time, having a Mission of donating 100 billion dollars to charity probably isn’t a great idea either, because the odds of accomplishing such a thing are minuscule no matter how amazing you are.

The best Missions, much like the best long-term goals, are those Missions that push and challenge you but are something you can reasonably do.

*5. Your Mission can’t be achievable in that it can’t have a definite and quantifiable end-point.*

This is where Missions differ from goals. To “achieve a net worth of one million dollars” is an excellent goal, but it can’t be your Mission. It could be a component of your Mission, but it cannot be your overriding Mission. Why? What happens when you hit that goal of one million dollars? Your Mission is then over. What then? Problem.

Just like the “devote your life to your wife” example, if for any reason your Mission suddenly ends, forcing you to stop your life and figure out a completely new Mission, then likely it was never a real Mission to begin with.

Having multi-part or multi-tiered Missions is acceptable and we’ll discuss that in a minute. Regardless, a Mission is not something that necessarily ends. Your Mission must be your *life* Mission, something with a minimum time horizon of 25 years, though longer is better. That’s how truly BIG your Mission must be! Missions that are not grandiose and exciting will not consistently motivate you or keep you focused.

*6. The topic area of your mission can be any of the Seven Life Areas (SLA) you chose.*

A Mission can and often should include multiple areas. Your Mission can be financial, but it doesn't have to be. It can be philanthropic, but it doesn't have to be. It can be fitness-related, but it doesn't have to be. It can be business-related, or career-related, but it doesn't have to be. It can even be spiritual or religious in nature or even woman-related, but it doesn't have to be. As long as you follow all the other Mission parameters listed here, any of the SLA are acceptable aspects of a Mission.

The topic area or areas of your Mission can be anything you want! It's your life! Live it as you choose! The sky's the limit!

My own Mission has elements of my financial, fitness, spiritual, and recreational lives.

Your Mission should be something completely customized to you. If you include several different SLAs within your Mission, make sure your Mission is very clearly defined, even if it takes several sentences to do so.

*7. Never copy someone else's Mission. Not even a little.*

Perhaps the most dangerous thing you can do is copy someone else's Mission. Every man's personality, goals, dreams, enjoyments, desires, and inner meaning are not only different but radically and extraordinarily so. A true, soul-felt, fulfilling Mission for one man that would fill him with happiness and meaning would be literal and absolute hell for another man, even if the two of them had strong similarities or were best friends.

Paul Stanley and Gene Simmons are the two partners behind Kiss, one of the most successful rock bands in history. They have been working closely together, arm-in-arm, in their business lives and personal lives for over 50 years straight and continue to do so today. They consider themselves brothers. Sounds like they must have pretty similar Missions, right? Wrong. Paul Stanley has repeatedly said of Gene, "If I had his life I would stab myself, and if he had mine he would stab himself."

It doesn't matter how similar you think you are to any other man, you can't copy even parts of his Mission. That means that even if you love this book and its material, you should not copy any aspect of my Mission or any other man who is a fan of this book.

This is why I have purposely excluded a large list of example Missions from this book, as well as excluding my own Mission, even though these

things were requested by many in my audience for this newly updated version. Shortly I will show some examples of good and bad Missions, and my Mission isn't exactly a secret; it's just not in this book word-for-word.

The reason for these exclusions is that I know from discussing this topic (and many others like it) over the years with a wide audience that too many men will word-for-word copy some or all of the Missions examples they will read despite my repeated warnings to not do this.

As just an example, one of my first books many years ago was about online dating skills for men. In that book, I provided several examples of written online dating profiles that I had successfully used along with *numerous* warnings to *not* copy them word-for-word. And of course, within weeks of that book being published, I received numerous emails from men who had indeed copy-and-pasted some of those exact profiles, even when it didn't make any sense to do so (like talking about a specific movie the guy saw at the theaters when the movie hadn't been in theaters for over a year).

I had the same problem when I publicly published my own Mission several years ago. Even though I said I was reluctant to do it because men would copy it, and even though I repeated many warnings to not copy it, I saw many men copy it or parts of it as soon as I published it.

I'm outcome independent, a key Alpha Male 2.0 trait we'll be discussing soon; I don't care at all if you copy my Mission or anyone else's. Go right ahead. The problem is that I know for a fact that doing this will not only not help you, but lead you down the exact wrong path.

I think you get my point by now. Do not copy any other man's Mission. It's an extraordinarily dangerous thing to do. Take the time and effort to develop your own instead.

#### *8. Multi-tiered or multi-part Missions are acceptable.*

You have the freedom to structure your Mission any way you like. Your Mission can have multiple tiers, phases, and/or sub-Missions, as long as you don't get too complicated. Perhaps your Mission has a "phase one" that will take 15 years, and a "phase two" you'll work on after that. Perhaps you have smaller "sub-Missions" that make up a greater Mission whole.

This is all fine. However, don't make it too complicated. Ideally, your entire Mission, including all tiers, phases, and sub-Missions if any, should be completely encapsulated in fewer than one or two very short paragraphs. Years ago, my Mission used to be an entire page and a half(!). Today I have it honed down to just a few sentences, with two phases, one I'm working on now and the second one I'll switch to in a few years.

To be clear, you do not *need* phases in your Mission! I live a much more complicated life than most men so I need multi-phases in mine but odds are you don't (remember what I said about not copying?). The shorter, clearer, and least complicated your Mission is, the more positive effect it will have on you.

### *9. Your Mission can, and should be customized to your age.*

Though your true Mission is a life-long endeavor, you may customize your Mission based on your age and the future phases of your life which we will cover below. If you're 32 years old, it's going to be a little difficult to determine with any precise accuracy what you'll be deeply motivated by when you're 68. So don't try. You could, for example, develop a very clear 20-year mission that you'll focus on until you're in your fifties, at which time you will allow yourself to course-correct into a different, newly-defined phase of your Mission.

That second phase may be something you're only guessing about at this point, and that's okay, just so long as your core Mission for the next 20 years or so is very clear and congruent with who you are as a man.

Also remember that you won't be physically able to do certain things in your seventies (for example) that you can do in your thirties, regardless of how physically fit you are as an old man.

In addition, when you're in your sixties and seventies you probably won't want to do certain things that you might love to do in your twenties. Going to bars and clubs to pick up babes, or working 14-hour days on an exciting business might be fun or exciting when you're 28, but will you want to do this when you're 64? Your Mission needs to account for all of this.

Speaking of phases...

## **The Three Life Phases**

There are three distinct life phases a man in the modern area goes through. Understanding these phases will assist you in formulating your Mission (as well as your Vision).

These three phases always proceed in the same order. The length of these phases varies from man to man; some men's first phase might last five years while it might take other men 20 years to do the same thing. Some men hit all three of these phases by the time they die, but most men never reach the third or second phase.

These phases are:

1. The Breakout Phase
2. The Empire-Building Phase
3. The Self-Actualization Phase

The Breakout Phase begins at the age of adulthood (usually around age 16-23 for most men) and usually lasts until a man hits his early thirties or so (but again, this is just an average). During the Breakout Phase, a man has the least amount of freedom. His entire life is dominated by the fact that he needs help from his parents, family, friends, government, and sometimes even a girlfriend. He can only pay his bills and survive by either getting free money from these sources or by going to a job (usually one he doesn't like) and reporting to a boss.

The goal of the Breakout Phase is to break away from these controlling sources. This means doing these three things:

1. Move out of his family's home, away from his parents, so he can live the way he chooses without mommy and daddy telling him, an adult man, what to do or how to live.
2. Start his own location-independent Alpha 2.0 business (that we'll discuss in Part Five of this book) so he can quit his job and not have his life controlled by his job or boss.
3. If he has a traditional monogamous girlfriend, (or worse, a traditional monogamous wife), he terminates this relationship or at minimum converts it to something non-monogamous so he is free to live his life without the risk, drama, and long-term happiness-destroying rules that accompany traditional monogamous relationships in the modern era.

Once he has accomplished all three of these things, he proceeds to the Empire-Building Phase. In this phase, he works to set up the infrastructure in his life so he can live long-term as a happy and free man. These include things such as:

- Getting his income up to a point high enough to make him happy.
- Getting his net worth up to a point where he is long-term secure.
- Getting his woman life to a point where he has plenty of sex and/or female companionship whenever he wants but without sacrificing his freedom.

- Getting his overall health to a decent level and keeping it there forever post-age-35.
- Optionally, getting his life and/or business internationalized (five flags) to minimize costs and taxes and to maximize his freedom.
- Optionally, getting a non-monogamous OLTR girlfriend or wife (we'll discuss that term later), assuming he's over age 35, if he wishes.

You might be asking what specific numbers a man must hit in these areas. That's completely subjective and up to him. Some men are very happy making the Alpha Male 2.0 minimum of USD 85,000 per year based on their personality, lifestyle, and the country where they live. Other men need a seven-figure income or more. It's completely up to you and there are no right or wrong answers as long as your income comes from your own Alpha 2.0-compatible business and *not* a job.

Once he hits all of these benchmarks, which could take 25 years or more, the man then enters the third phase, the Self-Actualization Phase. In this phase, instead of retiring (which is a ridiculous concept only for beta males in the Prison), the man works and lives to do the things he wants to express himself in the world, to become the best man he can be, and/or perhaps to help others, truly fulfilling his Mission. Instead of working for money, he works to fulfill his inner purpose, living at the highest level possible for a man to live, until he finally passes away at (hopefully) a very old age.

The overall objective is to push through the Breakout Phase as fast as you can (my Breakout Phase ended when I was 26), set very clear goals for your Empire-Building Phase, accomplish those as fast as you can without blowing your brains out or stressing out too much (I have about two more years in my Empire-Building phase as of this writing, but I have some extremely massive goals there), and then enjoy the rest of your life in the Self-Actualization Phase.

Use this structure to assist you in formulating your Mission. It will help a lot.

## Examples of Missions

Here are some examples of both good and bad Missions to help you clarify your own. Remember, these are examples only. As I've said, copying any of the examples below for yourself is a very bad idea. They are here for you to learn the structure of a Mission and to assist you in formulating your own personally customized Mission.

*"I will donate one million dollars to charity."*

This is a bad Mission since it has a quantifiable ending. This is a goal, not a Mission. Once you hit that million-dollar goal, then what? You'll go through a very difficult and confusing time as I outlined above, then you'll have to sit down and come up with a new Mission. Not good. A better Mission would be something like:

*"I am here to make a positive difference in the lives of children in need. My Mission is to make a noticeable and positive difference in the lives of thousands of children in Africa (or Europe, or Chicago, or wherever). I will do this by setting up multiple organizations that perform X, Y, and Z."*

Now that's a Mission since it lacks a quantifiable end point and comes from a place of real passion.

*"I will make my father proud of me, and live up to my family name."*

Ugh. This is another terrible Mission since it relies on one specific person, your dad. It's also soaking with SP, which is never a good idea. Having an objective like that virtually guarantees that you're going to make decisions in your life that, while your father might like them, will make you unhappy. I know many intelligent, capable men who languish in miserable careers they hate because they went into them at their father's (or family's) insistence. Due to massive cultural SP, Men from Asia and India are particularly susceptible to "impress my family" goals and Missions like this.

The results of your Mission must be something you want, not something others want for you. Moreover, it cannot rely on just one person, or even a very small group of people, no matter how important those people are to you.

*"I will live a completely location-independent life. I will have the ability to travel anywhere I want, whenever I want, stay there for as long as I want, have no dip in income while I'm there, and be able to financially support myself easily wherever I am. I'm here to see ALL the world, and all of its people, in all its beauty and glory."*

This is a good Mission, and very well-stated. It's relatively simple, congruent to personal freedom, free from SP, doesn't rely on any other person or small group of people, doesn't have a definite end point, and is derived from great passion. It also clearly states there's a financial component that must be addressed so that specific goals can be derived from this Mission with minimal difficulty.

*"I will improve the health and vitality of people all over the world by making great advances in biotechnology. I will help treat and cure diseases, lengthen people's lives, and improve their quality of life. I will make my stamp upon human history, and mankind will be made better by my work."*

This is a good career-based Mission. It's lofty, which is fine, but it doesn't attach anything specific enough to make it into a goal. It's just specific enough to be powerfully motivating and to enable specific goals to be pulled from it, which is exactly what Mission should do.

*"I will build a series of companies in the energy, hospitality, and construction fields that will be extremely successful. The income from these businesses will provide me and my family with a lifestyle of abundance, wealth, and joy. My children will want for nothing, and I will always have enough money to maintain security not only for myself but for my future descendants for years to come."*

This is a wealth-based Mission, and it's a good one. It does mention his children, which technically is a small group of people, but it avoids relying on these people to do anything. This Mission is especially powerful because it involves several different SLAs (financial, family, and recreational).

*"I will be a bodybuilding champion. I will sculpt my body to near-perfection and win multiple bodybuilding titles at the national and semi-national level."*

This fitness-based Mission needs a little work. It's motivating and non-specific enough to be a Mission, and that part is good. A Mission such as "I will win Mr. Universe" would be a goal, not a Mission.

The problem is this Mission doesn't account for the fact that it's very age-based. This Mission would apply to a man in his twenties or thirties, but once he hits age 40 this Mission will be almost impossible as stated. Remember, your Mission is not for the next 10 years; it's for the rest of your life. Therefore, a better Mission would be something like this:

*"From now until age 40, I will be a bodybuilding champion. I will sculpt my body to near-perfection and win multiple bodybuilding titles at the national and semi-national levels. After age 40, I will be one of the most preeminent fitness gurus on the internet. I will have products and videos that show people how to improve their health and appearance in real and dramatic ways. I will also travel the world giving seminars on effective fitness techniques for all ages. I will make a positive difference in millions of people's lives."*

Much better. Instead of its original version which had an implied endpoint, this is a two-phase Mission with no endpoint. It also raises the stakes by bringing a greater impact to more people than just himself, which will probably help motivate him, especially if he's a more extroverted guy.

## Common Questions and Answers Regarding Missions

Here are some of the most common questions I've received over the past decade regarding Missions, with their answers.

*I wrote out my Mission and I like it but it seems really selfish. I'm not helping anyone. Is that okay?*

YES! As long as your Mission doesn't involve lying or hurting anyone and it 100% adheres to your Code, your Mission can be 100% selfish and that is perfectly fine. Your Mission is yours, and no one else's. The only reason you think it's "selfish" and that's "bad" is because of a bunch of bullshit SP still rolling around in your head.

Also, remember Chapter 2 where I explained that things you might think are selfish do help the world. For example, if your goal is to build a business and make 25 million dollars and then roll around on a mountain of money like Scrooge McDuck, that actually will help people because you can't build a business like that without addressing a real problem people are having in the marketplace.

So yes, please be selfish if that's what you want. And of course, if you have a "give back" or altruistic Mission that's great too. Both are good.

*Can my Mission be about girls? Getting laid a lot, getting married, having a harem, etc.?*

Technically speaking, nothing is stopping you from having a woman-based Mission. The problem is these kinds of Missions tend to violate many of the rules above. For example, your Mission can't rely on just one person or a small group of people, so you can't have "my future wife will do X or will never do Y" in your Mission. Also, you need to be age-specific in your Mission, so if you want to have sex with two new women per month forever, that might be fine when you're 29, but when you're 72 are you going to want to do this? Probably not. Lastly, Missions are not goals and can't have a numerical endpoint, so your Mission can't be that you'll have sex with 1,000 women. What happens when you accomplish this?

I have found that woman stuff tends to be a good component of a larger Mission rather than an entire Mission in and of itself.

*How can I have a financial component to my Mission if I can't put any numbers in it? I want to put in specific numbers for my income, net worth, and so on.*

You can have numbers in your Mission if you're careful. The rule is that any numbers in your Mission can't be specific goals to be accomplished. So instead of saying, "I will help 10,000 businesses increase their sales by 25% or more," which is a goal, you could say something like, "I will continue to help tens of thousands of companies increase their sales," which is an acceptable Mission component because it has no endpoint. I wouldn't make that my entire Mission though.

Then you would have the 10,000 / 25% goal as part of your Vision and your long-term goals. That's a great goal! It just needs to be tweaked a little to include in a Mission.

*I've gone through the Mission exercise in this chapter, brainstormed all the lists, and written a bunch of notes, and I still don't know what my Mission is.*

This can mean one of several things.

It might mean you're overthinking this entire thing. Once you've done the exercise, put it away for a while. Instead of analyzing it like a robot, go somewhere quiet, take a deep breath, and just ask your mind, "Hey mind, what do YOU think my Mission should be?" and then shut up, relax, don't think, and listen to your answer. Let your intuition help you instead of your analytical brain. You might be surprised at what you hear your mind say.

By the way, I do this all the time when I have a difficult decision to make or if I'm wrestling with a complicated problem. I ask my mind to help me and then I quietly listen for the answer. It works if you're 100% relaxed when you do it.

Another possibility is that the brainstorming exercises didn't uncover your Mission because you were either scared to put down what you wanted or you suppressed what you wanted for various internal psychological reasons outside the scope of this book (I'm not a psychologist). Try to do the exercise again and this time try to "reset" your brain to start all over. Permit yourself to put down whatever you want, for real this time.

Yet another possibility is that you *have* uncovered your Mission in the exercise but you're just scared to admit it because you're worried you might

make a mistake. “But what if I’m wrong?” is one of the most common and most lethal thoughts of the LISG. If you think you’ve found your Mission, go for it! If you choose wrongly, you can always change it a little later. No big deal.

## **Just Do It**

Does this seem like a daunting task? It is. Relax and man up. Don’t worry if you can’t figure all of this out right now. As I said above, get started. Take the time to start clarifying a strong Mission you can devote your life to. This is literally one of the most valuable things you can do in your life.

Once you have a clearly defined Code, Vision, and Mission that drives you forward, all of a sudden just about everything in life becomes easier and more exciting. It becomes easier to earn money, to achieve goals, and to date and be in harmonious relationships with women. You will also find yourself in happier states much more often with less stress, and physical problems diminish or even vanish. It really is amazing.

If you developed a congruent Code, an exciting Vision, and a strong, clarified Mission and devoted your life to it, you could stop reading this book right now and change your life for the positive, forever. That’s how powerful this is. For the remainder of this book, everything will be within the context of your Mission. If you still don’t have your Mission figured out by the time you finish this book, that’s okay. However, I would strongly recommend that you read this book a second time once you clarify your Mission.

## Chapter 13

### Setting Societally Independent Goals

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*Stop jumping on the bandwagon and start building your jet.*

Alan Weiss

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March, 1999.

I sat eagerly, rocking back and forth in my seat, unable to control my energy. I couldn't believe I was actually there.

Sitting across from me, as calm as ever, was a man I had idolized for almost a decade. For years I had read his books, listened to his voice in my car, followed his advice in life and in business. He went from being virtually homeless, sleeping on the ground outside his car, to a self-made multimillionaire many times over by the time he was 30. He was wealthy, happy, physically fit, wise, intelligent, and a good guy. He was everything I wanted to be.

Brian Tracy sat with his characteristic wry smile, looking at the smart-ass, badly dressed, overeager 27-year-old before him.

"Well?" he asked, "Go ahead."

I cleared my throat and began. "Okay," I said, "I want to grow my consulting practice and sell it for \$2 million... by the time I'm 30! I have some spreadsheets right here you can look at that show the layout of my business and where I'd like to get it to by—"

"Why do you want to sell it?" he interrupted, clearly not interested in looking at any of my stupid spreadsheets.

"Because I want to retire!" I said excitedly, "Retire by 30! I could bust my ass, build it up over the next several years, sell it for \$2 million to some big conglomerate, pay whatever taxes I'd have to pay on the sale, then have at least a million left over."

"Why do you want to retire so early?" he asked calmly.

“Because I don’t want to work.”

“Alright. Then once you’re 30 and retired what would you do?”

“Well... I’d travel. And write. And have a lot of sex. You know, have fun and enjoy myself.”

“Okay,” Brian said, his smile gone, “That’s about a year or two, maybe three or four at the most. Now you’re 34. You’ve got another 45 years of life. Now what do you do?”

“Oh, I’d work.”

“Caleb, you just said don’t want to work.”

“Well... uh...” I sputtered, “Okay, well, I do like to work. I just don’t want to work all the time. You know, I don’t want to work 40, 50, 60 hours a week for the rest of my life. I love working but I have other things to do. I’d like to work maybe 20 or 30 hours a week, make a hell of a lot of money on those hours, and spend the rest of the week doing other things in style.”

“Then why don’t you structure your business so you can do that right now? Why all this silliness about retiring?”

I gave him a confused look. “Um... you can do that?” I asked.

“Of course, you can,” he said, “Do you know any successful dentists?”

Dentists? What the hell was he talking about? I was an IT consultant, not a dentist. I didn’t know where he was going but I went along.

“Yeah,” I answered.

“Can you set an appointment with your successful dentist on a Friday?” he asked, his slight smile returning.

“Um, no.”

“Why not?”

“Because on Mondays and Fridays, my dentist goes fishing,” I said. Brian stared at me and blinked.

“Oh,” I said, feeling very dense.

## Not Just Goals, But Societally Independent Goals

There have been bazillions of books and articles written on the importance of having goals and techniques on how to set proper ones. It makes no sense to repeat all of that here. The one key difference with us is that we are pursuing the Alpha 2.0 lifestyle, where most SP and OBW do not play a role. So while goals are indeed 100% critical for your happiness in life as a man, we must go about the process of goal setting a little differently than the typical guy.

Human beings, and men in particular, are goal-seeking organisms. We’re at our best, happiest, and most productive when we are not LISGs and instead

stay in the process of moving toward a worthy objective. That's what designing your Vision and Mission was all about. Very little in your life will ever be accomplished unless you determine some very clear goals. This includes short-term goals and longer-term ones.

Moreover, much chaos and wasted time will occur if you set the wrong goals or if your goals are not congruent with your Mission like mine were when I had been talking to Brian Tracy. When I was younger, I fell into the SP that said that a "business owner" is a guy with a "big business," a building with his name on it with lots of employees. I also fell into the trap that said a truly successful "young" entrepreneur retired at an early age.

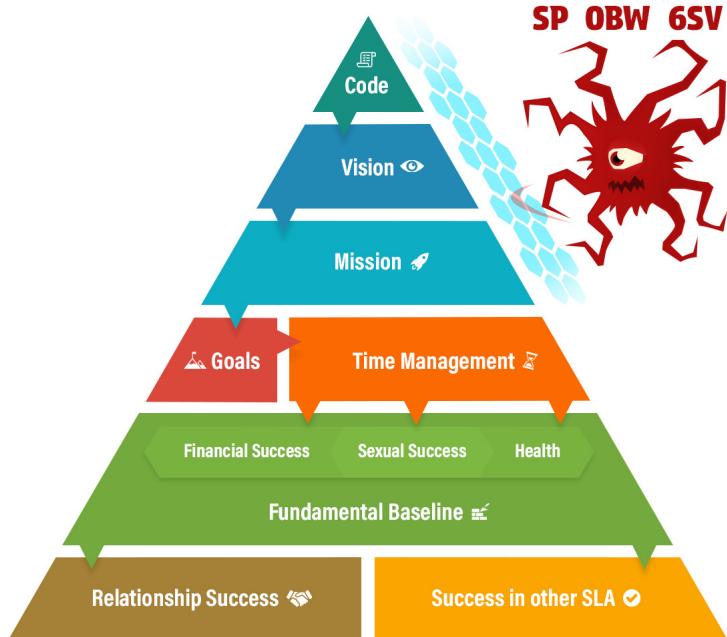
Both of those things sounded great but were completely incongruent with what I truly wanted in life. As a result, I experienced a lot of misdirection, wasted time, and some problems in my late twenties and early thirties despite my outward successes. How much better my life could have been if I had sat down and determined the goals in life that I wanted, rather than those The Prison told me were ideal or appropriate?

Now that you have a Code, a clearly defined Vision, and a Mission (or are at least on the road to formulating one), you can now determine a decent set of goals that are congruent with you and your long-term desires. Because you are aware of the negative influences of OBW, SP, and the Six Societal Values (6SV), you've established a Code, Vision, and Mission that has been created independently of these factors. This creates a blueprint for an Alpha Male 2.0 life for you, as well as a lifestyle geared towards accomplishment and happiness rather than your outdated biology or the elite's fear and control-based agenda for The Prison.

This is why you are now uniquely equipped to create a set of goals that are virtually guaranteed to put you on the correct path in life, and why creating a life blueprint in this sequence puts you light-years beyond the typical guy who just sits down and figures out a few goals for himself.

The life blueprint of the Alpha 2.0 looks like this:

## Alpha 2.0 Life Blueprint



The reason I was on the wrong path so many years ago was that I had established clear goals, but I had done nothing else we've discussed so far.

- I had established no Code of any kind, other than the SP basics of “be a nice person” type things.
- I had no Vision whatsoever, just a few of the standard male desires about being rich and having sex with hot girls.
- I had only a very hazy and largely incongruent Mission.
- I had allowed OBW and SP to override my desire for happiness, causing me to get legally married and monogamous even when deep down in my heart I had no real desire for either.
- I had allowed the 6SV to influence what I thought I wanted for my business objectives. I didn’t want these things. Rather, these were things SP and the 6SV told me were what a “successful businessman” should look like.

As a result, though I achieved a high income in my twenties, I had done just about everything else wrong, and I had achieved my income in ways that were impossible to create long-term happiness and fulfillment for me. Short-term, occasional happiness, sure, but not the deep, powerful long-term life happiness and fulfillment inherent to the Alpha 2.0 lifestyle I now live every day. Instead, I was a typical, obedient, mildly unhappy, beta male inmate of The Prison, just one at a higher income level.

## Retooling Existing Goals

If you're reading a book like this, you likely have some written, defined goals ready. That's magnificent if you do, and you should feel good about that, but you're not done. You must now evaluate those goals in terms of the last several chapters you've read. Take those goals out, review them carefully with a critical eye, and ask yourself the following questions:

- Are any of these goals a result of your Obsolete Biological Wiring forcing its will upon you, rather than something you really want?
- Are any of these goals there because you're trying to impress anyone or garner approval from someone?
- Are any of these goals there because you fear being alone?
- Are any of these goals there because you have a strong desire to control others?
- Are any of these goals there because you fear criticism or disapproval from your peers?
- Are any of these goals there because you are afraid of going after what you really want?
- Are you avoiding any goals because you fear a negative reaction from others?
- Are any of these goals there just because you're just trying to be a "nice guy," a "good boyfriend," a "good husband," a "good son," a "good citizen," or a "good Christian/Muslim/Jew/Buddhist/whatever," a "good progressive," or any other SP-based role or group identification?
- Visualize yourself with all these goals accomplished. Are you now happy? Really happy? Now visualize yourself ten years after these goals are accomplished. Are you still happy? Really happy? Be honest! Now visualize yourself twenty years afterwards. Still happy?
- Do any of these goals seek to prevent you from feeling bad rather than making you really happy?

- Are all of these goals actually realistic? For example, does any goal involve you doing something like making a billion dollars, having sex with a particular celebrity, or a similar unlikely event?
- Do any of these goals rely on another person external to you to be perfect? As an easy example we'll be discussing later in the book, do any of your goals involve you relying on a particular woman to never cheat on you, break up with you, or divorce you for 30+ years straight?

When you honestly go through these questions as you review your goals, you might be shocked to find that your current set of goals is riddled with OBW, SP, the 6SV, irrationality, LISG bullshit, and Disney fairytale expectations. These are bad goals. You need to either delete them completely or seriously retool them so they all become 100% congruent with your Code, Vision, and Mission and are free of SP and OBW. I'll tell you from experience, and not just my experience: Having no clearly defined, written goals is bad, but having bad goals can sometimes be worse than having no goals at all.

## Setting Goals

In case you have never written out or formulated any goals before, I'm going to lay out a very simple system for setting goals. There's nothing unique about this and perhaps you've read similar techniques before. There are many good books available on the topic of setting goals and I recommend you read some. The only real difference here is that you have become fully aware of the SP, OBW, and 6SV exerting their insidious influence over you, and you have established a clear Code, Vision, and Mission before setting any goals.

1. Take at least 45 minutes and withdraw from your life. That means you need to get far away from other people and turn off your phone. Make sure you are not interrupted during this exercise.
2. Pull up two documents: your Vision and a blank spreadsheet called Goals. This will be your goal list.
3. Start reading through your Vision. Your Vision is essentially a list of goals in a storied, descriptive version. Almost every sentence in your Vision is a goal. Transfer every "goal sentence" in your Vision to your new Goal sheet as a single, one-line goal. For example, if you have a sentence in your Vision that says something like, "I live in a kickass, high-tech house with four bedrooms on a lake overlooking a lush valley," then put down a single item on your Goal sheet that says "Get 4 bedroom house on a lake with a view of a valley."

4. Keep doing this until every goal in your Vision is translated into a goal on your Goal list.
5. Put your Vision away and now focus on your Goal list. Start brainstorming a list of everything else not in your Vision you would like to do, have, or be in the foreseeable future. There are several rules to doing this.
  - Don't evaluate what you want. Just put it down no matter how crazy or unrealistic it sounds.
  - Let your Mission guide you. Re-read your Mission if you need to.
  - Be sure to include all the Seven Life Areas (SLA) relevant to you. Have that list of seven items handy when you list your goals to help remind you.
  - List as many things as you can. The more, the better. You want to empty your mind of all the things you would like to do, have, or be.
  - Write your goals out as if they have already been achieved. Instead of "I will make \$100,000 per year" write, "I make \$100,000 per year."
  - Write your goals in a positive tense, not a negative tense. For example, instead of "I don't hang out with drug addicts anymore," write "I only hang out with positive, healthy people who are going somewhere in life." Negatively-worded goals that are any variation of "I don't do this" don't work nearly as well on the subconscious as positive ones.
  - Your goals must be quantifiable whenever possible. "I make a lot of money," "I am happy," or "I am ripped" are not goals. Proper goals would be things like:

*"I make more than \$300,000 a year."*

*"My net worth is more than five million dollars not including my home."*

*"On a scale from one to ten, my happiness is at least an eight, at least six days a week, almost every week."*

*"I bench more than 350 pounds and have under 7% body fat."*

Note my use of the phrases "more than" or "at least." You don't want your goals to limit you. If you want to make \$150,000 a year, then don't limit yourself by saying "I make \$150,000 a year" and instead say, "I make *more than* \$150,000 a year."

6. When completely done and you can't think of any more goals, go back through the list and categorize the items by priority. This is when you start getting critical and realistic. Re-read your list, and put an "A" by the goals you must have, a "B" by the goals you want to have, and a "C" by the goals it would be nice to have but aren't huge priorities.
7. Gather all of your "A" goals onto one list. Set aside your "B" and "C" goals for the moment.
8. Run down the list of "A" goals and put a number next to each goal that represents the number of years in which you would like this goal. Keep the numbers to one, three, five, ten, and twenty years. Use the number one for any goal that will take less than one year to accomplish. For example, if you want to run the Boston Marathon eight months from now, just write down a "1" by that goal, denoting one year.
9. Separate all goals that will take five years or longer to accomplish and move them aside for the moment.
10. Prioritize and sort your final list. With the remaining three-year or less "A" goals, ask yourself, "If I could only have one goal on this list, which would it be?" Once you find that goal, place the number one by it. Then temporarily ignoring that one, ask yourself that same question concerning the remaining goals. Place a two by the next goal. Repeat until you have numbered all the goals on this list. Then sort them by this number.

When done, you now have your core goal list that you need to focus on and the order in which you need to address them. If you wish, feel free to go back to your longer-term "A" goals and your "B" goals and run them through steps eight through ten, though this is not necessary. Your three-year or less "A" goals are what matters.

## **Making Plans To Achieve Your Goals**

Make a new document and take your top A1 goal place it at the top of the sheet. Determine exactly when you want this goal accomplished; use an actual calendar date. Write this deadline right under the goal.

Now make a list of all the actions you will need to complete to achieve this goal. Be as complete as possible. Try to list every single thing that must be done. Also, list items such as skills you'll need to learn and people from whom you'll need help.

When done, sort the list by priority and sequence. Many tasks will need to get done before other tasks, so sort your tasks in order of procedure, so

that the tasks that need to be done are listed first. If the sequence order isn't relevant, sort the items by importance, with the most important items at the top.

There may be some tasks on this list you won't know how to do. No problem! Just put down "Learn how to do X" or "Get so-and-so to do X for me, at a cost of Y."

When done, you will have a real-life battle plan to accomplish your A1 goal. Repeat this process with your A2 goal. Don't worry about your A3, A4, and other lesser goals at the moment. You'll get to those later, for reasons we'll discuss in the next chapter.

At this point, you are now quite literally in the top 3% of all men in the world. You have clarified your Code, Vision, and Mission. You have set real goals outside of SP and OBW, with real deadlines, written them down, and developed plans for your accomplishment. 97% of men (and women!) will never take the time to do these things, and they pay the price for this laziness every day. The Prison loves these people.

Your new life has begun!

## Chapter 14

### How to Effectively Manage Your Time

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*Let me tell you something. Being “in your prime” doesn’t last very long. Don’t waste time.*

Sylvester Stallone

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Winter, 1984.

I was sweating and bleeding, though I didn’t know it. Blood was pumping through open wounds on my elbows, feet, and knees, staining my karategi. My opponent was James. He was 14 years old, two years older than I, a big curly-haired bastard, and a full head taller. This was exactly why my martial arts instructor had chosen him.

I was in the middle of my belt test for my Tang Soo Do training, a Korean martial art very similar to Taekwondo and Moo Duk Kwan. This particular portion of the test was called Freestyle Defense. It meant I had to stand in the middle of the room, alone, with everyone watching me, and I could not move. James was allowed to approach me from any direction, even behind me, and attack me in some conventional, non-karate way. Examples would be reaching out to choke me, grabbing my shirt, stabbing me with an imaginary knife, or throwing a standard punch. I had to defend myself using the techniques I had learned. Moreover, this was the eighties when child safety wasn’t a thing. It was full contact; no protective gloves, pads, or headgear were used or even allowed.

Shit.

My karate teacher sat before me. He was a stern but bright-eyed Alpha 1.0 made of iron and a man I respected immensely. I wanted my belt, and I wanted to make him proud of me.

James had already attacked me twice, and twice I had thrown off his attacks, though badly. He was getting irritated at “losing,” and each attack was more intense than the last.

I stood at the ready position, facing my teacher and a few of the other higher-ranking students. I stood as still as I could, feeling the sweat drip off my hair and into my ears. From my peripheral vision, I could see James walk around behind me with a sneer on his face.

Suddenly I felt his hands clamp around my stomach, pinning my arms to my sides. He started crushing me, and I could smell his horrible body odor.

I instantly remembered how to squirm out of such an attack. I was supposed to grab his hands on my stomach, twist my hips to my side, put my right foot behind his left, and then shoot up straight. This would knock him off his balance, pull him off me, and send him flying backward.

Just one problem. He was aware of this move and was prepared for it. He was also taller and bigger, and that didn’t do much to help. I tried twisting behind him. He twisted to counter. I tried again. Again he countered. I twisted the other way. No go. Time and again I tried, and time and again he stopped me.

“Stop!” my teacher commanded.

James and I instantly parted and assumed ready positions of respect.

My teacher was shaking his head, but he was smiling. This was not good, since it looked like he was trying not to laugh.

“Caleb,” he said, pointing at me sternly, “When something isn’t working, DO SOMETHING ELSE!”

“Yes sir!” I squeaked. He wanted me to do something else? I didn’t know anything else. I was screwed.

“Resume your last positions and continue from there,” he commanded.

James snapped back behind me and grabbed me around the torso like before. I braced for death.

“Begin!” the teacher cried.

The python-like crushing against my stomach resumed. I thought fast. I didn’t want to try the twisting thing again. That wouldn’t work and just make me look stupid. So... I improvised.

I grabbed James’ arms and locked them in place around my stomach to make sure they wouldn’t move. Not that I could have moved them if I wanted to. I tilted my body to the left and lifted my right foot. Then I brought down my heel on his bare toes as hard as I could.

I could hear James scream behind me. His hold on me lessened just a little. It was enough.

Still clamped onto his arms, I crouched downward and then lurched forward. My arms were weak, but my stocky, Sicilian legs have always been strong, even as a child. As my upper body tilted forward my legs drove upward, tilting both James and me forward at an angle parallel to the floor.

We both crashed downward. James, being a foot taller than me, had his face meet the floor first. I could hear a slam followed by him flopping off of me. Dazed, I stood back up, free of him finally. I could see him rising from the floor while clutching his nose and cheekbone, doing his best not to cry.

"Well done," said my teacher, "Go sit down."

I nodded, bowed, too weak and scared to speak, and trudged back to my spot where merciful rest awaited me. When I sat down, one of my buddies told me to look back at where I had been standing. I did, only to see the bloody red footprints I had made on dojo floor. Shocked, I grabbed my foot and sure enough, blood was dripping out of it like a leaky faucet.

Hm. Why didn't it hurt?

As soon as I had that thought, it hurt like hell.

All this just for a damn green belt? I must be crazy... but the man in me still loved it. I had set a goal to get my green belt before I turned 13, going to karate class three times a week, every week, even if I had to reschedule friends and homework.

After the trials were over, my teacher handed me my new green belt. My foot still hurt like hell.

## Time Is a Bitch

Time is the only resource you can't make more of. If you lose money, you can always go make more. Contrary to popular belief, if you lose your spouse or lover, you can always go get another one (which is exactly what most people eventually do anyway). If your house burns down or your car gets totaled, you can buy a new one. If you get fired, you can get a new job. If your business collapses, you can start a new one. Even if your children turn out to be jerks, as a man you can go make more of them whenever you want no matter how old you are.

Human life is one of abundance, full of ever-renewable resources. That's what makes life so wonderful!

The only great exception to this is *time*. Once it's gone, it's gone. You can't make more of it, no matter how good you are. Just ask Steve Jobs. Once you end your 25th year, or 37th year, or 53rd year, that year is gone forever. You've lost it and you're never getting it back no matter how smart you are, how much money you have, how physically fit you are, or how many people love you.

In the end, time will win. Malcolm McDowell in Star Trek: Generations said it like this:

*Don't you feel time gaining on you? It's like a predator, stalking you. Oh, you can try to outrun it with doctors and medicines and new technologies, but in the end, time is going to hunt you down and make the kill.*

Dramatic, but accurate. Regardless of how old you are, you only have a few years before you die, or at least start getting old, and those years are going to fly by with lightning speed. If you're 25, you're going to blink and be 40. Ask me how I know. If you're 40, you're going to blink and be in your sixties. Don't believe me? Ask a guy in his sixties and he'll tell you all about it.

This is a core problem with most people. People live their lives as if they're immortal, or close to it like they have hundreds of years of youth or relative health to fart around and waste. They live their lives as if there's plenty of time to put up with all the crap that makes them unhappy. Why worry? They have plenty of time.

You need to live as if you have very little time left because you don't have any to spare. Don Draper of Mad Men said it like this:

*I live like there is no tomorrow. Because there isn't a tomorrow.*

It's a cruel irony that the only resource you can't make more of is the one you automatically lose every day. Time really *is* a bitch.

Fortunately, there are some simple techniques you can use to make the most of your time. I have been teaching time management techniques for many years, and in this chapter, I'm going to give you the key portions of my best stuff. These are the same techniques I used to:

- Go from a zero-income, no-experience, no college education 18-year-old to making \$45,000 annually (\$75,000 in inflation-adjusted dollars) at age twenty.
- Consistently made money in real estate throughout the nineties, often more than at my full-time day job, completely part-time.
- Start a business from scratch at age 24 and get it to a six-figure income in 1990s dollars in three and a half years.
- Maintain a six-figure income while working fewer than four days a week.
- Go from a sexless, out-of-practice, divorced beta male to an Alpha 2.0 getting regular results with attractive women with very little effort in about 18 months.

- Turn around my business during the sudden recession and stock market crash of October 2008, losing over 60% of my income and recovering most of it within six months, more than all of it within 18 months.
- Date as many as six women at the same time while still maintaining a job and regular family life. (Note: Six women are way too many for a happy life for most men, myself included. I don't have that many women anymore. I'm just using this as an example of what's possible. Two or three women is a much more manageable number; we'll discuss this further in Chapter 17)
- Running three small companies in completely different industries while still having plenty of free time to travel and spend with my family and my women.
- Do all of the above by age 40. Today in my early fifties I make seven figures, travel the world, have sex with multiple women every week, and still have time to exercise regularly.

Mastering time management techniques while being powered by a strong Mission enables you to pull off some truly amazing things. By the end of this chapter, you'll know more proven time management techniques than I knew myself while I was accomplishing most of the items above.

### **Standard Work vs. Improvement Work**

Every work task you perform, at least in your financial life, falls into one of three categories:

- Useless Work
- Standard Work
- Improvement Work

Useless Work, or UW, otherwise known as “busy work” or “make-work” is work that accomplishes absolutely nothing other than to make you feel busy. It’s bureaucratic paper-pushing or time-wasting that serves no purpose other than to help you procrastinate. It’s a sad reality that much, or even most work done by employees of large corporations or governments is UW. UW is a waste of time, money, energy, and life. All UW should be identified and removed from your life, permanently.

Examples of UW include:

- Paperwork procedures that used to be needed but no longer are.
- Gathering data for reports that don't matter.
- Performing tasks for other people that are never used by those people.
- Things that help vent your emotions but accomplish nothing, like spending an hour writing a strongly-worded complaint letter or email to a big corporation that pissed you off.

Standard Work, or SW, is work that pays the bills. It's important and needs to be done, but that's all it accomplishes. It doesn't make you rich. It doesn't improve your happiness. All it does is maintain your current level of lifestyle, regardless if your annual income is \$20,000 or \$500,000. It needs to be done, and it keeps you from losing what you have, but *it improves nothing*.

Examples of SW include:

- Checking and responding to your email
- Editing your videos
- Working with attorneys or accountants
- Doing your books
- Addressing technical problems with your website

Improvement Work, or IW, is work that either definitely or potentially will increase your future income and/or lifestyle. When you do five hours of IW, it may not pay you any money that day, that week, or even that month. It may be months later before the Improvement Work pays off. The good news is that when it does pay off, it pays off in far more money and profit than your SW ever can or will. Unlike SW, IW enables you to improve your income and your lifestyle.

Examples of IW include:

- Working on a new way to market your products or services
- Hiring and training someone to do your SW
- Creating a new product or service to sell to your customers

UW wastes. SW maintains. IW improves.

If you've made the same amount of money for many years, it simply means you've been focusing your financial life exclusively on SW (likely with a little UW sprinkled in there) and have done little or no IW.

Obviously, you need to stop doing all UW tasks right now. Once you clarify your Mission and your societally independent goals and projects, you'll likely identify a few work tasks that you do at least semi-regularly that you really don't need to do at all. Stop doing these immediately, and use that time instead for SW, IW, or other areas of your SLA. Just by doing this one step, you will have improved your performance and productivity.

Unlike UW, SW isn't bad. You have to do it. If you don't do your SW daily, you're going to be in big trouble pretty quickly. Soon you won't be able to pay your bills and a lot of people you work with are going to be very upset with you. The challenge is when you let SW consume your entire work schedule like most people in the Prison. SW must get done, yes, but you also need to regularly shove some IW in there as well, or else *you'll literally never grow your income* (unless you get lucky).

Regular IW is *vital* to your Vision, Mission, and long-term happiness. However, the problem with IW is that it doesn't pay now. It usually pays later. That's why it's so hard to put IW into your regular schedule when there's all this damn SW that needs to get done. Moreover, your SW is guaranteed to pay the rent that's due this week, and IW won't. IW just doesn't call to you like SW does. That's why very few people ever do IW even if they intend to.

Both SW and IW must be addressed regularly if you want to be a happy, successful, fulfilled man. Not addressing SW means you very quickly won't be able to pay your bills and/or maintain your current lifestyle. Not addressing IW means you'll always be stuck at your current income forever (and likely will run into huge problems when you try to retire).

The goal is to:

1. Optimize and outsource your SW so you it takes the least amount of your personal time.
2. Schedule and do as much IW per week as you possibly can.

In a minute we'll discuss three specific systems that will do exactly that.

## Non-Financial Work

While SW and IW apply directly to your financial life aspect (meaning your business, work, personal improvement, investments, and so on), you can apply this concept in similar ways to your other SLA. For example, if you're overweight or have weak muscles, if your current diet and weekly exercise routine stay the same forever, you'll ever lose any fat or gain any muscle. Worse, over time you would slowly gain fat and lose muscle due to aging. So

even if you still went to the gym three times a week doing the same thing, you would maintain your health at best, but would never improve. Consider that your SW within your physical life. If you wanted to radically improve your body, you'd shift SW into IW, changing your diet and exercise to improve your physique. In all likelihood, physical IW is going to take more time and/or effort than your current physical SW but the results would be far better. (If you were curious, in this example, UW would be things like eating tons of pizza, doing drugs, or drinking lots of beer; these are things that make your body *worse*.)

SW and IW can be applied to any of your SLA, including ones you wouldn't expect, like your woman life (such as learning and mastering new dating and relationship skills). So while I use financial examples for SW and IW, remember these two types of work can apply to any area.

## Time Management Customized to Your Personality

Now it's time to get into specific tactics.

There are tons of different time management systems out there.

Which ones work?

It's a trick question because they all do. The trick is that different systems work for different types of people. I could give you the theoretically "perfect" time management system, and it might work for you, or it might not. Even if it didn't, it would probably work perfectly for your best friend.

Some people are more visual, others are more auditory. Some people like computers or tablets, while others vastly prefer pen and paper. Some people are disorganized, others are anal-retentive nerds. Therefore, different time management systems will appeal to, and thus work better for, different types of people.

Given this reality, I'm going to give you three completely different time management systems that I have designed (or heavily modified), used, and taught: the E3D System, the Check System, and the Block System. You can use one of them, all of them, or combine or modify them to suit your needs. You may find one system much better than the other *for you* or you may take pieces of both systems and create your own. Do whatever works, but make sure you have a system that you use regularly in your life to maximize your time.

The system you use for your personal time management must work *for you* or you won't do it. Please do customize anything you learn in this chapter as well as any other time management techniques you learn from other

resources. Very few systems are going to work 100% “boilerplate” for your unique personality, life, outlook, and needs.

This includes whatever type of media you use for your time management. I don't care if you use...

- A day planner booklet you write in
- A binder with papers
- A single piece of paper
- A time management smartphone app
- Time management software on your computer
- A cloud-based time management system
- A spreadsheet or series of spreadsheets
- A word processing document.

All of the above items will work. Men get really hung up on what the best software/app/system to use for time management, but the reality is it doesn't matter. Try a few and pick the one that is your favorite, the one that will work best for you. Any of those mediums can be used with any of the systems we're about to cover.

### **The Difference Between the Three Systems**

The three management systems we're about to cover appeal to different types of people.

The E3D system will likely appeal to you if any of the following describes your situation:

- You are naturally a little more organized.
- You are detail-oriented.
- Your work is extremely varied; you are doing completely different things week-to-week with not much regular “routine.”
- You often encounter many small tasks that change often.
- You live a very full life, or a relatively complicated life full of different SLA.

The Check System will appeal to you if:

- You are more visual or artistic in nature.
- You're not a naturally organized person.
- You're a more emotional, shoot-from-the-hip type of guy.
- Your regular lifestyle and schedule are not very complicated; you tend to follow a static routine that doesn't change often.

The Block System will appeal to you if:

- You're not very disciplined.
- You get distracted easily.
- You've tried other time management systems in the past and have failed.
- You often feel guilty that you should be more productive with your time.

The Check System is more fun and easier. The Block System is a little more intense but still doable but most people. The E3D System is the most powerful, though the most complicated, and necessary for those with more complex lives or tasks. After reading through these systems, try one out for two weeks and see how it feels. You could always try one of the other systems if you find the first one doesn't work for you. Of course, you may fall in love with two or even three of the systems and that's fine too. (For example, I use a hybrid of E3D and Block.)

## The E3D System

Decades ago, people started using daily to-do lists. To-do lists are fantastic. Productivity studies have shown that your output will increase at least 25% the first time you start using a to-do list even if you don't change any other behaviors. Not bad, but there's more to the story.

Around 1990 a smart guy named Steven Covey came along and correctly pointed out that to-do lists only allow you to focus on a time frame of just one day. He argued, again correctly, that doing this kept you focused mostly on fighting fires, maintaining an eternal state of crisis management. This is not good for stress, balance, or long-term goal achievement.

His system was to only construct your to-do lists and action plans once a week, or longer! This forced you to take a more nuanced and comprehensive view of your SLA (what he called life "roles").

He was right... when he first wrote those words. When he made that observation, it was before the full market penetration of mobile phones, email, the internet, texting, social media, globalization, blogging, viable mobile computing, outsourcing, e-commerce, streaming video, Google, smartphones, online dating, and a horde of other life-changing conditions.

The world has become a much faster place since 1990. Back then, once a week was enough. No longer. If you make some to-do plans on Sunday, by Wednesday the landscape will have changed, perhaps radically.

Yet Covey did have a point when he said focusing on things once a day was not enough. Years ago I experimented with several different systems and time frames to finally develop the E3D System, which stands for Every Three Days.

Once every three days is as close as you can get to perfect. It's looking at a time horizon that is expansive enough to get some proactive things done in your life but isn't quite as short a time frame to keep you in firefighting mode. Under the E3D System, you are going to review your goals, plans, and to-do list once every three days. Then you'll go forth and conquer for the next 72 hours. Afterward, you will pause, regroup, and reflect, then attack the next three days, and so on.

E3D is an extremely effective, comprehensive system that puts you in perfect alignment with your Mission and your goals, and allows you to achieve great things in a comparatively short period.

(Note: This next section describing the specific steps involved in the E3D System gets a little technical. It might be easier to follow along using a separate piece of paper or computer to take notes as you read. If you're unable to do that right now, you're more than welcome to skip E3D and move on to the Check System, then revisit the E3D section when you're able.)

## Components of E3D

E3D consists of five components you maintain regularly. These components are:

- Your goals list
- Your project list
- Your to-do list
- Your Once-As list
- A calendar system

### Your Goals List

This is the list of goals you created in the last chapter. It is a list of all your current goals, separated into A, B, and C categories. Your two core goals (your A1 and A2 goals) must be on the top of this list in big bold letters. These are the two goals you are going to focus on.

Why only two goals? This brings us to my Rule of Two. As author Leo Babuta has adroitly pointed out, human beings really can't handle more than two active goals or projects at once. If you try to hit eight different goals at the same time, the odds are huge that you won't hit any of them. If you do hit any, they will likely be the weakest and least important goals you have. However, if you attack just two goals at a time, the odds are very high you will hit both of

them. Then you simply go back to your goals list, pull out the next two goals, designate them as your new A1 and A2 goals, and proceed to work on them.

A hard and fast rule of time management and goal achievement is to *never focus on more than two goals at a time*. This is probably one of the most difficult pieces of advice I will give you in this book. As Alphas (or aspiring Alphas), we tend to want to conquer the world and accomplish ten things at once. Very often I will coach or consult with men who tell me things like “Okay, in the next six months I want to get down to 8% body fat, get my black belt, master dating skills, start my own business, and maintain at least a 3.8 GPA in college.” Sorry. *None* of that is going to happen if you have that many things you want to do right now. You must pick two items, and temporarily pause everything else. Once you get one of those two items done, then you can work on the next two items, and so forth.

I know that’s tough. I often have trouble with this myself. Regardless, I can tell you for a fact it’s what works best. You must only have a maximum of two active goals or projects at any point in time. The good news is that if you do everything correctly, you’ll be getting things done so fast you will eventually hit all the goals you have listed in your “A” list.

## Your Project List

A project is a grouping of individual to-do items that consist of one overall objective or task. Starting an online business would be a project. Losing 40 pounds would be a project. Achieving a goal of getting five new clients for your business is a project. Setting up your two-week vacation to Spain would be a project. All of these are tasks that require multiple to-do items to complete.

What’s the difference between a project and a to-do task? A project is a grouping of many to-do items, like “Create New Coaching Sales Web Site.” A to-do item is a single task, like “Purchase domain name.” Sometimes, really big goals will often include several projects, with each project having many to-do items in each.

Your project list is simply a listing of every project you have that you would like to complete at some point soon, with a small sub-list of to-do items under each project.

The lists you brainstormed in the prior chapter can serve as a rough draft for the projects you need to get down on this list. In your project list, make a list of every project you need to tackle now and over the next two to five months or so. Give each project a simple title with a few words. Under each project title, list every to-do item that must be done to complete the project.

Then sort every to-do item in order of priority and sequence, placing the first thing that must be done first, followed by the next.

Once you have all your projects listed with a sorted sequence of to-do items for each, assign a single-letter code to each project. Use any letters you like. Unlike our goals, this letter has nothing to do with the priority of the project. It's just a descriptor, so use whatever makes sense to you. Your new website selling your coaching could have a descriptor of "L," and your Spanish vacation could have a descriptor of "S."

Lastly, pick two and only two projects to focus on right now. Use your A1 and A2 goals as your guide. Place these two projects at the top of your project list, and draw a visible line between these two and all the other projects. These two projects are now your "active projects."

## Your To-Do List

You have a whole pile of things to do in your life that have nothing to do with any particular project. You have to go to the bank, you have to pay your electric bill, you have to call your sister, you need to schedule an appointment with your dentist, you need to fix the fan in your living room, etc. Your to-do list is simply a big list of all these individual, non-project to-do tasks. Brainstorm and list out everything you possibly need to do and get it on this list. David Allen's book, *Getting Things Done*, has some great techniques on how to create a complete to-do list for your life, and I highly recommend it.

Once you have listed everything in your to-do list, run down the list and ask yourself if any of these items could be grouped as projects. If they can, group them, and get them off your to-do list and onto your project list.

Lastly, put an A, B, or C by every to-do task. A items are things that absolutely must get done, and get done soon. B items are things that should be done but are not quite as critical as A items. C items are things that would be nice to do but not necessary.

Sort your list by A, B, and C items. Then take your A items and number them by priority, placing the number one by the most important item, then a two by the next, and so on. Sort your A items so the A1 item is on the top of the list, followed by A2, and so on.

Now you know exactly what tasks need to get done, and the order in which you need to do them.

## Your Once-As List

Many tasks in life are recurring. Every month or two you probably need a haircut no matter what else is going on in your life. From getting your oil changed in your car every five months to getting a physical once a year from your doctor, these tasks must be done regularly, more or less forever. I call these types of tasks “Once-As,” since they all need to be done “once a” whatever (day, week, month, quarter, year, etc.)

Make a list of all of your Once-As. Be as complete as possible. For example, I have things on my Once-As list like getting my teeth cleaned every six months and charging my Oura ring once every three days. I never forget a thing, because everything is on my Once-As list.

I used to have this list in a spreadsheet showing how often they needed to get done, the date they were last done, and a bright-colored font that showed if they needed to be addressed soon. Later I changed this to setting up all my Once-As as recurring events on my phone’s calendar, with reminders that pop up whenever each Once-As task needs to be addressed.

As I said above, the media system you use to manage your Once-As is up to you, just make sure you do it. Too many guys out there forget to pay their electric bills or forget to charge their Bluetooth earbuds.

## A Calendar System

You need a reliable calendar system to track appointments that must occur at a specific date and time. I don’t care what system you use, just use one.

I am continually shocked at the number of people in modern-day society who do not use a damn calendar. If you’re going to meet up with your friend for lunch at 1:00 pm next Thursday two weeks from now, you need to put that down somewhere. Leaving that to your memory is a massively stupid idea. One of the biggest reasons women flake on first dates is that they don’t keep a calendar anywhere in their personal lives. Insane! Many men aren’t much better.

No goal achievement is possible until and unless you start regularly using a calendar in your life, and not just your business life, but your entire life. If you’ve already accomplished all of your goals in life, then fine, you can probably forget the calendar. Otherwise, you’ll see how important this is as we move forward.

## **The E3D Procedure - Prep**

Before actually beginning the E3D process, you need to have all the groundwork laid out that we've already discussed. This means you should have:

- Your Code
- Your Vision
- A defined Mission (or at least a rough idea of one you're clarifying) if you're over the age of 29
- A list of goals sorted by priority
- Your top two core goals (or projects)
- A list of projects with prioritized task items within each
- A prioritized list of to-do tasks
- A complete list of Once-As
- A calendar system you're comfortable with

Once you have all the above items in place, you're ready to rock. If you still don't, go back and get those done before attempting the actual E3D procedure.

## **The E3D Procedure – Execution**

Once every three days, you are going to schedule a one-hour appointment with yourself in your calendar. It can be a recurring thing that happens at the same time every third day, or you can schedule it manually. As long as it happens every three days or so, it doesn't matter. Every three days is ideal, but I realize that life is life and sometimes that won't be possible. If it sometimes ends up being four days or two days, that's okay.

You are now going to keep that appointment with yourself as if it were with your boss or your biggest customer. That's how important it is. That one-hour "meeting with yourself" is your E3D time, and it's going to become the rudder of your life.

When your E3D hour comes, here's exactly what you do.

1. Set a one-hour timer on your stopwatch app. Do not stop working on your E3D time, don't even take a break, unless you finish or until the timer goes off, whichever happens first. If the timer goes off before you're all done, set another timer for 15 minutes and take a break if you want. (If you feel like continuing to work instead, then do so!) Go outside for a walk or have a quick healthy snack. Then when the 15 minutes is up, set another one-hour timer and get right back to work.

2. If you're using a computer, disable your internet connection. Notifications and the internet will distract you, so we don't want these things interfering with your E3D work. Another option is to use a web browser add-ons that temporarily block your internet access for an hour.
3. Go to your to-do list and delete any to-do items that you have completed since your last E3D session three days ago that you haven't yet deleted. Sometimes, completed items turn into new items, so edit and transform these instead of deleting them. For example, "Call John about New York meeting" could turn into "Call John again" if you called him and left a message and haven't heard back yet.
4. Review your two core goals. Then go to your projects list and if necessary, add any tasks to your projects list that need to be there to ensure your active projects are accurately reflecting your two core goals.
5. Your two active projects should be on the top of your projects list. Pull the top few to-do items from one or both of your active projects and transfer them over to your to-do list. Place an "A" priority by any to-do item you do this with on your to-do list. Don't pull too many items over! We usually underestimate what we can get done in three days so be easy on yourself. Make sure to delete these items from your project list as you pull them over. No to-do item should ever be on your to-do list and your project list at the same time.
6. Schedule any appointments in your calendar over the next three days (or beyond) that have specific times. Examples would be a doctor's appointment or that hot date on Friday night. Also schedule in any routine time-specific tasks you do, like if you run every morning or pick your daughter up from school every afternoon.
7. Schedule an appointment with yourself to work on your to-do list over the next three days. As always, treat this appointment as if it was a meeting with your boss or your biggest customer. The length of this appointment is up to you, but one to three hours is usually best.
8. Process all of your "inboxes" to empty. An "inbox" would be any place in your life where new task items enter your zone of control. Examples of common inboxes would be:
  - Your email inbox
  - Your snail mail mailbox

- Any new tasks coming in from a shared project manager task (Asana, Slack, Basecamp, etc.)
- Your “in” basket on your desk
- Your briefcase or work bag
- Any voice notes you make on a pocket dictator or smartphone app

Go through every one of these items and see if they necessitate any new task items you need to add to your to-do list. When you add an item to your to-do list, “delete” (or archive) that item from its “inbox.” Process all of your inboxes until they’re all empty. Yes, this means that your inbox folder in your email will be empty by the time you finish your E3D procedure. No more huge, full inboxes! All that does is create stress.

9. If any new to-do items take fewer than two minutes to do, stop this process temporarily and do them right now. Writing down and/or scheduling a to-do item that takes fewer than two minutes to complete is a waste of time and resources. If you have a new to-do item “Email Joe to remind him about the appointment next Monday,” don’t bother writing that down. Just fire off a quick, one-sentence email to Joe and get right back to processing your new to-do items.

Be careful about doing this! Don’t get caught doing an item for more than two minutes. If you find an item you’re doing will take more than two minutes, *stop it* and make a new to-do item, then continue with your E3D session.

10. Refer to your Once-As list and see if there will be anything you’ll need to do here in the next three days. If so, make a new task item on your to-do list. It is acceptable to have a to-do task listed on your to-do list and on your Once-As list at the same time. You don’t need to delete it from the Once-As list when you copy it to your to-do list, unlike when you move to-do items from the project list.

You don’t need to do any of this and can skip step 10 entirely if you’re using an automated calendar system with reminders to track your Once-As as long as you’re 100% sure all of your Once-As are indeed scheduled in your calendar (people tend to forget a lot of these items).

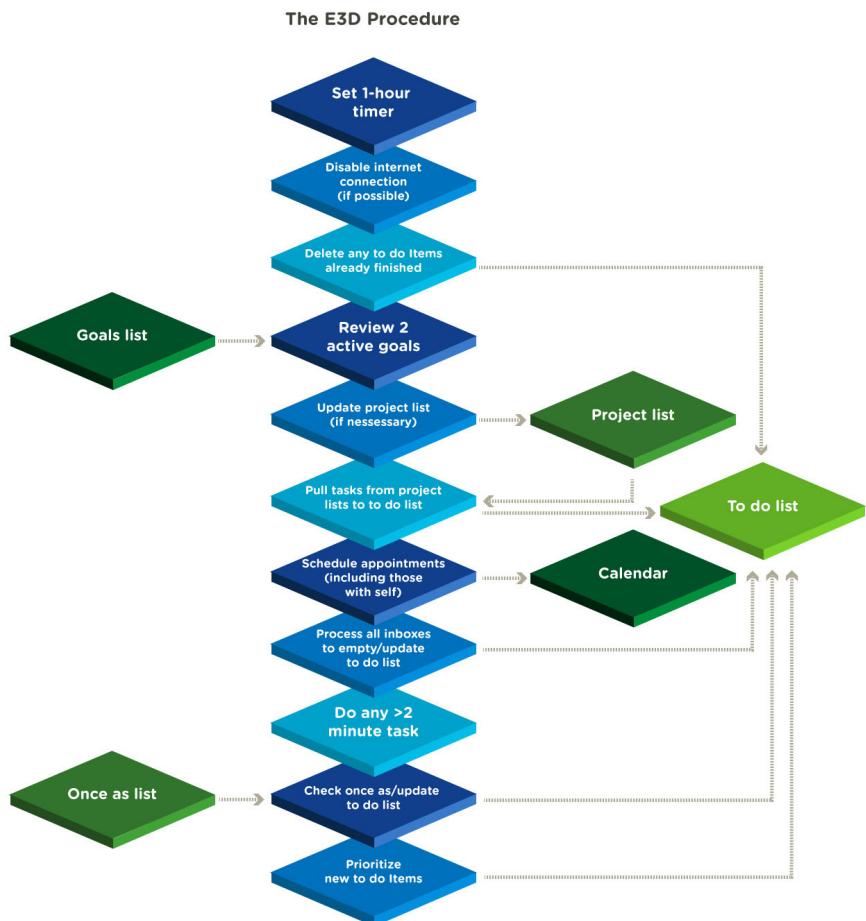
11. Prioritize any new items in your to-do list with an A, B, or C priority. Remember that to-do items moved over from your project list should stay as “A” priority. You could also maintain another column that shows the single letter code of the project that “owns” the to-do task, so you know when you do that task what project it’s assigned to.

12. Quickly review your new to-do list. Make room at the very top for a new, small list. Take your A items, especially any A items you just moved from your project list, and move them up to this list. This will become your “active” to-do list, the things you must complete over the next three days before your next E3D session. Again, a rule of thumb is to not go crazy with assigning yourself too many tasks. Having a small number of items on your active to-do list is far better than having tons of items you probably won’t get to. Tim Ferriss is famous for having just a single daily to-do list of whatever can fit on an 8.5x11 piece of paper folded in fourths and handwritten in big letters. You must complete whatever you put on your active to-do list over the next three days, so the smaller the list, the better.

If you don’t get all of your tasks done by your next E3D session, or if you get everything done and find you have more time, that’s okay. Over time you’ll start to get a feel for what you can and can’t do in a typical three-day period in your life.

13. Sort your new, active to-do list by priority. Put the most important “A” item on the top, followed by the next most important task, and so on.
14. If it’s not already there, schedule your next E3D session three days out in your calendar.
15. Carry your new active to-do list around with you. Note that this is just your *active* to-do list for just the next three days, not your entire to-do list.
16. Congratulations! You’re all done. Pat yourself on the back and go eat a cookie. You now have the next three days of your life planned out for maximum efficiency and effectiveness. Over the next 72 hours, all you need to do is what’s on your active to-do list. You’ll know exactly what you need to do, when you need to do it, and the order in which it needs to get done. More importantly, you’ll be working on key IW tasks (the to-do items from your projects) that move you closer to your goals.

Every three days you’ll call a time-out and do another E3D session to recharge and course-correct if necessary.



If the above procedure seems like a lot of work, don't worry. I promise that once you do this a few times you'll get this stuff done quickly and it will become second nature. Once you get used to your E3D session won't take nearly an hour. Mine usually takes about 30 minutes and I live a very full life. However, if this system rubs you the wrong way, there's two other systems you can use that are much simpler...

### **The Check System**

The Check System is far easier and more fun than the E3D System, and that's where its power lies. It's not as comprehensive or specific as the E3D system, but it is still very effective, particularly if you have a hard time staying

focused on long-range projects or have difficulty creating new habits. It took me over two years to design this system, and once I did, I wished I had been using it my entire life.

One of the single greatest ways to achieve (and maintain) success in any area is to create new and positive habits in your life. This is an obvious thing of course, but in our high-speed, information-overload world, this simple truth is often neglected.

The Check System can specifically help you create and install new habits into your daily routine, as well as ensure you put in the proper amount of time into daily IW.

### **The Check System Procedure**

Here's how to put the Check System into practice.

1. Choose one to four work areas or habits you need to address daily. These should be things you do (or want to do) every day, at least five days a week. They can be in any part of the SLA you wish to maintain or improve.

Examples would be:

- Waking up at a certain time in the morning (or going to bed at a certain time)
- Exercise
- Doing one hour of IW
- Spending one hour of quality time with your kids
- Reading for 30 minutes
- Regular SW tasks that must be done that you're currently not getting done
- Anything else you can think of that should require daily attention

One to four is a somewhat wide range, so base this number on how organized and consistent you are. If thus far in your life you have not been a very organized or focused person, just choose one or two daily items. If you have a much more focused personality you can choose three or even four daily items. The less the better. Rarely do I have more than three daily activities in my Check System; usually I only have two.

As an example, let's say you choose two areas. One is to run for 30 minutes every morning and the other is to put in at least two hours of IW daily.

2. Draw or print a chart that represents the next seven days. On the first row, put the calendar date. On the next row, put the day of the week. The new two rows will be a blank square for each daily habit area. So keeping with our example, you would print out a one-week sheet showing the next seven days with two squares on each day. Like this:

### The Check System

Date	Jun 6	Jun 7	Jun 8	Jun 9	Jun 10	Jun 11	Jun 12
Day	Fri	Sat	Sun	Mon	Tue	Wed	Thu
30 min run							
2 hours IW							

3. Actually print this out on a piece of paper. It's more effective this way because you'll always see it. Always have this chart prominent on your desk or kitchen counter with a pen handy so it's always in your face, calling to you.

4. Every time you do one of those things on its corresponding day, put a big fat checkmark into the corresponding box for the current day. So when you're done running on Friday morning, you'd put a checkmark into the "30 Minute Run" box for Friday. Your goal is to get both boxes checked by the end of the day, and have all 14 squares checked by the end of the week.

If you reach the end of the week with all 14 of those boxes checked, you had a fantastic, productive week! Even if you get most of the boxes checked, you still did a great job but next week you'll have to do a little better. Either way, you've boosted your productivity, enhanced your life, and are well on the way to creating some new, empowering habits.

Make this a game for yourself. The Check System works because it engages the child side of your mind. Do you remember that little jolt of happiness you felt as a small child when your teacher put a shiny star sticker by your name up on the wall when you did something well? Well, I've got news for you: as an adult, you work pretty much the same way. Use this to your advantage.

After doing this regularly for about 8-12 weeks, you'll find you have the habit of running every morning and doing daily IW, even if you don't bother to check the boxes. You will have ingrained these two new behaviors as

automatic habits. You'll improve every aspect of your life faster than you ever thought possible.

5. Eventually, one of those items will become such an automatic habit that you won't need to track it on your sheet anymore. Delete that item and replace it with a new one. You'll still be doing it because now it's a habit; you just won't need to track it anymore.

Of course, if you like tracking it and enjoy giving yourself checkmarks, then, by all means, continue doing it! Simply add one more item to start working on. The only rule here is that you can't go past four items on your weekly checklist.

This system is much more simple and fun than a to-do list. It's also great since it tells you, literally at a glance, how well you're doing in your current week. It's like having a personal success report card.

You can also get fancy and customize your chart. For example, on some items, you can black out the boxes for Saturdays and Sundays if you want to take a break on those days for those particular items.

If you're the creative type, feel free to get silly with this. If you want to get big, flashy stickers and use those instead of writing a checkmark, go ahead. I realize that doesn't sound very manly or Alpha, but again, we're engaging the child part of your mind here. Do whatever works. If it makes you feel better, use more masculine stickers like footballs, tanks, or TIE Fighters.

Life isn't perfect every day, of course, so there will be some days when you don't check all of your boxes. Daily recurring perfection is impossible; so if at the end of the week you see some empty boxes staring back at you, don't beat yourself up. You want to make sure that the vast majority of those boxes are checked at the end of the week. Then pat yourself on the back and print out a new fresh sheet for the next week.

If you find you are regularly not checking all the boxes by the end of the week, something is wrong and you need to make some adjustments:

- You probably have too many items. If you have three or four, drop them down to two, or even one. Remember The Rule of Two we talked about above. You're not discarding those other items, you're just putting them on temporary pause. Once you get your current one or two down as an automatic routine, you can remove them and focus on the next two.
- Giving yourself one or two days off per week for certain items is perfectly acceptable. For example, you may decide that you want to

run for 30 minutes a day, but just for five days a week. Pick the two days you want to take off from running and shade those out with a different pattern or color indicating that you don't have to place a checkmark in those days. At the end of the week, those days "don't count" for your total check marks.

Focus and regular time management skills are just like any other muscle. Over time, as you use the Check System and get better at it, you can increase its "difficulty level." For example, you can add more items than just two (never go past four, however). You can also start tracking periods longer than one week. Printing out a chart that covers two weeks or even an entire month is fine, just as long as you've been following the Check System with success for several weeks and have the hang of things.

Do not start at an advanced level. Work up to it. If you've never been a very focused person, you need to take baby steps and start slow or you'll blow yourself out and get frustrated. Start with one-week time frames and one or two items per day, and go from there.

## **The Block System**

The Block System, or "time blocking" as it is more regularly known, is a system that is simpler than E3D but more intense than the Check System. It can be used on its own or in conjunction with E3D and/or the Check System.

The procedure is simple. Once every three days, using your to-do list (E3D or otherwise), you put blocks in your calendar for the next three days that cover your entire work schedule. If you work an 8-5 work day, then from 8:00 am in your calendar to 5:00 pm, you will block off exactly what you will work on and when. You would also include non-work IW in your blocks as well.

For example, if you wake up at 7:00 am, you'd have a block at 7:00 am for about an hour that says "Morning Routine." Then at 8:00 am you have another one-hour block that says "Gym." Then at around 9:00 am you'd have a two-hour block that says "Write Book." At 11:00 am you'd have "Phone Meeting With Joe," and so on.

You'd continue to block off everything until you were done working that day at 5:00 pm or whatever other time you decide. If you want to be super intense, you can block off the entire day, all the way to your bedtime (this is what I do), but this is not required.

You can't have any blank areas in your blocks; the entire day must be linked together with continuous time blocks. If you want to take breaks, put in

a “Break” time block for 10 or 15 minutes when needed. If you want to account for unforeseen problems or issues in the day, you can put a block in called “Flex Time” or similar.

Do this for the next three days. As always, I don’t recommend you do this for more than three days because the landscape in your schedule will likely change by then.

Then, when you wake up in the morning, you simply look at your blocked schedule on your phone (or laptop or paper) and just do what it tells you. If this sounds robotic, realize that this is exactly how high-end CEOs operate. Men like that don’t set their schedules or do whatever they feel like every work day. Instead, they robotically obey their schedule like it’s their boss. Yes, odd problems or emergencies can arise, but this is the exception rather than the rule.

## **Which System Should You Use?**

As I said earlier, you can use the E3D System, Check System, or Block System. You can use several of them together or use just one. You can even alternate based on your current schedule and goals. Customize any of these systems to better suit your personality and life situation.

At an absolute minimum, you should pick at least one of the above systems and begin to focus on it regularly. Proper time management is the leverage that makes all your other SLA work. It’s just as important as having a strong Mission, for a Mission without a mechanism to get it done is just a pie-in-the-sky dream.

Every remaining technique covered in this book assumes that you have done all the exercises starting back in Chapter 10 with your Seven Life Areas, Code, Vision, Mission, and goals and that you are currently using one or more of the E3D System, Check System, or Block System to manage your time to build (or maintain) your new Alpha 2.0 life.

Now that you’ve built a solid foundation, we’re ready to discuss specific principles, strategies, and techniques for the woman and financial sides of your life.

Let’s start with the ladies first...

## **Part Four**

### **Your Women**

## Chapter 15

### Overcoming Your Sexual Programming

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*Society is organized in such a way that the natural instincts of men are shameful and criminal while the natural instincts of women are mostly legal and acceptable.*

Scott Adams

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January, 2009.

I was sitting across from two of my work friends, guys I'll call Beta Bill and Alpha Albert. Beta Bill was the typical beta, several years into his second marriage, getting his ass kicked by his bitchy wife. Alpha Albert was an Alpha 1.0, very successful with women, having slept with more women than even I had at that point, but often running into all kinds of drama and conflict in his relationships.

We were talking about the concept of women having sex with guys on the first date, and whether or not this was a good idea for women. I thought it was a fantastic idea for women as long as the guy was wearing a condom. Beta Bill and Alpha Albert had different ideas.

"I get hornier for a woman when she makes me wait a few dates," Beta Bill was saying, "So it's probably not a bad thing for women to make guys wait at least a little bit."

"I'm not any more or less horny for a woman on date one or date three or date five," I said, "And that's whether or not sex has happened. But if by date two or three there's no sex or she's still resisting sex, I get the strong feeling I'm wasting my time, and I could probably go have sex with someone else much faster."

"Well," Alpha Albert chimed in, "What if you guys get serious? You don't want your girlfriend to be a slut!"

“What the hell?” I said, “Why does she need to be my girlfriend? The odds are overwhelming that she won’t and she’ll just be something casual which is great. Plus, how does a woman having sex with me quickly while I’m wearing a condom make her a slut? And since when are sluts a bad thing? If you just met a new woman on a first date, do you really care if she’s slept with 10 guys or 100? What difference does it make at that point?”

“A lot of difference!” Albert roared.

I was surprised. I expected a beta male like Bill to say something like that, but not a confident player like Albert.

“What?” I cried, “Albert, you’ve fucked, what, 180 women or something?”

“133,” Alpha Albert said with a smile, “But I’m not counting.”

“So you can have a history of fucking gazillions of people, but some girl on a first date with you can’t?” I asked.

“That’s right!” Albert said in true Alpha 1.0 fashion, “I’m not going to date trash!”

“So if you fuck 100 girls, that’s fine, but if a random woman you’re on a first date with has slept with over 100 guys, she’s trash so you won’t even have sex with her, even if she’s hot and nice and you’re wearing a condom? That doesn’t make any sense.”

“Yes it does! Would you marry a woman who had been with over 100 guys?!?”

“I don’t do monogamy, because it doesn’t work, so I wouldn’t marry anyone,” I said, “Nor would I expect any woman, under the age of about 65, who got into a serious, long-term relationship with me to remain monogamous to me forever. Eventually, she’d either break up with me or cheat on me. In either case, she’ll end up having sex with some other dude. And again, *this is just the first fucking date* so the odds of her actually marrying me are *minuscule*. She’ll likely be one of many women I’m with in my life. So this entire thing about how many guys she’s been with, and whether or not her number makes for a Disney Fairytale Forever Marriage... it’s completely irrelevant to me, and it should be to you too.”

“My wife isn’t going to fuck anyone else, or I’ll throw her out fuckin’ window!” Alpha Albert roared, completely ignoring my point.

“My girlfriend would never let me have sex with other women,” Beta Bill said quietly, almost sadly.

“C’mon,” I said to Albert, “If you got married, you’d cheat. You know you would.”

“Well yeah,” said Albert, shrugging, “Of course I would.”

“So you can, but she can’t,” I said.

“Yeah,” said Albert.

“And you think she’ll actually just put up with that long-term, over many decades?”

“I’ll make it work!” Alpha Albert said, “She’ll respect me!”

“You guys are both animals,” Beta Bill said, “Is sex all you guys think about? Jeez.”

## Your Greatest Barrier to a Fantastic Sex Life: YOU

This was one of the first times I realized that men, both betas and Alpha 1.0s, were loaded to the gills with destructive OBW and false SP regarding women and sex. It was a big wake-up call for me. Over the years since then, I have seen these “points,” and similar ones, repeated by betas and Alpha 1.0s all over the world. Sadly, these men suffer all the usual consequences once they travel down the standard dating and relationships path of The Prison.

In the next several chapters, we’re going to discuss specifically how to attract women into your woman life (either as casual or serious relationships or both) and how to keep them in your life for a very long time, all while maintaining your high levels of happiness and freedom. The biggest challenge to this is we’re going to run smack dab into some hardcore OBW and SP you have in your brain regarding how women work, and the roles of women, sex, romance, and love in your life. Much of what you will learn over the next few chapters is going to be the diametric opposite of what you’ve been told your entire life by your fellow inmates in The Prison. Some of your SP is going to be difficult to overcome, as I’ve warned you in previous chapters.

The good news is that once you overcome these things, you will live a lifestyle that you hitherto have only dreamed of in your wildest fantasies.

I know what I’m talking about since I have proved this in my life, time and again. I have slept with more women than the average 25 men will ever sleep with in their entire lives combined. These women were all at least an eight on the one-to-ten attractiveness scale (which of course is my opinion, since physical attractiveness is subjective from man to man). More than 60% of these women were more than 20 years younger than me, being between the ages of 18 and 25, even though I was in my thirties, forties, and today, fifties. Since I’m also attracted to older women, many others were in their thirties and a few were in their forties. Some of these women were famous or semi-famous, from low-end celebrities to Instagram models with millions of followers. All of these women kept seeing me for years even though they knew I was having

sex with other women, including (later) my wife, who is a size-zero Barbie blonde who looks like a Playboy Playmate.

I have also slept with a diverse group of women, from dumb party “sluts” to lawyers and corporate vice presidents, from models and former models to financial analysts and Ivy League-educated businesswomen, from women with five kids to women with no kids. Some women were divorced, some were never married, some had boyfriends, and several were in open marriages.

Life is not all about sex, of course. It’s also about relationships. In my life, I have been deeply in love, and had deep, serious relationships that lasted many years, including my current non-monogamous marriage that has lasted six years in a relationship that has lasted over a decade. I’ve also had long-lasting casual friends-with-benefits relationships, and many relationships somewhere in between these two extremes.

Since I know monogamy is not healthy for high sex drive men, and since I know that a long-term happy Alpha Male 2.0 lifestyle is impossible when being monogamous, I have never promised monogamy to anyone. (The one exception was when I was married in my first marriage for a few years as a younger stupid beta male way back in my twenties.) I am never dating fewer than three women, and all the women know I am out having sex with other women, and they happily continue to date me anyway. As I said, some of these relationships have been very serious, some have been casual, and some have been somewhere in between, but *all* of these relationships have been extremely rewarding, exciting, and happy. The vast majority of these relationships are not short-term things; they last many years.

I have been teaching dating and relationship techniques to millions of men since 2009, many of whom live the lifestyle I now have or a variation of it. This stuff is real, and possible for you if you desire it.

But! And this is a big BUT, in many ways, you will be your greatest enemy when it comes to meeting, dating, having sex with, and being in sexual or romantic relationships with women. As we discussed back in Chapter 4, you have powerful biological wiring inside your outdated caveman DNA that compels you to do some very stupid things when it comes to women; things that will upset you and make you feel jealous, needy, angry, or lonely. As discussed back in Chapter 3, your mind is also full of completely false SP about how women should behave, how you should behave, and how women are “supposed to be,” all of which will make you extremely unhappy in the long term.

So before we get into exactly how to live the life of the Alpha Male 2.0, a life full of sexual freedom and fulfillment when it comes to women, we need to do our best to de-program the SP and lessen the OBW within your system.

## The Desire for Sex

As we touched on back in the chapter on OBW, not all biological wiring is bad. Some bring us great pleasure as men. Instead of removing or suppressing these biological desires, these particular desires should be embraced. For example, you have strong biological urges to have sex often. There's nothing wrong with that at all! Sex is the greatest single source of pleasure you can feel through your physical body alone. In terms of your raw physical existence in this universe, it doesn't get any better than sex. Yes, other things in life are more fulfilling or perhaps even more pleasurable than sex, but all of these things are mental or spiritual, not physical. On the physical hierarchy of pleasures for a man, sex is at the top of the list. As I've shown many times on my blogs and videos, there are also many health benefits to regular sex. Moreover, many physical and psychological problems occur when you go without sex for long periods. We'll cover some of those issues shortly.

Consider these facts:

- US revenue from porn is in the tens of billions of dollars, more than the entire video game industry, the entire global box office for movies, the entire music industry, or the entire book publishing industry. This is astounding considering that most porn on the internet is *free*.
- Despite the fact there are over 1.5 million species of animals in the animal kingdom, only bonobos, chimpanzees, dolphins, bats, a few species of birds, *and humans* have sex completely for the purpose of enjoyment outside of female ovulation. That's six types of animals out of 1.5 million.
- When measuring as a ratio to the size of their bodies, human penises are the largest in the entire animal kingdom (to repeat, that 1.5 million different animals). Nature only makes organs unusually large if they're used a lot, and our cocks are bigger, relative to the size of our bodies, than *any other animal out there*. What do you think that means?

I could go on and on quoting facts but the bottom line is this: human beings are more sexual than any other form of life on Earth. Because sex makes us happy, and because consistent happiness is critical for us as free Alphas,

sex is good, desirable, and extremely important. You should be having sex regularly and often. I rarely let a week go by without having sex at least several times with at least two different women, even if I'm traveling and even if I'm busy with my other SLA.

Even if sex weren't pleasurable, there would still be many other reasons to do it regularly. Sex increases testosterone in men, and the more testosterone you have, the happier you are, the healthier you are, the longer you'll live, and the fewer health problems you'll have. Overwhelming research has shown that men with lower levels of testosterone are over four times more likely to suffer from clinical depression, fatal heart attacks, and cancer than other men their age with healthy testosterone levels. Men with lower testosterone are more likely to suffer Alzheimer's disease and other forms of dementia. Worst of all, they also have 88% to 200% higher odds of death by any cause at any age.

Another good form of biological wiring is your desire for sexual variety. Back when you were a caveman, there were only several hundred thousand human beings on the entire planet Earth, and it was this way for thousands of years. Nature didn't want you having sex with your mother or your sisters, so it cleverly wired into you a strong desire to have sex with women you don't live with since it figured that any women you'd be living with would be family members, and thus unsuited for bearing your children. Therefore, you are wired to get bored having sex with just one woman all the time, especially if you live with her, even if you deeply love her. (Unfortunately, she's wired to get bored with you too, even more so, but we'll be discussing that in the next chapter.) You still want to have sex with that one woman, but you want to have sex with other women as well.

I don't even need to explain this to you because likely you've already experienced these desires. If you get a serious, monogamous girlfriend or similar, or get traditionally married, no matter how pretty she is, how wonderful she is, how good she is for you, what a great mother she makes, and no matter how strongly you love her, within a matter of a few weeks, months or years, you'll eventually want to start having sex with other women in addition to her.

*This is normal and natural.* It's the way you are designed from the ground up as a man. There's nothing wrong, evil, immature, sinful, or selfish about it. If you attempt to suppress this desire, you will damage your life, your happiness, and your health.

You need to have a lot of sex, always! The first step to doing this is to clear out your false beliefs about sex.

## The Four False Sex Beliefs

Because of OBW and the SP of The Prison, often embodied by the 6SV, there are four false beliefs regarding sex likely installed in your head that are causing you all kinds of pain and problems in your life. You may have some or all of them. These are:

1. “Sex, by default, is bad/wrong/unhealthy/disrespectful/immature/selfish/inappropriate/sinful (pick your favorite one). Therefore, it should only be done under certain specific, isolated conditions in order to be appropriate and acceptable.”
2. “Absolute sexual monogamy at all times is required for serious relationships.”
3. “A woman I’m having sex with should never be getting sexual with other men, but it’s perfectly fine if I sleep with other women” Some men also have its extension: “Having this expectation will work in the modern era and the Western world as long as I’m rich or Alpha or act like my favorite male influencer.”
4. “A woman who has already had sex with many other men is unsuitable for a relationship with me and/or possibly even having sex with me, but it’s perfectly fine if I have had sex with a lot of women and that will never cause any problems in my traditional relationships.”

I’m sure that while reading some of those four things, you were nodding your head in agreement with at least one or two of them. This is bad. You read that right. It’s bad. Why? Because you can’t live an Alpha 2.0 life if you strongly adhere to any of those four beliefs. Let me say that again:

**You can not live the Alpha Male 2.0 lifestyle if you strongly adhere to any of the Four False Sex Beliefs.**

If you cling to any of those above four beliefs (none of which are factually accurate anyway, as I’m about to demonstrate), the best you can hope to achieve is Alpha 1.0 status, meaning a reasonably good life of being happy sometimes, but while being angry, jealous, hurt, disrespected, or offended on a semi-regular basis. You also won’t be as free as an Alpha 2.0, since you will (grudgingly) agree to all kinds of rules from the women in your life.

Your desire to cling to one or more of the above beliefs comes directly from OBW or SP. As always, this stuff is completely, 100% false. In no way does it reflect your reality as a powerful, independent man living in the Western world in the 21st century. It is simply outdated “Grog the Caveman” biology

(remember him from Chapter 4?) and false programming from rich, powerful old men who have been long dead, and frankly wouldn't give a shit about you if they were still alive.

Let's tackle each one of these false beliefs.

### Why You Think Sex Is a Little “Bad”

It's quite likely that if you're already reading this book, you probably don't have a huge problem with the first False Sex Belief, that sex is somehow wrong and that it's only appropriate under a few specific conditions (though I may be wrong about that and perhaps you *do* think this way, at least to some degree).

Regardless, this belief is at the root of the other three false beliefs. The more we work to destroy this belief, the easier it will be to deal with the other three.

The SP within you, telling you that sex is perhaps just a little inappropriate at best, is the result of 10,000 years of false programming from the elites. This first started when cultural monogamy began way back when humans moved from a foraging existence to an agricultural one. For thousands of years, men were taught that women were property, and thus a specific set of rules around the activity of sex were required.

Over time, this morphed into the concept of *guilt* in Western cultures and *shame* in Eastern ones. Guilt and shame are extraordinarily powerful forces the elites have used very effectively to rule over The Prison. People having sex with people they weren't supposed to often meant ostracization, imprisonment, expulsion, torture, amputation, and death.

This all became even worse about 2000 years ago with the fall of the Roman Empire and the rise of Christianity at the dawn of the Dark Ages. For hundreds of years, the Catholic Church ruled the Western world, even requiring sovereign kings to pay it homage. Extremely powerful and intelligent men within the church like St. Augustine spent countless hours writing, lecturing, scolding, and philosophizing about how evil and terrible sex was. Men like him even hated that married people had to have sex, but stated that it was “acceptable” if you had sex with no lust within you as the act was committed. Isn't that nice?

Soon, various powerful religious sects sprang up all over Europe that doubled down on these concepts. They believed, taught, and enforced that sex between two people within a marriage was even worse than infidelity since marriage involved more sex than cheating did.

They also made it a sin to eat animals; not because eating animals was unkind to animals or because meat was bad for you. No, it was because animals were created from sex, and you didn't want to eat something created by sex, did you? Perish the thought! Humorously, they did offer exceptions for eating fish, since fish reproduce without sex.

Do you see the level of thought and analysis that was put into all of this crap? Not to mention the time, effort, monetary expense, and violence involved in enforcing all these concepts. It's important to reiterate that these were not crazy ideas back then; they were perfectly normal and accepted and just as real to society as mountains or rivers.

The damage these concepts caused to civilization was extreme and long-lasting. To quote philosopher Bertrand Russell:

*It is strange that the last men of intellectual eminence before the Dark Ages were concerned not with saving civilization, or expelling the barbarians, or reforming the abuses of the administration, but with preaching the merit of virginity and the damnation of unbaptized infants. Seeing that these were the preoccupations that the church added on to the converted barbarians, it is no wonder that the succeeding age surpassed almost all other historical periods in cruelty and superstition.*

As the centuries wore on, these attitudes moved into the more modern ages. In 1850, The New Orleans Medical and Surgical Journal declared masturbation was public enemy number one, warning “*Neither plague, nor war, nor smallpox, nor crowd of similar evils have resulted more disastrously for humanity than the habit of masturbation. It is the destroying element of civilized society.*”

Talk about Societal Programming! Just like in the Dark Ages, the men saying these things were some of the most intelligent men in society. Their words were given great weight and heeded.

Since then, Western society has been blasted with messages like this non-stop for literally hundreds of years. It's even worse in Middle Eastern and East Indian/Pakistani cultures. Only with the sexual revolution of the 1960s and second-wave feminism of the 1970s did this barrage of anti-sex SP begin to slow down, but even then the slowdown was minor. That wasn't very long ago, and a few decades of comparatively less anti-sex SP does little to blunt the long centuries of this garbage.

This went on until the left-wing Baby Boomer generation took over in the 1990s (as I talked about in Chapter 6) and the rise of the even more left-wing Millennial and Gen Z generations in the late 2010s. One would have expected

the West to be more sexual once the political left took over the culture, but instead, the opposite occurred. The amount of people having sex in Western culture has dropped like a stone, particularly among people under 40. Sex scenes in movies, which happened all over the place in the 1980s, have been completely eliminated from modern-day movies. According to surveys, huge swaths of the Gen Z generation not only don't have sex but don't even want to, copying their right-wing ancestors and calling sex things like "immature," a "waste of time," a "distraction," and "not respectful."

As a result, the damage caused by all of this false Societal Programming, from ancient times to today, lingers on in your head right now, whether you know it or not, and whether you believe it or not. If you want to live the Alpha 2.0 lifestyle of freedom and happiness, you can't submit to that false SP anymore.

You need to understand a basic truism of sex, and that is this:

**There is nothing wrong, selfish, inappropriate, disrespectful, immoral, hurtful, dirty, sinful, or immature about having sex with anyone you want at any time, provided both partners are consenting adults and (if necessary) a condom is used.**

If you want to have sex with...

- A woman you're not married to? Fine.
- A woman you're not in a serious relationship with? Fine.
- A woman 25 years younger than you? Fine, as long as she's legal.
- A woman 25 years older than you? Fine.
- A woman you just met and have only known for five minutes? Fine. (Use a condom please.)
- A woman who has promised monogamy to someone else? Fine (if you have trouble with that one, stick with me through the next section on monogamy).
- A woman who's had sex with 200 men? Fine. (Again, use a good condom please.)
- The mother, daughter, sister, or best friend of someone you know, or have known, or have dated? Fine.
- A woman who's had six children? Fine.
- A woman who you define as "low quality?" Fine. Just don't get into a relationship with her; keep it to sex and casual friendship only.

If you had any problems with any of the above examples, let me repeat the only three parameters that do matter:

1. The sex must be 100% consensual for both her and you. That means she can give consent (if she's super drunk or passed out then she can't give consent, so obviously you need to stay away).
2. You must both be legal adults, as defined in your country, state, or province. Remember, as we discussed back in Chapter 1, the Alpha Male 2.0 obeys the law of whatever jurisdiction he's currently in.
3. You're wearing a good condom unless you're with a trusted, longer-term partner.

I will add an optional fourth parameter that is unusual and situational:

4. If having sex with her will cause serious drama with someone you care about, then stay away.

For example, even though I have a wide-open marriage I would never sleep with my wife's sister or mother, nor would ever sleep with the wife or girlfriend of a man I was personal friends with or personally worked with. These kinds of things are pretty much guaranteed to give me drama and disrupt my life at some point. My happiness will be reduced, so we can't have that. In those rare cases I'll pass, and so should you, no matter how hot she is or how badly she wants you. However, realize I'm not passing on these particular women because it's somehow wrong, immoral, or bad to have sex. It's because sex in that particular isolated circumstance will reduce my happiness.

Fortunately, these situations are rare. If a woman has what she calls a "boyfriend" and he's a man I've never met and never will meet and she's gorgeous and dying to have sex with me, I'll go there. If a woman breaks up with a friend or coworker of mine and a year later wants to have sex with me, no problem. In other words, the damage to my happiness is the deciding factor, not the OBW, SP, or the 6SV surrounding this thing called "sex."

Condomed sex is strictly a physical act between two consenting adults, just like shaking hands. You're just placing a piece of skin inside a woman's piece of skin. That's all it is. Any other meaning you attach to it beyond a simple handshake-like act is strictly because someone has told you differently (SP) or because the long-obsolete caveman in you thinks it has something to do with being trespassed upon (OBW). We've already established that both of those things are false. Sex is a strictly physical act where your mind is placing meaning upon something that doesn't exist.

Am I saying there are no physical, real-world ramifications to sex? Not at all. If you don't use condoms you could get a woman pregnant. If you sleep with the wrong kinds of women, again while not wearing condoms, you could get an STD. Repeated orgasms with the same partner release chemicals such as oxytocin and vasopressin into the brain that help to solidify a temporary bond. That's nice, but sadly, given several years, those same chemicals will reduce sexual passion for that person by interfering with dopamine and norepinephrine pathways in the brain. This is yet another reason why men and women eventually get sexually bored with long-term partners, but we'll get to that later.

I've already addressed the possibility of pregnancy and STDs by saying that one of the requirements of "valid" sex is condom usage. The dopamine problem is alleviated by never getting completely monogamous, which we'll discuss in the next section.

Once you initiate basic precautions like condoms and birth control, the remaining ramifications are all positive, such as extreme physical pleasure, happiness, a self-esteem boost (especially if she's really pretty, much younger than you, and/or desired by lots of other men), exercise, increased testosterone, stress relief, reduced odds of prostate cancer and other ailments, and many others.

Am I saying there is never an emotional component to sex? Of course not! I'm married and of course, there is a huge emotional and spiritual component to the sex I have with my wife. There certainly can be a strong romantic, emotional, and/or spiritual connection with a woman during sex if you've been having sex with her for a long time and she means a great deal to you. We'll be discussing love, marriage, and serious sexual relationships in future chapters. The point here is very often you'll be having sex with women who are quite new to your life, or women to whom you are *physically* attracted but not attracted to in any other way. Rarely in these cases will sex be any more than an enjoyable physical act, which is perfectly okay.

### **Absolute Monogamy Is Never Required, Or Even Ideal**

Likely you might have already agreed with the above "sex is okay" stuff. That's a reasonably easy one to overcome for most people. Yet when we start talking about monogamy not working, that's where the hard mental work begins.

Most people in the modern, Western world have no huge problem with people dating, having casual sex, or sometimes even having sex with more

than one person. However, the one caveat people add to this is that the sex must be casual in these cases. As long as the sex is casual and doesn't mean anything, then sleep around all you want.

However, if you want a "serious" relationship, or children, or marriage, then you have to "settle down" and "grow up" and be absolutely, 100% monogamous in every way for years and years, if not decades.

Just like most other SP, this is completely false. I shall explain why.

I have been teaching non-monogamous dating skills to men for a very long time. In having thousands of conversations with men about this topic, I find that men tend to fall into one of six levels in terms of monogamy belief:

Level 1: Monogamy is the only way to date a woman, period.

Level 2: Monogamy is the only way to date a woman, but occasional threesomes are acceptable.

Level 3: Open relationships are great as long as they're casual, but if you really like a woman, then you have to be monogamous.

Level 4: Serious, loving open relationships are great, as long as you don't ever have kids. If you want to have kids with a woman, then you need to be monogamous.

Level 5: Open relationships and open marriages are great, even while having children, as long as one is discreet about it.

Level 6: Monogamy of any kind, at any time, is evil and oppressive.

While I consider level six a little extreme, you must mentally achieve level five if Alpha 2.0 status is important to you. Millions of couples, married or otherwise, with kids or otherwise, are carrying on serious non-monogamous relationships or marriages and having a fantastic time right now.

A few facts:

- Over 16 million people in the USA have admitted to being in an open or polyamorous marriage or relationship, and those are just the people who have admitted it publicly. Since most people having these kinds of relationships never admit it to anyone, the real number is many multiples of this.

- That real figure is dwarfed by the number of marriages where one or both spouses are allowed to go “play around” as long as they keep things discreet.
- In my book The Ultimate Open Marriage Manual, I interviewed over 40 couples who were married or living together in an open/non-monogamous relationship or marriage, and more than 40% of them were raising small children at the time with no problems.
- Researchers tell us that, on average, couples with non-monogamous marriages rate satisfaction with their marriage and their lives higher or the same than people with standard monogamous marriages.

You know, those great monogamous marriages where the husband is complaining about all the stuff he’s not allowed to do, and where the wife is rolling her eyes about how stupid her husband is? All the drama, rules, fighting, cheating, divorces, custody battles, and screwed-up children? Not to mention the lack of sex, since almost one-third of American married couples have sex less than 10 times per year, and according to numerous surveys 30% to 50% of married women say they have “little or no sex drive.” Great, sign me up for that! Compare this to Pink Firefly and myself, who have been married to each other for more than six years and together for more than ten, and we still have sex with each other many times per week on average. This is because her attraction for me is sky-high because I’m not monogamous to her. More on that in a minute.

The monogamous world is not a world you can have any part of if you want the life of sexual fulfillment, freedom, and happiness that only an Alpha 2.0 can achieve.

We’re going to discuss exactly how to love a woman under a non-monogamous structure in future chapters. For now, let me state an unyielding truth:

**Unless you have a very low sex drive, long-term happiness is impossible for a man if you consider absolute monogamy the only way to love a woman. You must always have the freedom to have sex with whomever you like at all times, whether you are serious or not, in love or not, or a father or not.**

I realize that may not be what you wanted to hear, and that your SP may be screaming at you that it’s not so, but it’s a fundamental reality of the human male, and there is no getting around this. Men are not built for long-term sexual monogamy. We never were.

Beta males and Alpha Male 1.0s spend their entire lives trying their hardest to weasel around this unbreakable law. Beta males constantly struggle sexually with their girlfriends or wives in long-term relationships or marriages, often wanting more sex than their lover provides. Many flee to areas such as internet porn (where porn addiction is commonplace), excessive masturbation, chatting with strange women online, or flirting with other women they know. Others just shut themselves down sexually, damaging their physical and psychological health, resulting in reduced testosterone, weight gain, depression, and other health issues.

Alpha Male 1.0s just cheat on their women behind their backs and do it all the time. Moreover, since men have strong SP to brag about sexual conquests, Alpha 1.0s almost always end up getting caught because they can't keep their big mouths shut. Then massive relationship drama ensues, and often the relationship or marriage ends. Badly.

All of these problems can be avoided by simply refusing to be monogamous in the first place. We'll discuss exactly how to do this in future chapters.

### **The True Goal of Monogamy**

Monogamy is a direct result of both OBW and SP. Because of this, it's not something that will make you happy long-term. Monogamy serves The Prison. It ensures that you will calm down, shut up, obey, not make too many waves, and behave like a good little inmate. Here's why monogamy is strongly supported by The Prison:

- The government loves monogamy since it makes it easier to tax your income and regulate your personal life, including imposing all kinds of laws on you regarding cohabitation, marriage, child-rearing, and divorce.
- Big business loves monogamy because it makes it easier to sell you all kinds of expensive crap you would never consider purchasing if you didn't have a traditional girlfriend or wife. As just one example, back in the 1930s big business used monogamy to successfully trick men into spending thousands of dollars on worthless stones called "diamonds" if they ever wanted to propose to a woman. This false SP strongly persists even to this day.
- Religion absolutely adores monogamy since it provides a fantastic framework to control you via guilt and fear. You're a married man and looked at another woman with big boobs with sexual desire in your heart? Sinner! Do this and that and this to repent!

- Women hate long-term monogamy (70%-80% of all divorces and at least 75% of boyfriend-girlfriend breakups are initiated by the female) but they love the *illusion* of monogamy because they benefit from it financially, far more than men do.
- Beta males love monogamy (at least initially) because it provides them avenues to have sex with women they wouldn't normally get a chance with. By bribing women with free drinks, free dinners, gifts, paying their bills, and paying for the cost of raising their children, beta males can get women to have sex with them... maybe.
- Alpha Male 1.0s, while they hate monogamy and are rarely actually monogamous because they're cheating all the time, will happily embrace monogamous structures, even if reluctantly, because they view monogamy as a fence to keep other men from having sex with "their" woman. Hypocritically, these men will often have sex with women on the side and eventually get caught and suffer all the usual consequences.

Monogamy's goal is not to make you happy. Its goal is to serve The Prison, primarily the Six Societal Values, which if you recall are conformity, security, control over others, drama, social validation, and not being alone. Monogamy *temporarily* addresses all of those things. Getting monogamous may give you a *temporary* high when the relationship is new (or when you get married, or first move in together, or have your first baby), and it may satisfy some of your 6SV by making you look like everyone else and making you think your relationship is secure (which it isn't if it's in the Western world). However, it will eventually make you unhappy. This also goes for women, who don't like long-term monogamy any more than men do, but do a much better job of pretending they do.

## What Is The Real Goal?

Business author Steve Kaplan once posed an interesting question; would you rather own a \$1 million annual revenue business with a \$300,000 annual profit or a \$10 million business with a \$100,000 profit?

This hit home with me when I read it because as a business consultant with almost 30 years of experience, I have worked with business owners in both categories. People with larger, less profitable companies often think they're something special because they can point at a big building, big website, or big social media following and say, "See? I'm successful." They don't realize that the business owner with the small, more profitable business not only makes

way more money than they do, but also likely works fewer hours, has less stress, has a more flexible schedule, and is happier overall.

I know a few people who have marriages that have lasted 30 years or more. While statically speaking there are *some* happy, long-term married couples, the vast majority of people who have been traditionally married this long are usually stressed out, jaded, snippy, nonsexual, and often deride their spouses (either in public or in private). They're married, but they aren't happy. They can point at their 30-year marriage and say "See? I'm successful." At the same time, the Alpha Male 2.0 likely isn't married at all, but is far happier, less stressed, more excited about life, and still loves and is loved by someone very special.

A commenter on one of my blogs once said, "Isn't what we want a high number of wedding anniversaries?" No, that's not what we want at all. Instead, we want to be long-term *happy* and live a good life. Notice where his focus is: on a numerical representation of anniversaries rather than his own happiness. This is *classic* happiness vs. the 6SV.

### **Monogamy Damages Your Health**

The minds and physiology of human beings were never designed for long-term sexual monogamy. This is why the divorce rate in most Western cities is well over 60% and why the infidelity rate with married couples who never divorce is usually as high as 77%. This is also why married men have lower testosterone levels than unmarried men of the same age. Just the act of a man's wife having a baby drops his testosterone levels by as much as 30%(!).

On the other hand, clinical studies have shown that if a monogamous married man does nothing more than a 20-minute chat with a young, beautiful woman, his testosterone instantly shoots up 14%. Older men, including older married men, who have sex with a new young woman experience boosts in their testosterone levels, resulting in increased sexual desire for their wives, since more testosterone equals a higher overall sex drive. This is even true if the younger woman is dumber, uglier, and/or worse in bed than his wife! Think about that; if your body was designed for long-term monogamy, why would this be the case?

Men in the Western world have been fighting monogamy, and losing, for thousands of years. It's time to remove yourself from this battle and join the ranks of the Alpha 2.0s out there who can have sex whenever they want, even if they're married or have a serious girlfriend, and even if they have small children, without having to hide it from their partners or lie about it.

## A Hidden Benefit To Non-monogamy

The obvious benefit to being non-monogamous is that you can have sex with other women besides your favorite one. No woman will have absolute control over your body and your sexual actions, maintaining Freedom of Action we discussed back in Chapter 1.

However, there is another equally advantageous benefit. It is that not being monogamous actually maintains or even increases the attraction the woman (or women!) in your life has for you, rather than having her attraction decrease over time, which is a standard characteristic of monogamy.

When a man submits to a woman's SP-based relationship rules (monogamy being one of many), he is saying in effect, "I will do what you want me to do." When a woman hears this, even if she's outwardly happy, her sexual attraction to him *decreases*. When a man refuses to submit sexually, even if she appears upset, her attraction *increases*, or at least stays the same.

When a woman sees that she can't "tame" you, that she can't completely control you, her attraction for you stays strong, even if she is bothered by your actions. This is where the whole "women are attracted to assholes" concept comes from. Of course, the goal of the Alpha 2.0 is to handle these relationships harmoniously with a woman to avoid drama and unhappiness; being an "asshole" is the realm of some Alpha 1.0s.

I have worked with many men in monogamous marriages or live-in relationships to help them successfully convert these relationships into something more open where they can have sex with new women on the side while still keeping their wives/girlfriends. My success rate in doing this is over 80%, but what's even more interesting is that the vast majority of the time a man starts having sex with other women besides his live-in girlfriend or wife, even if the girlfriend/wife is initially upset about it (which they usually are), she starts to get extremely sexual and horny for the man. Wives who were previously uninterested in sex with their husbands suddenly start to initiate sex with their husbands, dress more sexy around the house, improve their sexual skills, and even lose weight.

It's a difficult concept to describe if you've never been in a non-monogamous relationship before, but the first time you try it you'll see what I mean (provided you do it correctly).

## Open Relationships Must Go Both Ways if Something Long-Term is Desired

The third of the Four False Sex Beliefs likely rolling around in your head is that while it might be okay for you to go have sex with other women, the woman in your life must not be allowed to have sex with other men.

Let's circle back to Grog, the caveman living in your mind that we discussed back in Chapter 4. If you're like most men, the thought of the woman in your life getting even a little sexual with another man will send your inner-Grog OBW into a fierce rage of fiery anger, fear, or even depression. It will also send your SP into all kinds of righteous indignation about things like "respect," "honor," and other false SP concoctions.

The sad reality of this, and I'm no more happy about this than you are, is that long-term non-monogamous relationships cannot last in the Western world if only you are allowed to sleep with other people. If you're going to have sex with other women, she must at least have the option of being able to sleep with other men, under whatever rules you both agree to. It simply can't work any other way, unless all you want in life is a bunch of very short, high-drama relationships. (The only possible exception to this is if you're paying this woman thousands of dollars a month to be with you, but even then these women often eventually cheat.)

Why is this? Because, due to modern-day, "strong independent woman," "girl boss," Western Societal Programming, modern-day Western women, even the more submissive ones, are simply not going to stick around with you *long-term* while not having sex with other guys while she knows you're out playing with other women all the time. It's not "fair" to her and she's not going to put up with that in the long term. In addition, when she tells all of the other Western women in her life about her relationship, the first question they're going to ask is, "Well, are *you* allowed to go have sex with other *guys* then?" When she says no, 100% of these women are going to scream at her about what an idiot she is and how she needs to dump her guy immediately. It won't work in the long term.

Remember I said *long-term*. It is true that in the *short term*, you could bully or threaten a submissive or lovestruck woman into agreeing to a relationship like this *for a while*. Some Alpha 1.0s do pull this off sometimes. That might work for a while, but it *never* lasts. I have never seen any relationship like this in the Western world last longer than about nine months. Eventually, the woman either cheats on you behind your back (often with an Alpha Male 2.0

like me) or leaves the relationship in a hurricane of drama explosions about what an unfair asshole you are.

If you want a *long-term* non-monogamous relationship, you're going to have to be fair about this even if you don't want to and even if other dating gurus on the internet say it's "beta" or "unhealthy."

Here's the good news most men aren't aware of. Often, the woman in your life *won't* be having sex with other men even though she knows you'll be having sex with other women. My marriage is like this. I have sex with other women every week and my wife knows I'm doing it. She is allowed to have sex with other men if she wants to, but she never does, even when I've suggested it during times when I'm traveling away from her for long periods. She doesn't want to because *women don't view sex the same as men do*. We'll discuss that in more detail later in this chapter and in the next chapter.

Your challenge, then, is your jealousy. If it's stopping you from being happy, you're going to have to learn to control it. Here's how.

## Jealousy Management

Let me start by saying that it's not my contention that I have literally never become jealous when one of my more serious women has had sex with some other guy (though an event like this rarely happens). I'm a confident, outcome independent Alpha Male 2.0 with a strong Mission, so I don't get very jealous, nor do I get jealous often like normal men. I have much more important things in my life to concern myself with than worrying about if the woman (or in my case, women) in my life is out having sex (usually bad sex) with some beta male who drools all over her like a starving puppy. These men are not my competition in any way.

Though it hasn't happened in many years, there have been times in the past when I felt a twinge of jealousy. I'm human and a little bit of this OBW is unavoidable.

During those rare times when I felt this twinge, I came to a complete stop and reminded myself of three facts:

First, I remembered that my jealousy is completely obsolete in the modern world, a holdover from my outdated caveman DNA from 100,000 years ago when child-bearing women were scarce commodities and sexual jealousy did serve a survival-and-replication-based purpose. As we've discussed, monogamy was further reinforced in society when we became an agrarian people and needed children to work on our farms. Men needed to make sure

that their children really were their children and not their neighbor's children. This monogamy enforcement was worsened by religion in later years.

The problem is none of these things are factors anymore. Today we have 12 forms of female birth control, plus condoms, plus the Plan B pill, plus abortion if that's an option for you. We have DNA paternity testing kits you can get for less than \$20 that specifically identify if children are yours or not, and you even can do it before the baby is born. We also have literally hundreds of millions of single, young, attractive women all over the planet who will happily have sex with you without you having to marry them or promise them anything.

Under these conditions, sexual jealousy no longer serves a rational, functional purpose. It just pisses you off for no reason.

Whenever you're getting sexually jealous, it's just Grog again. He saved your life back when you were living in a cave or on an ancient farm, and that's great. Now, in the 21st century, he's just an obsolete idiot, serving no purpose whatsoever, other than pissing you off for absolutely zero reason and causing you to act like a stupid child.

Second, I remembered that plenty of jealousy exists in monogamous relationships too. It's not like being monogamous eliminates jealousy. Are you kidding me? Just watch someone take a long look at their monogamous partner's phone or look at monogamous people bitching on social media and you'll see that jealousy is alive and well in monogamous relationships to an extreme degree. Getting monogamous just to avoid jealousy is one of the dumbest things people do.

That brings up another point. *If you're a jealous person, you're going to be jealous no matter what relationship type you choose.* Monogamous, open, semi-open, threesome, swinger, polyamorous, it doesn't matter, if you have a jealous personality, you're going to be jealous! The problem isn't the relationship model and it's not the partner you pick; it's YOU.

I know from experience that the women I've dated who are really jealous in non-monogamous relationships were just as jealous when they had monogamous boyfriends before me or after me. I see this happen with men too. A guy is jealous of his girlfriend, they break up because of his jealousy, he gets a new girlfriend, and he's just as jealous again.

Stupid. Fix yourself!

Third and most importantly, I remembered all the huge negatives of monogamy that I never had to worry about. These include:

1. Drama
2. Rules
3. Boredom
4. Financial expense
5. Financial risk
6. Cheating (both getting cheated on and getting caught when you cheat)
7. Lack of freedom
8. Eventual lack of sex
9. Bad breakups or divorces
10. Restrictions on things like travel, moving, or hanging out with friends

I asked myself this: Would I take the one negative of occasional jealousy (some of which I would feel in a monogamous relationship too!) instead of the ten (or more) negatives of monogamy?

Of course I would! I would happily exchange ten negatives for one negative. It would be stupid not to. Especially if my goal in life is consistent, long-term happiness, as opposed to intense but temporary happiness followed by unhappiness, which is what monogamy gives people.

This was the thought that usually did it for me. I felt a little pang of jealousy, reminded myself it's an emotion with no reason, and it's a very tiny price to pay for the massive amounts of freedom, joy, and happiness I have in my life by not being monogamous. Sleeping with all the women you want with the permission of the women you're already having sex with, without having to hide it, is a really, really good deal.

Having healthy self-esteem, a full life, exciting goals, and a strong Mission also helps reduce or eliminate jealousy, as we've already discussed in prior chapters.

### **Anti-Jealousy Visualization Technique**

If none of that is doing it for you, you can utilize a visualization technique first taught by Harry Browne back in the 1970s when non-monogamous relationships started to become more recognized in society.

All you do is calmly visualize the woman in your life having sex with another man. To make this work, visualize a man who is much better looking than you are. If you are already very good-looking, then visualize a man who is older than you or has much more money than you. In other words, visualize the woman in your life having sex with the most sexually threatening man you can think of.

Just by doing this, you may realize that your jealousy wasn't nearly as bad as you first thought. You may visualize this and get a twinge of jealousy, but then think, "Eh, no big deal." On the other hand, upon visualizing this for the first time, you may suddenly feel very hurt, violated, disrespected, or angry. Grog the Caveman will start screaming his head off in your mind and you may even get visibly upset.

This is fine. The angrier you get visualizing this, the more you need to visualize it. Keep going, keep visualizing. Work through the hurt, fear, and anger you feel. If you're like most men, after a few minutes your anger and hurt will diminish. After a while, it will bother you so little that you may actually be distracted and want to go do something else.

Repeat this technique a few times over the next few days or weeks. Every time you do it, you will probably feel less jealous. Keep reminding yourself of the three anti-jealousy facts above as well.

*Jealousy is a solvable problem.* Never use it as an excuse to not do what will make you truly happy in the long term.

## Why Letting Her Be Sexually Open Is a Good Deal for YOU

It's more than likely that your SP and OBW are still fighting you on this. So I'm going to deal the final deathblow to your SP and OBW by describing six reasons why it's a good thing for you to allow your woman to play around with other men if you are playing around with women on the side. (Again, I'm also assuming that you want something long-term and not short-term. If all you want are brief, short-term relationships for the rest of your life, then you can forget all of this and do whatever you like.)

### 1. Number one, top of the list, it frees you from having to babysit her.

You have better things to do with your time. At least, you should.

These men who scour their girlfriend's email, phone, social media, etc., looking for clues of other men always make me wonder, "Don't you have anything better to do with your time? Do you like babysitting your dating partner/girlfriend/wife as if she's seven years old? Does that make you happy? Don't you have any goals, dreams, plans, objectives, and passions that are more important, and that you'd rather be spending your time on? Is this teenage-level jealousy really that important?"

Worrying about whether or not the woman in your life is flirting with or sleeping with other men shows strong outcome dependence on your part

(we'll cover the concept of outcome independence in Chapter 21). Babysitting her constantly and getting upset when she interacts with other men will never make you happy. It's so much more freeing, both emotionally and logically, knowing what she does outside of her time with you is mostly unimportant to your life.

## **2. It makes it much harder for her to get upset with you when you sleep with other women.**

Guys often forget about this one. I've already explained how no Western woman will ever go for the you-can-sleep-with-other-women-but-she-can't-sleep-with-other-men thing long-term.

Now let's discuss the reverse. When a woman is allowed to get sexual with men on the side, it makes it very difficult for her to complain that you're doing the same, even if she is currently not sleeping with any men. The point is, she's allowed to, and she knows it.

Some women are not very logical of course, and I'm not guaranteeing you'll never hear about it, but you'll hear far less of it if she's at least allowed to play around. This is a huge plus for you as a non-monogamous man living a life with minimum drama and maximum happiness.

## **3. It completely eliminates all the other women in her life screaming at her that her relationship with you is bad.**

I mentioned above that if you can have sex with other women but she can't have sex with other men, she's going to tell all of the other women in her life (her female friends, female co-workers, sister, mom, etc.) all about that ruleset. 100% of these women are going to lose their shit and tell her to dump you immediately. However, if she also tells them that you've said she can hook up with other men if she wants to, this entire objection is immediately deflated. These women have nothing left to say. Many of these women will even tell her, "Well, at least he's being honest and fair."

I've seen this happen dozens of times but here's my favorite example. When Pink Firefly and I were seriously dating, her mom discovered through the grapevine (mostly my blogs) that I was still having sex with other women. Predictably, and not knowing the full story, her mom lost her shit. She called PF and told her to dump me immediately. Standard stuff.

I responded by texting PF's mom and inviting her to discuss this over coffee, just her and I. She agreed. When we both sat down I could tell she was

furious. She was a tall, strong, dominant, American corporate woman in her sixties. She sat across the table from me with her arms folded and narrowed eyes. I started discussing PF's and my relationship. Sure enough, her mom quickly asked the question all women like this ask, "So, you're going to have sex with other women? Well, is Pink Firefly allowed to have sex with other men then???"

Expecting me to say no, she was shocked when I replied, "If that's really what she wants to do, of course she can. Fair is fair."

Immediately I could see the tension drain from her body. Her shoulders slumped, she uncrossed her arms, and her face relaxed. "Oh," she said.

We talked for the next 90 minutes and had a great time. At the end of the conversation, we were laughing and joking around like old friends. This was many years ago and we're still friends to this day.

And let me repeat, my wife does not have sex with other men because she doesn't want to. So for me, this is a triple win; I have sex with other women whenever I want, I have a wife who doesn't have sex with other men, and no other woman in my wife's life says anything negative to her about our relationship.

This stuff works.

#### **4. If she does have sex with someone else, the men she has sex with on the side are almost always going to be pathetic beta males who are no threat to you or your relationship and will actually boost her attraction for you.**

This is one of those things you need to experience before you appreciate how powerful it is. Regardless, I'll do my best to explain it.

Here's what often happens. I'll start dating and having sex with a woman (especially before I got married). Slowly, we'll start getting more serious, but it takes months for me to do so. Of course, I'll keep sleeping with other women in addition to her. Eventually, if she's young, she might start having sex with men on the side if she wasn't already (or she might not).

If she has sex with another guy, he's almost always a beta. We'll call him Poindexter. He'll instantly fall in love with her and start blowing up her phone 24/7 with text messages and phone calls. He'll immediately start begging her to do things like break up with me, meet his parents, move in with him, marry him, and/or tons of other needy beta male behaviors. Often, he'll do these after having sex with her just one or two times, and I'm not exaggerating.

Men do this stupid, needy shit all the time. You've probably done it yourself. Ever-consumed by SP and OBW and plagued by lower testosterone

and a collapsing, feminine, left-wing culture, neediness is modern men's "default setting" when it comes to women. If you don't believe me, ask a few women and they'll tell you all about it.

The contrast between him and me will be *stunning*. It's all laid out before her in stark, crystal-clear reality. She now fully understands, likely for the first time in her life, the true difference between a true Alpha and a beta.

What do you think happens to her attraction to me? It goes up. Way up.

What do you think she does with Poindexter? She dumps him, usually pretty fast.

There's an even greater benefit to this. She will now fully understand the type of men she'll have to contend with if she ever leaves me. This really makes women think about the future of their long-term marriages or relationships. "Oh no! If I break up with Caleb, I'll probably end up in a relationship with a guy like... Poindexter!" Sometimes this realization alone changes their entire view of men and relationships. I've seen this happen with women many times.

Is there a risk that she'll fall in love with all the ass-kissing she receives from Poindexter and leave you for him? Sure. Just like in normal monogamous relationships, there is a nonzero chance that will happen. However, unlike in monogamous relationships, if a woman does leave you, there's a high probability she'll come back. Ass-kissing from beta males is enjoyable to women for a while, but eventually, women get *extremely* bored and irritated with this. If they instead opt for an Alpha Male 1.0 (which is rare), eventually women will tire of the rules, arguments, and drama from these men. They will once again desire the fun, excitement, great sex, and drama-free aspects of the Alpha Male 2.0.

I've kept careful track of my entire relationship and sex life over the years with spreadsheets, all the way back to 2008. Here's a real statistic from my life, perhaps the one I'm most proud of. Of all the women I've had sex with at least twice (an extremely large list of women, since I've been living this non-monogamous lifestyle for over 17 years) 94% of them who left me for a "normal" monogamous boyfriend eventually came back to me and resumed the sexual relationship. I'm not telling you this to brag; I'm telling you exactly what you can have if you assume this relationship model. The Alpha 2.0 is more attractive to a woman than a beta (or even an Alpha 1.0) and always will be regardless of her temporary provider-seeking needs generated by her SP and OBW.

## **5. The fantasy of “I can have sex with other women but she can’t have sex with other men” does not work long-term in the Western world.**

I mentioned this above but it’s so important I’m going to hit you with it again. I have found that many men, usually wannabe Alpha 1.0s, get deluded by Alpha Male 1.0 tough guys on social media with their Bugattis and yachts with lots of hot babes hanging around them, and they start to fantasize about a relationship where they can have sex with tons of hot chicks on the side while their wife (or wives!) are at home knitting a sweater while being 100% faithful, never leaving him and never getting sexual with other men, and that this is all easily doable as long as they “man up” or “be Alpha” or “escape the Matrix” or whatever.

Look, that system *might* work in some areas of the Islamic Middle East or Asia, but to repeat what I said earlier, every man I have seen attempt a serious relationship like this in the Western world always ends up with a fed-up woman who divorces or breaks up with him or a resentful woman who eventually has secret sex with other men in an attempt to make things more “fair” in the relationship. In one scenario, the woman had sex with her boyfriend’s brother.

Feel free to convert to Islam, move to Saudi Arabia, and have four faithful wives if that’s what truly you want. I live in Dubai and I see plenty of these guys here all the time. But if you’re not willing to do that, plan on complete and total failure if you pursue this fantasy of a one-sided I-can-but-she-can’t *long-term* relationship.

## **6. Much more often than you would think, women won’t have sex with other men even if they’re aware you’re having sex with other women.**

I have vast experience over many years of having non-monogamous relationships with many women, including some very serious ones, up to and including marriage. I also know and have worked with many other men all over the world who possess a similar level of experience in this area. I can tell you for a fact that very often, assuming women know they are allowed to have sex with other men, most women *won’t* have sex with other men even if they know you’re playing around. A lot of men tend to disbelieve this because they assume women are just like us when it comes to sexual desire. They aren’t.

Men are always horny. It doesn’t matter if you had a good day or a bad day. It doesn’t matter if you’re having a horrible month or the greatest month in your life. It doesn’t matter if you’re 22 years old or 47 years old. It doesn’t matter if you have no children or five children. You still want to have sex almost all the time. It’s how men work.

Women are not like this. Yes, women get horny too, extremely so. I have made the argument that women are more sexual than men are. The difference is that women aren't always in "horny mode." Sometimes they are, but sometimes they're not.

As we'll discuss in more detail in the next chapter, women are highly cyclical people, constantly changing, going from one phase to the next. Here are some phases women go through, to name a few:

- High sex drive, horny phases
- "Slutty" phases
- "Sex is no big deal" phases
- "I'm liberated and can have sex whenever and with whomever I want!" phases
- "I can't have sex unless he's my boyfriend because I'm a lady" phases
- "I'm too busy for men in my life right now" phases
- "I feel too bloated to have sex" phases
- "I hate men!" phases
- "I have a new baby so I can't have sex right now" phases
- "I'm a Christian and can't have a lot of sex" phases
- "I just got divorced and I need to focus on my kids" phases
- "I need to focus on my career (or education)" phases

Most women hit most of those phases at some point in their lives. During some of these phases, she's going to be very horny and have lots of sex, possibly with more than one man, especially if she's younger. During other phases, she won't have sex with anyone. During yet other phases she'll have a little sex with one guy. All of these varied phases are a normal part of being a woman.

Moreover, women have powerful SP and OBW that often prevent them from playing around on the side; internal inhibitors that men lack. For example, scientific studies have repeatedly shown that married men who cheat report that they are "very happy" with their marriages and their lives. Only one-third of married women who cheat report the same. This is good news for you.

(Just to be clear: I am not advocating cheating. I've never cheated on a woman in my entire life. I am advocating non-monogamous marriages and relationships, where you are sleeping with other people with the full consent of your partner. Cheating is part of the Alpha 1.0 model, not the Alpha 2.0 model. Cheating involves hiding, lying, and drama, none of which has any place within the Alpha Male 2.0 lifestyle.)

Lastly, there's an age factor. As I talk in one of my books, The Ultimate Younger Woman Manual, the younger a woman is, the fewer sexual inhibitions she has regarding having sex with multiple men. If you're dating a 19-year-old and you tell her she can go hook up with other men, she might do that because, well, shit, she's 19! However, this also means that if your girlfriend or wife is over the age of 30, and certainly over 40 (which she will eventually become in your marriage if she hasn't yet hit that age), if you tell her she can have sex with other men, she'll likely just make a disgusted look on her face and go about her day. She has no interest.

Bottom line: Sometimes your open-relationship girlfriend or wife will want sex from other men besides you, but very often, and perhaps always, she'll just want you. Just because you always want to have sex with other people doesn't mean she will always want the same. You're a man, and women are not men!

## **Slut Shaming**

The final of the Four False Sex Beliefs is another tough nut to crack for many men. It's also something that has been reinforced by some man-centered corners of the internet. It's the false assumption that a woman who has already had sex with many men before meeting you is somehow automatically disqualified from certain types of relationships with you. Men consumed with this false SP belief only want to have sexual relationships with sexually inexperienced women, ideally virgins or women who have only had a maximum of two or three sexual partners before them.

This belief is the result of extremely powerful SP from both men and other women, originating from various historical (and false) religious beliefs we discussed earlier. This viewpoint is especially treasured by many traditional Alpha Male 1.0s.

The result of this where men hold two contradictory views simultaneously: "I want to have sex with lots of women" and "Women shouldn't have sex with lots of men."

Here are the points that slut shakers typically try to make and their refutations:

*Point: "You don't want a girlfriend/wife who was out having all kinds of casual sex before you!"*

**Answer:** But you had casual sex too. If you have sex with a lot of women, it renders *you* incapable of long-term monogamy as well.

There are men out there who have had sex with over 100 women who are looking around for a woman to marry who's had sex with just two or three guys. It's hilarious. A man like this forgets that he's 50% of the relationship equation.

Many on the internet point out that because of the different physiology and psychology of the male, it's "okay" if a man has sex with lots of women and won't suffer the negative personality effects that would be present if a woman has sex with lots of men. Men are designed to "spread their seed" and women are not, and so forth. To a degree, this is accurate and there is indeed some science that backs this up. The problem is the mental precedence you install in your brain if you have sex with lots of girls.

Once a man has sex with lots of women, he establishes a firm precedent and pattern of behavior of having sex with lots of women. This doesn't magically change as soon as he gets a serious monogamous girlfriend or gets traditionally married. He's still going to hunt for new pussy all the time; he can't *not* do that. Therefore, he becomes just as unsuitable for a long-term (and certainly monogamous) relationship or marriage as the "slut" who has had sex with 100 men.

One only has to look at player-guy celebrities like Charlie Sheen, Tiger Woods, or Mick Jagger to see what happens when men used to having sex with tons of women try to settle down into a long-term committed relationship or marriage. I come out of the pick-up artist world, and, while I'm not mentioning any names, I've personally seen *tons* of ex-pick-up artists try to get monogamously married or have monogamous long-term live-in relationships, and damn near 100% of these guys have these relationships eventually blow up in their faces, often to disastrous results.

If you think having sex with 100 people makes her bad for a long-term traditional relationship, you might be right... but that rule applies to *you* too.

*Point: "Studies have shown that women who've had more sexual partners are more likely to divorce you!"*

**Answer:** There have been exactly three of these studies that I know of and I have examined all of them in detail. Their focus is not so much the number of sexual partners a woman has had, but the number of live-in cohabitation relationships she's had before marriage. Secondly, the studies show that there is very little difference in divorce rates between a woman who's had two or three sexual partners and a woman who's had 15 partners, often with a less than 9% difference. With women who've had an extreme number of partners,

like 60 or more, then yes, the numbers at that point start to make a larger difference, but I just addressed that above.

But wait a minute. Is a forever-monogamous marriage really your goal as an Alpha Male 2.0? Do you seriously want to spend the next 50 years of your life having sex with just one woman? Of course you don't! Then why is this point even relevant?

Look, if you want to be a tyrannical, controlling, high-drama Alpha 1.0 with a monogamous marriage where you're not allowed to have sex with other women, married to a woman who's only had sex with two or three other men in her entire life, whom you'll have to watch like a hawk the rest of your life to make sure she obeys your rules, and then get into huge arguments with her when she doesn't, then go right ahead. It's your life, but this is not the path of the Alpha 2.0. Nor will it make you happy in the long-term, especially when you want to have sex with other women, or when you get drama from her (or a divorce) when she finds out you're cheating.

That's the main point that men who make this argument forget or ignore. Even if there was a huge statistical divorce difference between women with lots of prior sexual partners and women with just a few, which there isn't, it would still be completely irrelevant. SP-based, absolute, long-term sexual monogamy cannot be your goal if you want to live a happy and fulfilled life as a man and Alpha 2.0. You can love a woman, be with a woman, marry a woman, and even raise kids with a woman, all without being monogamous and without planning on a marriage that lasts "forever," something statistically unlikely for you in the Western world anyway.

We'll discuss exactly how to do this in upcoming chapters.

*Point: "Promiscuous women get STDs!"*

**Answer:** Remember the three parameters that are required for valid sex. Sex must take place between legal, consenting adults *wearing condoms*. If she was out having tons of unprotected sex with various men, then you're probably right; she's bad news. Someone at that level of irresponsibility is probably not worthy of a serious relationship (though she would make a fantastic casual relationship while you're wearing a condom; I've had many of those).

However, if she was out having some casual sex with guys while wearing condoms and she was not drunk during these acts, and you've seen a recent STD test of hers showing she's clean, then there's no problem with her. She's demonstrated a great deal of self-control, which is a great trait to have in a woman.

*Point: "Women like that will get pregnant out of wedlock!"*

**Answer:** Read what I just said about wearing condoms. If she's having babies with all kinds of strange men, then I agree she's bad news. But what if she hasn't ever gotten pregnant because the men she sleeps with always wear condoms?

*Point: "Any woman who hooks up with a guy at a bar she doesn't even know is a slut!"*

**Answer:** Change "slut" to "being very unsafe" and now I agree with you, especially if she's drunk and the guy isn't wearing a condom.

However, what if she's had sex with 15 different men, and she knew all 15 reasonably well, was not drunk when she was having sex, they all wore condoms, and she never got an STD or pregnant? Is she still a "slut?"

If your answer is still "Yes," then you still have some SP to work on.

*Point: "I like sexually inexperienced women. They turn me on. I can teach them and mold them."*

**Answer:** What happens when your sexually inexperienced girlfriend or wife is now very experienced because of your teachings? What do you do then? Go through a horrible divorce so you can go find a new inexperienced woman?

By making her this sexually experienced fuck-monster who loves doing all those dirty things with you, you have destroyed that which you were attracted to in the first place. This is why male "virgin-craving" (which is completely based on OBW and SP) is never a need that can be satisfied in the long term unless you desire to spend the rest of your life having very short-term relationships.

The desire for sexual purity is only within the context of a monogamous paradigm. Once you throw off the bonds of monogamy, it doesn't matter if your serious girlfriend or wife is experienced or not since you can simply go have sex with a sexually inexperienced woman on the side whenever you want. One of the fantastic benefits of non-monogamy is that you no longer need this one person in your life to "be everything." If your main woman is sexually experienced, and you desire someone sexually inexperienced, no problem. You can have both! Play with your sexually inexperienced women on the side while you spend your life with your primary girlfriend or wife. I've been with *many* sexually inexperienced women, including since I've been married.

Are you seeing the benefits of cleaning out your false sexual programming yet?

### **Self-Evaluation**

Ask yourself these questions and reflect on the answers:

- Think back to the last time you became angry with a woman you were in a relationship with. Do you remember what the argument was about? Did it stem from one of the Four False Sex Beliefs?
- Have you ever felt jealousy regarding a woman when you had zero real-world evidence or cause to feel that way?
- Have you ever caught yourself feeling that having sex with a particular woman was “bad,” even though she was of legal age, you were both physically attracted to each other, it was completely consensual, and doing so would have caused you no drama in your life?
- Assuming you live in the Western world, mentally run through a list of all the married, cohabiting, or formerly married adults under the age of 60 you personally know. Now add up all those who have ever A) gone through a divorce or break-up, B) been unfaithful during a marriage, or C) been cheated on while married. Do these three groups add up to more than 50% of the entire group? Does that tell you something?
- Have you ever turned down sex, or the opportunity of sex, from a woman you were physically attracted to? Why did you do that? Don’t include any women who may have been married or dating a personal friend. For the rest, why did you turn down that pleasant opportunity? Did it have anything to do with her “quality?” Or slut shaming? Or some other false SP?

### **The Importance of De-Programming Yourself**

Back in Chapter 2 we discussed the importance of putting the minimum number of barriers in front of your happiness as possible. If you carry around any of the Four False Sex Beliefs, living a life of freedom, choice, happiness, and excitement is going to be that much more difficult.

The Alpha Male 2.0:

- Does not think sex is bad, wrong, immoral, dirty, sinful, or selfish. As long as she's consenting and a legal adult, and proper protection is used, sex is perfectly okay at all times.
- Never promises or expects absolute monogamy, especially long-term monogamy.
- Accepts that in non-monogamous relationships, the women he's with, especially the younger ones might sleep with other men, and that's okay. He may not love it, but he has no huge problem with it. He has bigger and greater things to focus on (like his Mission). He is not threatened by other men.
- Does not consider a woman's past number of sexual partners alone as a factor in determining whether or not to be in a serious relationship with her. He can certainly judge her based on other sexual factors, such as irresponsible sexual behavior, including having sex without condoms or with complete strangers.

The closer you get to the above four conditions, the better. I live by those four conditions above, and I promise you, the life it offers a man is beyond imagining.

## Chapter 16

### The Hidden Ways Women Differ From Men

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*Men and women age differently. It's unfair, but an immortal fact. A woman sees the lines beginning and the sagging beginning and the skin no longer so fresh and firm but her man's still fine and sought after, and then she sees the young dolly birds and she's petrified she'll lose him to them, and eventually she will.*

Ian Dunross  
James Clavell's *Noble House*

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May, 2007.

She sat on top of me, facing me, as I sat in the front seat of my car. It was night and we were parked in a high-rise parking garage. I pulled her thick blonde hair as we made out. She was a six-figure income corporate vice president at a construction firm in her late thirties, though she looked like an ex-Playboy model.

I pulled down one of the shoulder straps on her dress, moved aside the Victoria's Secret bra, and removed one of her fantastic tits. My mouth was on it in a second, still pulling her hair, and she moaned as I growled.

Ever the sexual multitasker, my hands moved to remove her other boob. She moved my hand away.

"No," she said quietly.

"Uh-huh," I grunted, then moved to pull her dress down again.

"No," she said calmly.

"Why?" I growled, the blood still not fully returned to my brain yet.

"Because," she said very matter-of-factly, "This is the second date. So you can suck this boob," she pointed at the perfect breast already hanging out of her dress, "But you can't suck this boob," she pointed to the other breast still hidden under her clothing.

She was not making a joke. She was dead serious. I know, because that's all I got that night.

March, 2012.

I sat in my home office working away at a client project while one of my women, a beautiful 22-year-old Asian, sat at the desk across from me at the other computer, messing around with Facebook. Soon she was playing a very sad love song on YouTube and slowly singing along with it.

"Someday," she said with a dreamy look on her face, "When some guy really breaks my heart, this is the song I'm going to listen to." She said it with passion and longing. I looked at her like she was insane. She was a very happy girl, yet here she was looking forward to some future day where she would feel terrible.

August, 1996.

"Maybe I should just date the rest of my life," I said to her, "Being married and monogamous looks like a pain in the ass."

The naked and much older cougar-milf whirled to look at me with shock in her eyes as she was pulling her panties back on.

"What?" she cried, "On no! You need to find a good woman and commit to her and marry her. You can't truly be happy unless you're monogamous and committed to a marriage. It's the only way to truly love someone."

I was polite enough not to ask what her husband would think about that, since she had just had sex with me in his house, in his bed, while he was away on a business trip.

Winter, 2008.

I lay in my bed next to one of my friends with benefits, an extremely intelligent and educated woman about my age, her jet-black raven hair spread out over the pillows. I was talking to her about another woman I was dating.

"It was weird," I was saying, "I asked her what she wanted in life, and she sat there and had no idea. She's really smart too."

"Don't ever ask a woman what she wants!" she screamed, "WE DON'T KNOW!"

April, 2009.

I held her close to me in the nighttime darkness on the running track we had been walking on, looking into her deep eyes and caressing her long red hair that cascaded down her back down to her waist. She held my gaze, and

I could feel her heart pound hard in her chest. I moved to kiss her and she reluctantly pulled away. She wanted to kiss me, but something inside her held her back.

When I gave her an odd look, she explained.

“Well,” she said, “I don’t kiss guys on the first date.”

“This isn’t our first date,” I said.

“I know,” she said.

“And we did a hell of a lot more than just kiss on our first date,” I continued.

“Well, yeah,” she stammered, “That’s the problem.”

“Huh?”

“Well, I don’t kiss guys on the first date. I just don’t do that. But I kissed you on the first date. So now, tonight, on our second date, I can’t kiss you at all. We can’t do anything like that tonight. That way, the next time we meet, it will be like I didn’t kiss you on the first date, then we can, you know, move forward.”

Winter, 1999.

The woman who was my first wife was in the kitchen screaming at me. It was about the ninth or tenth time she had done so that day, her face red, her eyes harsh, her blond hair dancing like Medusa’s snakes.

I interrupted her tirade and asked her in a calm voice, “Hey, why have you been yelling at me all day? You’ve been doing it since you woke up this morning.”

“Because you didn’t clean up your mess in the kitchen!” she screamed.

“I cleaned it up eventually,” I said in my beta male way, “But you didn’t answer my question. I made that mess at noon. You’ve been yelling at me since 8 am this morning. So that’s not it. Why are you so pissed?”

“Because you didn’t help me with the baby when I asked!” she screamed even louder.

“I did help you out. I just didn’t help you out as fast as you wanted because I was on the phone. But again, that happened at about 10 am. You were screaming at me hours before then. So try again.”

“Because you’re an asshole!”

“Why are you not answering my question?”

On and on this went. She got angrier and angrier. I never got an answer. (The answer was That Thing That Happens To Women Once A Month And Cannot Be Spoken Because It’s Never The Reason For Anything™.)

Summer, 2008.

"I don't mind if you fuck Ashley or Kat, but don't fuck Michelle. Promise me you won't ever fuck Michelle," she said.

To accentuate her point, she forcefully put her balled fists on her 18-year-old hips and glared at me. We had been dating for a few months, and she and I were going over the list of her cute girlfriends I was going to have sex with, with her assistance of course.

"Why not Michelle?" I asked. Not that I cared, since the other two friends she had mentioned were both extremely hot.

"Cuz she's a fuckin' cunt!" she said with a sneer.

"So you'd rather me fuck your girlfriends that you like, rather than girls you don't like?"

"Yeah," she answered, "You can fuck the girls I know and like, but not girls I don't like, and not any girls I don't know. And next time we have a threesome, the girl has to be someone I know really well and like a lot or someone I don't know at all."

I shook my head in confusion at all of the irrational rules she just rattled off and how little sense they made. I decided to refocus on the list of women at hand.

"Okay," I said, "So I can fuck Emma then. Good."

"Oh no! You can't fuck Emma!"

"Why not?"

"Because," she said, "Emma is like my best friend."

## **Women Are Different than Men**

One of the greatest sources of problems for men when they are dating or in relationships with women is that we fail to remember that women don't think as we do and don't view sex and relationships in the same ways. As men, we tend to think that everyone, including other women, views the world and processes information the same way we do.

Women don't. Moreover, the differences are extreme; often shockingly so. Most men reading the above stories from my dating life, all of which are completely true (only the names have been changed) would react with shock or laughter at how silly and irrational those women were behaving. However, many women reading those same stories, including very intelligent ones, would probably nod their heads in agreement with the above women's behaviors, thinking they would behave similarly in similar circumstances.

That doesn't mean women are dumber than men, nor does it mean women are less capable than men, nor does it mean that women are bad, evil, insane, not to be trusted, or out to get you. Over the past 10-15 years on the internet, huge swaths of many male online communities have engaged in massive Societal Programming that women are an enemy to men and that guys must be constantly wary of them. In my vast experience of working with hundreds of women over the past 30 years and dating hundreds more over the past 17 years, I have found that 95% of women are very nice people with no ill agenda toward anyone. They just think very, *very* differently than us guys.

Women see the world, process information, and make decisions using completely different criteria than you do, sometimes in ways that may seem irrational or even insane to us men. This is true even if the woman is extraordinarily intelligent, knowledgeable, mature, successful, and/or educated. As a matter of fact, often those very qualities *exacerbate* a woman's irrational tendencies, not lessen them.

Before we talk about how to best optimize your woman life for long-term Alpha Male happiness, you need to fully understand the differences in the female operating system from your own, so that you won't be taken by surprise by them like most men are.

### **Difference 1: Men are static. Women are dynamic.**

Perhaps the greatest relevant difference between men and women you need to understand is that women are dynamic creatures. By "dynamic," I mean the scientific meaning of the word, which would be "characterized by continuous change."

Women are constantly changing. One day she's the "happiest she's ever been in her entire life." Literally the very next day she's "miserable" and will be saying things like "fuck my life." One week she'll feel one way about something, the next she'll feel a completely different way. One year she'll want certain things for her life and three years later she'll want a completely different set of things, often the exact opposite of what she just wanted. Pre-menopausal women (i.e. women under the age of about 55) are constantly changing. They can't help it. It's how they are.

Men are the opposite, at least usually. By and large, men are static creatures. "Static" in this context means slowly changing, rarely changing, or never changing. They are the way they are, and they rarely go through any radical changes in opinions or desires. A 25-year-old man with a high sex drive, who loves baseball, wants to get married, and have two kids is very likely going to

have those same core desires when he's 45. While there are always exceptions to every rule, usually very little of those core desires will change over those 20 years for him.

However, a 25-year-old, high-sex drive woman who loves baseball, wants to get married, and have two kids will change all of those opinions drastically, many times, during that 20-year journey to age 45. Sometimes her sex drive will be strong and healthy; sometimes she won't want sex from anyone at all. Sometimes she'll want to be married. Other times she'll hate marriage and think it sucks. Sometimes she'll want two kids. Then she'll want four kids. Then she won't want any kids. Then she'll want one kid. On and on and on this goes, in all of her Seven Life Areas (SLA).

This is how women work, all the way until they reach their mid-fifties when this process of constant change begins to slow once they complete menopause and lose estrogen, thus making them a little less feminine and more static, like men.

Perhaps one of the greatest mistakes men make when they enter into long-term relationships or marriages with women is that they assume the women will be ever-static like a man. These men are always shocked to find a few months or years later that the woman they're with suddenly wants radically different things than she used to want when they were first dating, or first married, or first moved in together, or had their first child. Static men are constantly frustrated, enraged, confounded, and confused by their dynamic female partners.

Consider the following facts:

- 70-80% of all divorces are initiated by the female.
- Approximately three-fourths of all boyfriend/girlfriend relationships are terminated by the female
- Emotionally, men take breakups much harder than women do.
- Over 20% of the women in the US have children from multiple fathers.
- Numerous surveys have shown that the majority of married women would not remarry their current husbands if they had to do it all over again.

Is this because women are bitches? Is it because women are stupid? Is it because women are disloyal or evil? Despite what many men on the internet say, none of these things are the case. It's because women are dynamic, constantly changing how they feel. If she loves you now, it's unlikely she'll love you five, ten, or fifteen years from now. If she's sexually attracted to you now,

she may not be in three years or even in three months. In many cases, this isn't even your fault. It's just how women are.

Here's the important point. You can rage and scream because of this, or you can get depressed because of this, or you can exploit these facts for your personal benefit. If you want to be long-term happy, you have to choose the third option.

The Alpha 2.0 accepts and fully acknowledges women's fickle, ever-changing nature. He does not ignore it, pretend it doesn't exist, complain about it, or fight it, which is what betas and Alpha 1.0s spend their lives doing. As a result, the Alpha 2.0 never enters into any long-term arrangements with any women in his personal life with the expectation it will last forever (as just one example technique).

Following the beta male or Alpha Male 1.0 path of doing things like:

- Moving in with a woman and expecting the relationship to last the rest of his life
- Getting monogamous with a woman, especially a younger and/or more physically attractive woman, and expecting her to never cheat (using excuses like because "she's a Christian" or because "she's really smart" or because "her parents are still together" or "she's red-pilled", etc.)
- Marrying a woman without an **enforceable** prenuptial agreement
- Co-signing a loan with a woman in your romantic life
- Co-signing a mortgage or lease with a woman in your romantic life
- Co-owning a business with a woman in your romantic life

...are all titanic mistakes that will cause severe damage to your life down the road. That dynamic woman you're entering into an arrangement with will likely feel very differently about that arrangement later, and you will pay the price.

That does not mean you can't love a woman, be with a woman, live with a woman, have children with a woman, or make commitments to a woman. You can. You just need to keep the long-term, legal, and contractual aspects out of the equation (more details on this in Chapter 19).

Never expect a woman to feel the same way she does now, about anything, many years into the future... including you.

## Difference 2: Women perceive blocks of data simultaneously; men perceive one thing at a time.

Women perceive the world very differently than us guys. Whenever a woman takes in information, her conscious mind processes many things all at the same time.

Men are the opposite. Even highly intelligent, perceptive men process one... thing... at... a... time. Our senses detect one item, our conscious mind processes it, and then we move on to the next item. It's true our subconscious mind processes everything like a woman's does, but that's not relevant to this discussion.

Here's a real-world example. When you meet an attractive woman for the first time in a social setting, what do you actually see and process during the first three to five seconds? You probably see and process her boobs and her hair, and perhaps her eyes too. Later, you take in much more, but within the first few seconds that's about it.

What does *she* see in the first few seconds? She sees and fully processes your eyes, your eyebrows, your hair, your nose, your nose hairs, the pigmentation and color of your skin, your facial hair, your five o'clock shadow, your lips, your teeth, your chin, your double chin, your eye contact, the hair on the back of your neck, and the little bits of chest hair sticking out of your collar. Within another few seconds she's processed your hands, the way you move your hands, your dirty fingernails, your watch, and your body posture. While doing this, she is also seeing and processing most of what you're wearing: your shirt, your belt, your pants, your shoes, your socks, your necklace, and any rings on your fingers.

Yes, she really does all of this within just a few seconds. Women are amazing this way. Their brains are built for perception in a way men's are not.

This all equates to a very different life experience between you and the women you work with, spend time with, date, or have relationships with. You need to acknowledge this reality or you'll be very confused about women's behaviors.

There are advantages and disadvantages to both the wide perception of a woman and the tunnel vision of a man.

The advantage women have is that women are more perceptive than men. They can very quickly detect detailed information that it takes us guys a longer time to uncover. I think I'm a pretty perceptive guy, but even to this day I'm surprised at how fast I see women pick up on little nuances in their

environments; nuances I usually don't "see" unless a woman points them out to me.

Women can also multitask better than men and are much more conscious and sensitive than men are, one of the many reasons they tend to be more nurturing as parents and friends than a man. (Remember I said "tend to," as there are always exceptions to the rule.)

The disadvantage women have is that because their conscious minds are constantly being bombarded with information, they can get a little crazy. Everyone knows that women are more emotional and irrational than men (on average), and this is the primary reason. Women are far more prone to emotional outbursts and irrational behavior than men because they perceive so much more of the world at the same time. Women also tend to be far less focused than men, so even if they can multitask better, they usually aren't going to stick with whatever they're working on as long as a man can. (Again, I'm making generalizations here and this is not always true.)

Men are the opposite. Because of their tunnel vision, they tend to act a little more "simple" than women, almost to the point of looking dumb. This is what she's talking about when a woman complains about how "dumb" her husband or boyfriend is being. She sees everything all at once and is losing patience for her guy who can only process one thing at a time.

The advantage men have over most women, and it's a massive one that you need to exploit, is that men are far more focused than women. It's been said in the past (though not loudly in this current cultural climate) that if you want to get a job done, give it to man. This is not a sexist statement *because many women say this*, even if said privately behind closed doors. For example, repeated surveys constantly show that most women in the workplace prefer to have a male boss, and by a very wide margin.

This more focused, "let's just get it done" attitude among men is a very real observation based on very real biology. Because of our relative tunnel vision, it is much easier for us guys to focus on a task and stick with it until it gets done. We are not going to be distracted nearly as much as a woman might.

So next time you see a woman act a little insane, just remember the flow of data pouring into her mind is far greater than yours is.

### **Difference 3: Men desire comfort. Women desire a range of positive AND NEGATIVE emotions.**

This is a big one that directly affects your interpersonal relationships with women.

Men, at least most men, desire positive emotions, namely comfort. As we discussed previously, a man's desire for comfort and happiness is confounded by his own OBW, SP, and the Six Societal Values. Yet a man's desire for positive emotions remains despite these strong Prison-enacted barriers. The world is filled with guys who get home from work, grab a beer, sit on their couch, and watch the game on TV. He's perfectly happy doing this. Moreover, he could (likely) sit there for hours and hours on end, and be just as happy hours later as he was when he first sat down.

Women are *not* like this. Women do not desire consistent comfort or happiness like us guys, even if they say they do. Rather, women desire to experience *a range of emotions*. This means they want to feel happy sometimes, but other times they want to feel angry, sad, jealous, or afraid. That's right; they *want* to feel these things. Most women will never admit this, and frankly, most women are not self-aware enough to realize they have these desires, but they do.

A woman who feels happy will eventually do things to make herself feel something else. Feeling happy all the time is "boring" to a woman, and if there's anything a woman can't stand, it's boredom.

Men's tolerance for boredom and sameness is colossal compared to a woman's. Men can work at a boring job he hates, go home, eat dinner, watch some TV or play some mindless video games, go to sleep, and do that same shit for 30 years, and be totally fine. He's bored as hell, but that's fine with him. Sadly, billions of beta males all over the world live lives just like this.

A woman living that same life would go insane. Within a very short period, a woman in that circumstance would do something drastic like switch jobs, move to another city, get addicted to prescription drugs, divorce her husband, cheat, end a long-term friendship with one of her girlfriends, start going to night school, get pregnant, start massive drama with one of her relatives, or make some other radical life change. She can't be bored. She must avoid sameness at all costs.

The key distinction here is that women will change their conditions even if their life is perfect. If a woman happens to achieve a life where she is literally happy all the time, i.e. she has the perfect job, the perfect kids, the perfect marriage, and she's physically fit, for a while she'll bask in that happiness. However, slowly, over time, she will start to feel uncomfortable. She'll start to feel like something is wrong. She will start to feel uneasy or guilty. Eventually, she will do something in her life to cause herself unhappiness. It may not even be something she does consciously, but she'll still do it. She's a woman. She doesn't want consistent happiness; she wants a range of different

emotions, including negative ones. If she feels happy for a while, she'll want to feel angry after that. Then happy again. Then sad. Then happy again. Then afraid. The *difference* is what she's after, not consistent happiness or comfort like us simple men.

Have you ever had a woman you were in a relationship with suddenly start throwing drama at you, completely out of the blue, when everything was going great? Did you ever have a woman suddenly leave you when everything was going great? Of course you have! We all have!

Why did she do this? Because she doesn't want everything to go great forever; she only wants it to go great for a while. After that, she wants things in your relationship to go badly, at least a little. Yes, she really wants this! Then after some rocky times, she wants the relationship to be great again. You've probably heard some women say how much they love "make-up sex" after a big argument, right? Have you ever heard a man say that? No.

As always, this is not because women are evil or crazy; it's just how they are.

You've probably heard the old statement that men speak an average of 2,000 words per day while women speak an average of 7,000 words per day. Women process information by talking. What better way to experience a range of emotions in a given day than by talking a lot?

Since most men don't have a desire for emotional range, they don't need to say as much. If a guy is comfortable, he's usually pretty quiet. If a woman is comfortable, what is she doing? That's right, she's talking.

If a woman is happy, never expect her to stay that way.

#### **Difference 4: Women desire sex as much or more so than men, but have more self-imposed rules about when sex is "appropriate" for them.**

There is massive SP that says women don't like sex, or at least don't like it as much as men and men are the horny ones. It's grossly untrue. Women's minds and bodies are designed for far more sexual pleasure than a man's. Here are just a few scientific examples:

- During scientific experiments, women respond sexually to images of men-on-women sex, women-on-women sex, animals having sex, attractive women walking down a beach, and attractive men walking down a beach. In the same experiments, men only responded sexually to those above scenarios when women were present.

- Science has confirmed that when women have high sex drives, they are far more likely to be strongly attracted to both sexes. This is not true of high-sex drive men.
- Women can orgasm in multiple ways. Men just have one.
- Women can orgasm multiple times; there is no physical limit to the number. Most men can orgasm a maximum of two times during a passionate evening, and those are the lucky ones since most guys are “one-and-done.”

The strange paradox is that even though women are more sexual than men, because of thousands of years of SP telling women to not be sexual, over the ages women have learned to cloak their sexual desire, even from themselves. As a result, women suffer all kinds of emotional and psychological problems surrounding sex that we men never have to worry about.

It's a sad situation and frankly, I feel sorry for women because of this. If women want sex as much or more than men, why is it so hard for most men to have sex with them sometimes? It's because of an odd result of the sexual “cloaking” women have been forced to assume. The symptom of this “disease” is the development of false, self-imposed sexual rules a woman creates in her mind. She then adheres to these rules whether she wants to or not. Years ago, the pick-up artist community created a term for this: ASD, or Anti-Slut Defense. These are rules she's placed on herself to avoid sex so that other people won't think of her as a “slut,” *even if she wants to have sex with the guy*.

A few of these rules make perfect sense in terms of her physical safety, like “Don't go home with a man you just met.” However, most of the rules are completely irrational and make little sense in the real world with sky-high divorce rates, where women are protected by a near-insane amount of gender-based laws, where women can and do earn their own money, and where men wear condoms.

There are scores of these rules that women have created for themselves, far more than I could list here. Here are a few examples of women's irrational sexual rules that you may have already encountered in your dating life:

- I don't have sex on the first date (or second date, or third date).
- I don't kiss on the first date.
- I don't have sex with a man until he makes me his girlfriend.
- I don't have sex with a man until he buys me several nice dinners.
- I can have sex with a young, poor, very good-looking man without any dates or dinners. This is okay because we're not dating.

- If I meet a great guy who I really like and see a future with, I must force him to wait for sex. The converse of this rule also applies: If I meet a man who has zero long-term potential, I can have sex with him quickly and that's okay.
- A man I'm having sex with can't have sex with other women even if our relationship is casual.
- If a man makes me pregnant, he must marry me, even if I know he would make a terrible husband and father.
- A man I'm having sex with casually must eventually make me his girlfriend, even if I really enjoy the casual, no-attachment sex.
- It's okay to have sex with a man for money as long as we don't kiss on the mouth.
- I can cheat on my husband or boyfriend as long as I don't actually love the man I'm cheating with.
- Making out with a guy doesn't count as cheating.
- Sex with a guy doesn't "count" if I regret it later.
- Blowjobs do not count as sex.
- I'm still a virgin after having anal sex.

I could list many more female sex rules, and likely you could too. Notice very few, if any, of these rules make any sense. Doesn't matter. To the women who have these rules, these are as iron-clad to her behavior as the law of gravity. Because of anti-sex, anti-woman SP, women have all kinds of rules like these rolling around in their minds regarding when sex or sexual behavior is appropriate and when it is not.

It's important to point out that a woman will follow her irrational sexual rules even if she doesn't want to. I can tell you for a fact that I have been on many dates with women who wanted very badly to have sex with me, but because they had a rule like "only sluts have sex on the second date!" installed by SP into their brains, they couldn't bring themselves to do it. They would kiss me passionately, get very wet, adamantly resist having sex with me despite my best efforts, then run home by themselves and quickly masturbate while thinking about me, and then tell me all about it over texts.

Sound insane? To a man, yes. To a woman, no; it makes perfect sense. Her irrational sexual rules take precedence, not logic or reality.

While we men certainly have our own sexual programming to wrestle with (as we discussed in the last chapter), we usually don't have any rules restricting us from having sex. If we want to have sex with someone, we have sex, or at

least try to. The downside to this is that a man with little or no sex rules often comes up against a woman who has tons of them herself.

The number of irrational sex rules a woman has increases with age. A 20-year-old single girl is going to have far fewer sexual rules than a 42-year-old single woman. This is one of the core reasons why I usually don't even try to approach women over the age of 33 for sex unless I already know them personally. Based on both my extensive experience and a lot of data, the age of 33 seems to be when most women in the Western world ramp up their irrational sex rules. I've discussed this topic extensively in my other books and blogs.

This means that even though women hit their “sexual peak” at some point in their mid-thirties, they also have a huge amount of rules forbidding them to have sex at around that same time. Therefore despite the fact a thirty-something or forty-something woman may have a higher sex drive than a woman in her mid-twenties, the older woman is going to have far more rules and regulations installed in her brain about when she is or is not allowed to have sex with you. It will be harder to have sex the first time with her than the younger woman, even though the older woman has a higher sex drive.

Crazy, isn't it?

#### **Difference 5: Women have more OBW than men.**

We've already discussed the dangers of Obsolete Biological Wiring and how it will sabotage your happiness as a man and an Alpha. Women have even more OBW than men. Women's bodies and brains are wired for some extreme OBW that men never need to worry about. This is mostly tied to ovulation and pregnancy.

##### *Ovulation*

I probably don't need to tell you about a woman's once-a-month bitchy time. Any man who's had a girlfriend or wife longer than several months who was not on birth control knows all about that.

Women also have a time of the month when they're ovulating. This is yet another form of OBW that exerts powerful control over a woman, including very intelligent, self-aware women. Research has shown that during ovulation, women:

- Are more likely to cheat
- Are more likely to masturbate and/or watch porn

- Are more likely to wear perfume and jewelry
- Have brighter, more attractive skin
- Dress more sexually and in ways that reveal more skin
- Are more attracted to men bearing Alpha traits (bigger muscles, deeper voices, more symmetrical and chiseled faces, etc.)
- Speak in higher-pitched voices (to appear more feminine and to attract more men)
- Sway their hips more when they walk

Women aren't doing these things consciously. It's not like a woman wakes up in the morning and says "Ah ha! I'm ovulating! Today I'm going to dress sexy and speak in a higher voice so I can get laid!" Instead, it's all automatic and subconscious, all driven by OBW, whether she knows it or not.

This is why a woman can be very horny one week and be sexually cold just two weeks later. As men, we're static. We're horny all the time. It's confusing to see women be sexual sometimes and prudish others, but that's how they are.

### *Pregnancy*

Perhaps the greatest biological human urge, other than those base urges of survival, is the female's urge to crank out babies. Yes, men also desire to procreate, but men are usually more concerned about the act of sex itself than actual procreation. If we have tons of sex and don't get anyone pregnant, that's fine with us (it's usually preferable!). However, with women, they want to consistently have sex *and* procreate.

The OBW that drives a woman to have a baby is ultra-powerful. There is no greater biological urge in her life other than survival. This is why you see so many Western women having babies even if they're not in a stable relationship, or when they aren't financially or emotionally ready, or when they don't want to disrupt their lives or careers with babies, or with men they know would make terrible fathers. A woman's OBW doesn't care. Throughout her life, a woman's OBW is screaming at her to have a baby, even if she mentally doesn't want one!

The fact that the left-wing, Collapsing Western World now welcomes, and even encourages, single motherhood and teen motherhood drives this already powerful OBW into the stratosphere, boosted by new SP. The rate of children born without fathers is soaring. More than half of all American births to women under the age of 30 are to single mothers. 55% of never-married women ages 40 to 44 have at least one child, up from 31 percent from two decades ago. Amazing!

Never before in Western history have so many women had their lives destroyed or disrupted by having babies when they shouldn't be having them, all because of irresistible OBW and SP that is further encouraged by society.

#### **Difference 6: Women demand behaviors that will turn them off.**

Perhaps the most bizarre difference between men and women is that women will actually demand behaviors from men during the courting process that will turn them (the women) off to the men doing them. It's the craziest thing in the world, and this oddball trait of women has been confusing the hell out of men for centuries.

For example, when a woman starts dating a man, she will expect him to be nice, sweet, compliant, obedient, affectionate, buy her gifts, treat her to free drinks and dinners, and various other beta male behaviors. The problem is, for the vast majority of women, it is these very same traits which will turn them off sexually. What will turn her on is a man who is confident, outcome independent, doesn't give a shit, acts somewhat aloof, and doesn't buy her anything. Yet she would *never* say to a potential suitor, "Please refuse to buy me anything and treat me like you aren't attracted to me. That will make me more likely to have sex with you."

Instead, she will demand that a man who is behaving in more Alpha ways behave more like a beta, which will reduce her sexual attraction for him. It's the craziest thing to men, and again, most women don't do this consciously. This bizarre behavior is yet another result of anti-sex SP that's been drilled into women's heads for thousands of years.

The Alpha 2.0 is aware of this tendency in women. When a woman demands ass-kissing beta behaviors from him during the courting process, he ignores her requests and proceeds with the Alpha behaviors instead. These are effective in getting her to have sex with him more quickly, even though they are almost always the opposite of what she's expecting or demanding from men who court her. If she still doesn't have sex with him, no problem. He smiles, wishes her well, and has sex with someone else.

## Chapter 17

### Relationship Types

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*Let me live deep while I live; let me know the rich juices of red meat and stinging wine on my palate, the hot embrace of white arms, the mad exultation of battle when the blue blades flame and crimson, and I am content. Let teachers and philosophers brood over questions of reality and illusion. I know this: if life is an illusion, then I am no less an illusion, and being thus, the illusion is real to me. I live, I burn with life, I love, I slay, and am content.*

Conan the Barbarian  
Robert E. Howard's *Queen of the Black Coast*

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September, 2007.

I sat across from her at her dining room table, eating the beautifully prepared meal she had made me with exquisite care. Even at age 41, which was five years older than me at the time, she was still very beautiful, similar to a young Susan Sarandon, with a body to match. She was intelligent and perceptive too, and we talked for a very long time before having sex.

She turned the conversation to marriage, as she often did. Like most unmarried women her age, she was in provider-hunting mode, seeking a man to marry her and take care of her (and to stop being Alpha and start following her orders, just like any other societally programmed woman). As she went on about her Disney fairytale desires, annotated with strong indications that I could be “just such a man,” I interrupted her.

“If we got married,” I said, “Do you realize it would damage a large part of what we now have?”

She cocked her head to one side. Having been raised Catholic like I had, my statement directly conflicted with her religious SP.

“How do you mean?” she asked.

"Let me ask you a question," I said, putting down my fork, "Why am I here?" She was a very modest woman, so she simply shrugged.

"I'll tell you," I continued, "I'm here because I want to be here. With you. That's the only reason I'm here. Literally. If I didn't want to be here, I'd be somewhere else. Right?"

"Right," she said, still not understanding where I was going with this.

"But," I continued, holding up a finger, "Let's say we were married. You've been married before just like I have, so you know exactly what it's like. If we were married, I would come home to you because I had to. You'd be my wife and you'd be living in my house. I'd have to come home to you. I really wouldn't have a choice. Unless I wanted to get a full-on divorce that is, but barring that, I would be spending time because I had to, not necessarily because I wanted to."

I saw her eyes defocus and I could see she was getting it. Indeed she had been married before, and as badly as some divorced people want to get re-married, they never quite forget how crappy traditional monogamous marriage usually is.

"Someone married to someone else, or even just living with someone else," I said, "That person must be with that person even if they don't like that person. Even if that person bothers them. But because they're married, they more or less have to be there. But with you and me, none of that is the case. You know, deep in your heart, mind, and soul that the *only* reason I'm here with you right now is because I want to be here with you. *I have literally no other reason for being here.* If I was your husband, that aspect would be gone. I'd be here because I had to be. And you would never know for sure if it was because I actually wanted to be here or not."

She sat back and stared into space for a few minutes. I could tell her wheels were turning. In her entire life, no one had ever explained marriage to her like that. This was because the elites who rule The Prison want people to get married. It makes them easier to control, govern, tax, sell things to, categorize, and manipulate. Therefore, basic realities like the one I relayed to her go unheard of by most of the population.

Several days later we were together again and she had a huge smile on her face as she gave me a big hug.

"You know," she said, "I thought about what you said. And you're right. When I was married to my ex-husband, I was only there because I had to be, and I hated it. The same for him too. He wasn't there for me. He was there for the marriage. Now that you're here with me, I know you want to be here, and,

I don't know, that really makes me happy. I never had that when I was married. And now I don't think I ever want to give that up."

I wrote the above in the first version of this book. Here is an interesting update to the story. She and I continued to date for quite a while. It was a fantastic relationship with zero drama or problems the entire time. Eventually, her Christian Societal Programming got the better of her and she became saddened that I was still having sex with other women since I don't do monogamy. She finally ended the relationship by sweetly buying me a bunch of gifts and apologizing to me that she couldn't make it work. (How does that compare to the breakups *you've* had? Alpha Male 2.0 break-ups are always friendly.) She was a real sweetheart and I let her go.

We remained friends on social media and communicated sporadically. Years later, perhaps predictably, she got traditionally monogamously married as instructed by her religion, with all the usual celebration and fanfare. She was divorced just one year later, now a single woman in her early fifties. She has since left social media but the last few posts she made looked bleak.

It's sad, but this is the typical result of when you follow Societal Programming to make your relationship decisions for you.

## Societally-Programmed Relationships

You do not create relationships because they are what you want or because they are what will make you long-term happy. Unless you're completely liberated from SP and OBW, you create relationships based on what other people have told you you're supposed to want (parents, media, religion, culture) and your outdated biology.

Let's take a look at how normal, SP-based relationships work from the male perspective. Normal men go through life seeking a woman, either for love, sex, or both. They do this in either a needy way (betas) or a touchy, suspicious way (Alpha 1.0s). Eventually, and often despite everything they do wrong, most men find a woman. They then proceed to operate on autopilot based on their SP and OBW.

Beta males usually follow a pattern that looks like this:

1. Go for long periods with no sex.
2. Meet girl.
3. Kiss girl's ass.
4. Eventually have sex with girl.
5. Instantly get needy for girl.

6. Beg girl to become his girlfriend, or at least exclusive, as soon as possible.
7. Get into monogamous relationship with girl.
8. Experience brief and wonderful honeymoon period.
9. Start experiencing drama with girl as her attraction drops and boredom increases.
10. Get dumped by girl.
11. Get depressed, sad, angry, or bitter. Bitch and whine about it to all of his friends and people on the internet.
12. Wait a few weeks or months.
13. Go back to step two and repeat entire cycle.

After farting around with this ridiculous cycle for years and years, the beta eventually gets settles down monogamously, either by moving in with a girlfriend or getting legally married. Then he adopts a new cycle:

1. Get engaged and/or move in with girl. Feel great.
2. If getting married, have a wedding, completely the way girl wants it, usually going into debt to do so.
3. Happy honeymoon phase for anywhere from three to 36 months. Feel “the happiest he’s ever been.” Brag about it on social media.
4. Start getting regular drama from wife as her attraction drops and boredom increases.
5. Start getting resistance from wife when he wants to have sex.
6. Have less sex than before. Become accustomed to reduced sex.
7. Suffer from reduced testosterone, angst, and a feeling of helplessness.
8. Possibly, have a baby with wife. Feel great again... for a while.
9. Work with wife to raise baby. Increased stress. Further reduced sex.
10. Possibly have another baby. Further increased stress on the relationship as he argues with wife on best ways to raise kids.
11. Wife divorces him and moves out.
12. Get financially raped in the divorce or break up. Lose some or all custody of his children. Forced at gunpoint by the left-wing, collapsing Western government to pay communal property, child support, and possibly alimony regardless of whose fault the divorce/breakup was.
13. Go back to dating, and repeat above dating cycle, seeking a new girlfriend/wife to repeat the above move-in, move-out cycle all over again.

Of course, if the guy is “lucky” he’ll never get divorced or have a breakup. Instead, he’ll stay married/together, and either he’ll cheat on his wife, or his wife will cheat on him, or they’ll get gradually bitterer as time goes on until they’re both too old to do anything about it.

Yes, there are always odd exceptions to the rule and people always love to point these out, but with the vast majority of men out there in the modern-day Western world, the above two cycles (or something that looks very close) are the system they follow. Which, of course, is the exact system The Prison promotes via SP and the Six Societal Values.

We can’t neglect the Alpha Male 1.0s. They follow a slightly different cycle:

1. Date and have sex with lots of women. Be a player and love it.
2. Around age 35 or so, begin to question their entire lifestyle. Say to themselves things like “Is this all there is?” or “I need to grow up now” or “My life feels like I’m missing something.”
3. Find a woman they think is Not Like The Rest™ and get “serious” with her.
4. Cut off all other women and get monogamous, mostly due to Societal Programming, impressing their family, or laziness.
5. Brief happy honeymoon period. Feel great.
6. Start getting restless and horny for other women.
7. Cheat on her. Usually a lot.
8. Get caught.
9. Drama, fighting, anger.
10. Bad breakup or divorce.
11. Go back to dating lots of women and feel “great to be single again.”
12. Go back to step two and repeat entire cycle.

You can see that both of these cycles are utterly incompatible with the Alpha 2.0 lifestyle, as well as the goal of long-term consistent happiness. Moreover, these cycles will severely hamper your ability to pursue your Mission, if not destroy it completely.

The Alpha 2.0 follows a very different system. He cannot allow himself to blindly follow SP or OBW when it comes to women, nor does he have the option of getting needy, possessive, or dramatic with women, even when dealing with a woman he loves. As we discussed in Chapter 3, he lacks the false sexual SP installed into most people via The Prison. As we discussed in Chapter 16, he also recognizes women’s ever-changing dynamic nature and never enters into any long-term legal commitments with any women in his

personal life (except for those impossible to avoid, like child support if he wants to have children).

Most importantly, an Alpha 2.0 does not “pedestal” any woman by making her the most important thing in his life, even if he is living with that woman, married to that woman, and is the father of her children. That doesn’t mean an Alpha 2.0 can’t love a woman; of course he can, but no woman is ever the most important thing his life.

Instead, women, or even that one special woman, are simply another very important item on the small list of Seven Life Areas that are important to him. His woman life is important and should be, but it’s never the most important thing. You must view your woman life as one of several important pieces to your life, not the only piece, and not even the most important piece. Yes, even if you’re in love or married.

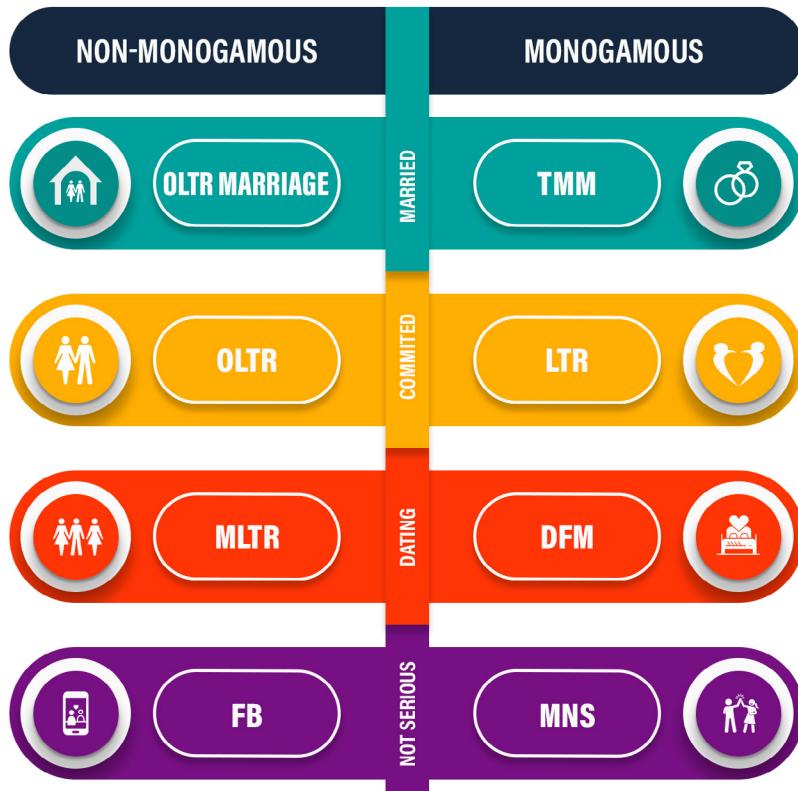
## **The Categories of Relationships**

As an Alpha 2.0, you must experience the woman side of your life in a way that brings you happiness without compromising your present or future happiness, life, or Mission. One of the easiest ways to manage this is to view different types of relationships on a scale of categories.

Any woman in your sex life or romantic life will fall into one of nine relationship categories, shown below.

*Author’s Note: I am about to give you some more acronyms. I realize I’ve already given you a few in this book to chew on. I try my best not to over-use acronyms but sometimes it’s unavoidable. There is a glossary at the back of this book that you can reference at any time. Also, to not drive you too crazy, in subsequent chapters I will usually spell out the entire relationship type instead of using its acronym introduced in this chapter. I will continue to use the core acronyms like SP (Societal Programming), OBW (Obsolete Biological Wiring, 6SV (The Six Societal Values), and SLA (The Seven Life Areas), though I will occasionally spell those out from time to time as well.*

# CATEGORIES OF RELATIONSHIPS



Some relationships are monogamous, others are non-monogamous ones, usually called “open” relationships or “poly” relationships. I shall describe each, starting from the bottom of the chart and going up. First I will start with relationships on the monogamous side of the scale. These are the types of relationships people in The Prison engage in and the types OBW and SP push people towards.

## MNS – Monogamous, Not Serious

An MNS is when you start having sex with a woman and she gives you a little speech about how you are not allowed to start liking her and she is not your girlfriend and how she does not have time for a relationship and this “thing” you and her have is just “hanging out and having sex” and not serious. Oh, and by the way, she says, you aren’t allowed to have sex with any other women except her.

MNS relationships are almost universally initiated by females. I have never heard of a man initiating one. When it comes to an MNS, women initiate, and thirsty, needy, desperate men agree to them. Stupidly.

It should go without saying (I hope!) that the MNS is the single worst type of relationship there is. It's all downside, no upside. Men who are foolish enough, stupid enough, or desperate enough to agree to an MNS when a woman demands one are cutting their own throats.

While all forms of monogamy are problematic, as a man you should never, ever agree to a MNS for any reason whatsoever.

### **DFM – De Facto Monogamous**

The DFM is one of the most common types of relationships in the modern Western world. This is when you start dating one girl while dating a few others, and over a few weeks, you start to like the girl and stop seeing all the other girls. You do this mostly because of laziness and complacency rather than a conscious decision on your part.

So now, you're only having sex with one woman. This means you're monogamous. When I point this out to men in a DFM, they defensively respond, "We're not monogamous! We're not exclusive! She's not my girlfriend or anything! We never had that talk. So I can do whatever I want!" True, you didn't have that discussion, and technically you can do whatever you want, but it doesn't matter. The fact remains that you are only having sex with one woman. This means you are de facto monogamous. If you start having sex with other women again in addition to her (which you probably won't) *then* you can say you're not monogamous.

DFM is the default for lazy men and men not thinking strategically about their woman life. Because you're monogamous, DFMs always result in drama and problems down the road. As I said back in Chapter 16, women are highly intuitive. When she's the only woman you're having sex with, she can "smell it" on you, and she'll act accordingly.

### **LTR – Long-Term Relationship**

This is the relationship type most people are familiar with, the Long-term Relationship or LTR. "Long" in the long-term relationship is theoretical, since the vast majority of LTRs don't last past two years.

An LTR is the standard boyfriend/girlfriend relationship many people in The Prison quickly leap into once they start having sex with someone. The

promise of monogamy of both partners is either clearly stated or implied, but it's expected regardless. Sometimes LTRs live together, sometimes not. Sometimes two people in an LTR are truly in love, sometimes not, but regardless it's still considered much more serious than just "dating" or "hooking up."

Like all monogamous relationships, LTRs are prone to the usual problems of drama, rules, limitations, compromises, scarcity mentality, and bad breakups. They are relationships based on the Six Societal Values (6SV), not happiness.

### **TMM – Traditional Monogamous Marriage**

The most serious form of monogamous relationship is the TMM, or Traditional Monogamous Marriage. A TMM is when two people get legally married, do not sign a prenuptial agreement, expect the marriage to last the rest of their lives, and expect no cheating ever by either partner.

Approximately 90% of all traditional monogamous marriages in the modern-day collapsing Western world fail, thereby resulting in one or more of the following:

- Divorce
- One or both partners eventually cheating
- A bad marriage that never ends

To be clear, 90% is the *failure* rate of traditional marriage, not the *divorce* rate. Your marriage can easily fail without getting divorced. Since TMM is a monogamous relationship, if your wife has sex with another man or if you have sex with another woman, even if you don't get caught, your marriage has failed because it's no longer monogamous, which was the entire point of it. If neither of you ever cheats and never gets divorced but you both grow old together while hating each other and just putting up with each other (I know many long-term marriages like this and I'm sure you do too), again, your marriage has failed even though you didn't get divorced. You married your wife to be more happy, not less happy.

If you get into a TMM, you can look forward to at least 90% odds of one of those three things happening to you eventually. Although fewer people in the collapsing Western world are doing TMM than before, and many of those who do are waiting longer to do it, an astounding 50%+ of modern-day Westerners still eventually get TMMed, especially once they get past age 28. They do this despite seeing all the married people around them getting divorced, cheating on each other, and having huge problems with drama and complaints in their relationships.

Such is the power of SP and the 6SV.

Fortunately, the Alpha Male 2.0 has many other options, none of which will harm his current or future long-term happiness. We'll switch now and discuss the non-monogamous relationship types. Again, we'll start at the least serious and move our way up to the most serious.

### **FB – Fuck Buddy or Friend with Benefits**

An FB is a woman you don't have romantic feelings for at all, but whom you enjoy having sex with. There is no romance or dating. You just meet up and have sex. Maybe you both talk for a bit, watch a little TV afterward, or something like that, but that's about it. No dates, no cuddling after sex, no spending the night, none of that. There is no expectation of commitment or exclusivity. A person can even have several FBs at once (I always do). One can even have long-distance FBs in different cities or countries (I have an entire harem of FBs in six different countries all over the world).

That doesn't mean you treat your FBs like trash. The "F" in "FB" stands for friend. She's your friend, perhaps even your close friend. That means you treat her with kindness and respect, just like you would one of your buddies. Just because you're not romantically serious with her doesn't mean you don't treat her nicely. Plus, treating your FBs like crap invites drama, which will damage your happiness. We don't want that!

FBs are easy, enjoyable, satisfying relationships.

*Requirements for FB:* There are no hard requirements for an FB, since the relationship is very casual and you're not dating her. Any requirements you establish for FBs are your own. The only two I have for myself is that she needs to be physically attractive and she can't be a bitch to me (she can be a bitch to other people, just not me).

### **MLTR – Multiple Long-Term Relationship**

An MLTR is a woman you're dating and having sex with regularly, for whom you have clear, strong, romantic feelings. Unlike an FB, with an MLTR you can do things with her like go out on dates, cuddle after sex, and spend the night with her. You can even be in love with an MLTR, though that's not typical.

Just like with LTR, the word "long" in a multiple long-term relationship is not necessarily accurate. Some MLTRs last a few months, others can last many years.

The “M” in “MLTR” means multiple. This means you are not monogamous to, or emotionally exclusive with, an MLTR. You can date and have feelings for her, and you can also date, and have sex with, and have feelings for other women too. You can have several MLTRs at the same time. The term “polyamory” means you have more than one concurrent MLTR. You’re serious, and you care for her, perhaps even love her, but you can care for and have sex with other women as well.

MLTRs are wonderful. Before I got married (in an OLTR Marriage, see below), I usually had two MLTRs and a few FBs all at the same time.

Unlike FBs, an MLTR is a scale within itself. You can have one MLTR who is somewhat serious and also be dating another MLTR who is very serious. They’re both MLTRs, but there’s a definite hierarchy where you like (or love) some more than others.

*Requirements for MLTR:* She can’t live a screwed-up life, so an MLTR can’t be an alcoholic, drug addict, chronically depressed, a criminal, or anything like that. She also can’t be a bitch (why would you date a bitch?). Also, you need to be emotionally available for a relationship (otherwise just stick with FBs for now).

## **OLTR – Open Long-Term Relationship**

The OLTR is the non-monogamous version of an LTR. Unlike with an FB or MLTR, with an OLTR you’ve actually made some real commitments. You are emotionally exclusive to her and her alone. This means you love her and are committed to only her. However, you are still allowed to have sex with other women provided those women are one-night-stands or FBs and nothing more. The OLTR is the Alpha Male 2.0 version of a girlfriend, in a very serious though non-monogamous relationship.

Because of the committed nature of the OLTR, there are some ground rules you will both have to follow regarding sex outside the relationship. These rules are completely up to you and her, and every OLTR is different. That’s one of the great things about the OLTR; they’re completely customizable to the wants and needs of both of you. We’ll be further discussing the topic of relationship rules in Chapter 18.

Unlike the other forms of non-monogamous relationships, an OLTR is something a woman must show, through her actions, that she qualifies for it. The rule of thumb is that you should not make any woman your OLTR until she’s been a low-drama MLTR for at least six months (though 12+ months is better). Awarding “girlfriend” status too quickly to any woman, even a high-quality one, often results in drama and other problems down the road.

To review (and to make it easier to remember), just remember the following list:

- You can have as many FBs as you like.
- You can have as many MLTRs as you like.
- You can only have one OLTR.
- You can have an OLTR and some FBs on the side.
- You can *not* have an OLTR and some MLTRs on the side. Otherwise, the woman you're calling your "OLTR" is really just your favorite MLTR.

*Requirements for OLTR:* You need to be at least 30 years old (having girlfriends in your twenties is a horrible idea for multiple reasons, namely because you're not ready and you should be spending your twenties doing other things; more on this in the next chapter). Ideally, she needs to be at least age 24 or 25. She must have been an MLTR for at least six months with zero or near-zero problems (little to no drama, little to no jealousy) the entire time. She should be low-drama, low-jealously, live a decently good life, agree with you on all the big macro issues of life, and be reasonably happy. As you can see, most women can never qualify for an OLTR with you (but many of those can make great FBs or MLTRs).

## OLTR Marriage

This is when you move in with your OLTR full-time or legally marry your OLTR. In either case, you're "married" in that you're living the lifestyle of a married man. This is such a large topic that I've devoted an entire chapter to it, so I'll describe it in more detail then.

*Requirements for OLTR Wife:* You need to be age 35 or above (moving in with a girlfriend or wife in the modern era when you are a younger man is insane; it won't work). She needs to have been your OLTR with zero or near-zero problems for a year or more before you move in with her.

## The Dating / Relationship Cycle for the Alpha 2.0

Now that we've covered the dating / relationship cycle of the beta male and the Alpha 1.0, as well as the different types of relationships, let's take a look at the cycle that Alpha 2.0s follow in their woman lives. It looks quite different from their beta and Alpha 1.0 brothers.

1. Have sex with many women.
2. Categorize some women as FBs, others as MLTRs.
3. Quickly but nicely dump any FBs or MLTRs who give him drama or demands. Continue to have sex with and date other FBs and MLTRs who make him happy.
4. Maintain happy, low-drama, years-long relationships with multiple FBs and MLTRs.
5. *Possibly* fall in love with one special MLTR after dating her for a long time and promote her to OLTR.
6. Continue having sex with FBs on the side, replacing any FBs who drop off.

That's it! This is the model I have been following for most of my adult life; almost 20 years. The advantages to a man are massive:

- I never have to deal with cheating, because all my relationships are sexually open, which means cheating is impossible by definition.
- I never have any bad breakups. 100% of all my breakups are amicable, and 94% of the women who break up with me return to me later anyway.
- I never go without sex, ever. I have sex at least three times a week, every week, unless I choose not to (which, in my case, is rare).
- I can satisfy my male need for sexual variety at all times, even while being in love with one special woman.
- I can have very strong romantic feelings, even fall in love, with a particularly special woman if I chose and if the feelings take me. Romantic love, even intense love, is allowed under an MLTR and is required in an OLTR.
- I can experience everything I could normally experience with a traditional girlfriend or wife. Spending time together, living together, spending time with each other's friends and family, having kids together, and so on.
- I don't have to "babysit" any of my women like most normal men do. My women can go out and do whatever they like when they're not with me. It's great for me, since I don't have to concern myself with them. It's great for them, because they can be independent women while still being in a relationship with a fun, successful, motivated, low-drama man they care about.

- I am 100% free to do whatever I want with my life, including buy whatever I want, have sex with other women, travel the world, and pursue my Mission, with no interference from a woman who “won’t let me do that.”

It is the best of both worlds!

If you would like specific instructions on how to set up FBs, MLTRs, or an OLTR, you can get my book The Ultimate Open Relationships Manual at [haveopenrelationships.com](http://haveopenrelationships.com). It will show you, step-by-step, exactly how to do this with “normal” women who have never been in a non-monogamous relationship before.

## Chapter 18

### Alpha Male 2.0 Relationship Techniques

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*Don't you hate it when you're in bed with three women? And the least attractive one says "Save it for me!" Man, that's a drag.*

Jim Carrey

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November, 2012.

"So," she said, choosing her words carefully, "What if I brought over my girlfriends to your house every week, and you could fuck them? Then could I move in with you?"

We were in bed, relaxing after sex. She was in her mid-twenties, and we had been together in an open relationship for almost four years. She had accepted the open aspect of the relationship long ago, but her offers for further commitment were growing ever more creative.

"Well," I said, thinking about it, "Your girlfriends are pretty hot..."

It was true. She was hot herself, a petite bisexual Asian girl with big eyes and full Angelina Jolie lips. Using her looks she regularly had sex with very attractive women in her age group whom she met on Facebook. I had shown her exactly how to do it.

"But," I continued, "I suggested that before and you said you didn't want me having sex with your girls, remember? Not since I had sex with Laura last year?"

"Well yeah," she said, "But one of my co-workers has an open relationship with her boyfriend, and she was telling me that they had sex with people they knew, instead of what we do, you having sex with women I don't know. Maybe we could change that around. You could fuck all of my friends like you did with Laura and Ashely last year."

"You mean instead of me fucking women you don't know?"

“Yeah.”

“And then you move in with me?”

“Yeah.”

“I don’t know,” I said, “Sounds complicated. What if I want to fuck your friends when you’re not around? Like at work or something?”

“That’s fine!” she said, her eyes getting wider, sensing my possible consideration of her offer.

“And you realize that if you gave me any drama you’d have to move out.”

“Of course,” she said. She knew me well.

“Well, I’ll think about it,” I said, “At a minimum, you need to prove to me you won’t be jealous if I start having sex with your friends again. That will take at least six months.”

“I know,” she said smiling, “That’s fine.”

I smiled, turned over on my back, pushing the back of my head into my big pillow. I thought about what it would have been like if the married, monogamous, beta male, ten-years-younger version of me had taken a time machine forward ten years to witness this conversation.

I would have loved to have seen the look on his face.

## **Relationships Based on Freedom and Happiness, Not Societal Programming**

In the last chapter we discussed the different types of sexual/romantic relationships and where they fit into our lives as Alpha 2.0s. We also talked about the examples of how betas and Alpha 1.0s incorrectly integrate women into their lives in ways that cause drama, conflict, and lack of freedom. In this chapter, we’re going to talk about exactly how to create and maintain sexual and/or romantic relationships with women in a way conducive to the consistent happiness, freedom, and abundance of the Alpha 2.0 lifestyle.

Living that lifestyle, I am always seeing at least three to four women at a time. I don’t want it much more than that since that would start encumbering my Mission and my other important SLA. Most of these women are FBs, women I like as friends and have sex with, but that’s really about it. Before my marriage to Pink Firefly, other women were MLTRs, women I had romantic feelings for and actually “dated.” Today I have an OLTR Wife with multiple FBs on the side located all over the world due to my international lifestyle.

Since I never lie (per my Code), every woman I have ever dated since my conversion to Alpha Male 2.0 17 years ago, quite a large list, knew/know there are other women in my sexual life, yet they keep seeing me anyway. Almost all

of the women have been in my life for many years. Some other women date me for a while, leave me to pursue monogamy elsewhere, then become bored or get cheated on, and then return to me.

It's a pretty good deal. I can have deep romantic relationships with a woman (or women!) I care about deeply, but I can still have sex with whomever I want. I can sleep with intelligent women I have a deep connection with, and I can also sleep with super-hot dumb bimbos. All of it is wonderful and all of it integrates into my lifestyle seamlessly.

Unlike monogamous people in The Prison, relationship drama is almost nonexistent in my life. Rarely do I have any woman raise her voice at me, complain, demand I do or not do certain things, or argue with me. If any of that happens, I temporarily remove her from my life and go have sex with someone else. Once she calms down (and she will calm down, since as we discussed in Chapter 16 women are dynamic, ever-changing creatures who don't stay mad forever) she comes back into my consistently happy life.

I usually get asked several questions about this:

*What about STDs?* I use condoms on women unless they are long-term, trusted partners, of which I usually have several. I also get tested for every STD in the world every 8-12 months whether I think I need to or not. I'm always clean and haven't had a problem.

*What about unwanted pregnancies?* I have had a lot of sex in my life and I've slept with huge numbers of women, and I have never had a woman have a baby with me accidentally. Condoms, responsibility, morning-after pills (in case of emergencies), not ever getting drunk, and self-control do work. I am under the opinion that there is no such thing as truly "accidental" pregnancies; there are only pregnancies when people are being irresponsible, stupid, or drunk, as well as people who actually did want to get pregnant (or impregnate) but are lying about the whole "accident" thing.

*What about marriage and/or living with a woman?* There is no need to ever get legally married, but if you really want to get married or settle down with a woman, Alpha Male 2.0s over the age of 35 can have an OLTR Marriage like I do, which we'll talk about in the next chapter.

*What about having kids?* No problem. We'll talk about having kids in Chapters 33 and 34, but there are millions of Alpha Males all over the Western world who have discreet open marriages with their wives or OLTRs, often while raising kids. I have known, worked with, and communicated with hundreds of them.

## Alpha 2.0 Relationships

As an Alpha Male 2.0, with the goal of long-term consistent happiness, and with the additional requirements of freedom and abundance, traditional societal relationship structures derived from SP are not going to work for you. These models exist to serve The Prison and its elites, not to make you happy. The standard relationship model involves monogamy, rules, drama, the eventual withdrawal of sex once a woman gets sexually bored, cheating (on the part of the man or the woman), and then a bad breakup where one person leaves while the other wants the relationship to continue. On top of all of that, you often have legal entanglements such as divorce, custody battles, alimony, financial and credit chaos, and even criminal charges.

All of this garbage leads to hurt feelings and resentment, often lasting decades.

For fearful, submissive, or low-sex-drive beta males, that system is fine. It doesn't make them happy, but it does give them the false semblance of security that they desire.

For domineering, higher-drama Alpha 1.0s, that system is also acceptable to a degree, in that it allows the Alpha 1.0 to control "his" woman, at least for a while, and causes all kinds of conflict, which many (though not all) Alpha 1.0s secretly derive validation from (emotional validation, one of the 6SV).

However, for the Alpha 2.0, *none* of this is going to work. Not being allowed to have sex with whomever he wants, often having to obey rules he doesn't want to obey, often fighting with the woman in his life and thereby damaging his happiness, and so and on, the standard relationship model encouraged by SP and OBW of The Prison can, in no way, work for an Alpha 2.0 life.

An alternate model is needed.

## Alpha 2.0 Core Relationship Requirements

A romantic (MLTR and OLTR) or sexual (FB) relationship is based on caring, passion, mutual respect, compatibility, and trust. All of these things are important. For the Alpha 2.0, the quality and desirability of a romantic/sexual relationship with a woman require three additional factors; aspects that usually get left out in SP-based relationships:

1. Extremely low number of rules she places on you.
2. Extremely low frequency of drama.
3. High priority placed on sex.

For a relationship to be conducive to your long-term happiness, it must have infrequent drama, frequent sex, and a very small number of rules (ideally zero) you're required to follow. If any of those three items become threatened, your long-term happiness will be jeopardized at best and impossible at worst.

Beta males ignore all three of these factors. They commonly get into relationships where once the initial "honeymoon period" is over, women throw all kinds of drama at them, enforce all kinds of rules over their behavior, and slowly begin to resist sex as the relationship ages.

Alpha 1.0s are usually pretty good at maintaining the frequency of sex and resisting a woman's rules. However, because of their controlling tendencies, they almost always end up in relationships with regular drama. They set all kinds of rules and boundaries for their women. Naturally, their women (who are usually modern-day Western women) eventually (and angrily) violate those boundaries, and the Alpha 1.0s get upset. When a woman throws drama at an Alpha 1.0, he'll throw it right back, and then you've got a war on your hands.

The Alpha 2.0 closely adheres to all three factors. He has relationships with women where they have sex often, whenever he wants (within reason of course). Drama is minimal or zero. The women in his life don't enforce any rules over his behavior, to the point where he can even have sex with other women whenever he needs to.

If at any point any woman he's with violates one of these three factors, by resisting sex, throwing drama at him, or issuing orders, rules, or demands, he instantly removes her from his life, temporarily or permanently depending on the severity of the violation, without any argument or fighting, and has sex with someone else.

## What About Love?

The first thing someone might say reading this would be "What about things like love and connection and commitment?" Love is extremely important, of course! Love is one of the greatest emotions a human being can feel, and since the Alpha 2.0 craves happiness, romantic love is always a welcome addition to his life. I have been in love a few times throughout my life and every time was wonderful beyond words, especially the love I have today for my wife. Alpha 2.0s love just as much, if not more, than any other type of man.

The difference is with how romantic love is integrated into his life.

First of all, *sex comes first, love comes second*. Many people, especially more religious or traditional men, or women over the age of 33 have an SP-driven

Disney fantasy agenda that assumes love or connection come first, and then sex comes second. That may sound nice but it's the opposite of how men are biologically designed.

First, you have lots of sex with a woman within a purely sexual or *semi-romantic* context. After months of doing this, then and only then do you move into more a loving and committed relationship, assuming she qualifies for such a thing in your life. We've already discussed in the last chapter how most men leap into monogamous, committed relationships very fast, often after only having sex with a woman two or three times. We've also talked about how some women will demand things like romance, romantic dates, and sexual exclusivity way too early in the dating interaction, even before sex has occurred!

Both of these types of people are making a colossal mistake in the modern-day Collapsing Western World. They are creating relationship structures that are literally designed to create drama and unhappiness down the road. For the happiness-seeking Alpha 2.0, spending time with a woman and having lots of sex with her, for many months, comes first. Love and commitment come second... and for most women he has sex with, it never comes. I had sex with a hell of a lot of FBs and MLTRs before I found and married Pink Firefly. Even the woman I've talked about in this book so far I didn't marry.

That's the second aspect of love and commitment. It's only available for certain types of women in your life. Love should never be given to women who are FBs, and rarely is it for women in MLTR status. Therefore, love is reserved only for high-end MLTRs or OLTRs.

It's similar with commitments. No commitments are made to FBs or MLTRs. While dating these women you are free to do whatever you want with your life. Some commitments, though not many, are made to an OLTR and a few more are made in an OLTR Marriage, but the commitments are few as compared to standard SP-designed girlfriend/boyfriend relationships or marriages. Of course, monogamous relationships like Long-Term Relationships (LTRs) and Traditional Monogamous Marriage (TMM) are jam-packed with all kinds of extreme commitments and rules, but as I just explained, these relationship types are fundamentally incompatible with an Alpha 2.0 lifestyle and should be avoided.

The point is that love, commitment, living together, having children, and even being married (under the structure of an OLTR Marriage only) are all perfectly acceptable under an Alpha 2.0 framework even though the usual relationship parameters (like monogamy) are absent. Don't think for

one minute that being an Alpha Male 2.0 requires you to never be in love or committed to a special woman. Quite the opposite is true.

The issue of commitment leads right into the first of our three relationship requirements.

### **Extremely Low Number of Rules**

Perhaps the greatest difference between Alpha 2.0 relationships and normal relationships required by The Prison is the virtual absence of rules both partners place upon each other.

Normally when two people start to date and have sex, each of them figuratively hands their list of rules to the other. They (figuratively) each say to each other, “Okay, now that we’re having sex, here is the list of rules you must obey to be with me. If you don’t obey these, I’m going to be upset with you, my fragile feelings and ego will be hurt, and we’re going to have drama. If you really violate these rules, I’m going to leave you.”

The list of rules people give to their lovers/sexual partners is often vast and extreme.

Women will often give men rules like:

- “Don’t ever be late for dinner.”
- “Don’t ever leave your socks on the floor.”
- “Pay for all of our dates.”
- “Don’t look at other women when we’re together.”
- “Never wear that shirt again.”
- “Stop watching porn.”
- “Don’t ever disagree with me in front of our friends.”
- “Whenever I text you, respond immediately.”
- ...and a thousand other rules in between.

Men, particularly Alpha 1.0s who love to give women rules, will often give women rules like:

- “Don’t ever text any other man.”
- “Take those photos off your social media page.”
- “Have dinner ready at 6:00pm every night.”
- “Always keep your pussy shaved.”
- “Always stand by me when we go out. Never leave my side.”
- ...and a thousand other rules in between.

Both men and women will give each other the “standard” rules of SP and OBW-based Prison relationships, such as:

- “Don’t ever have sex with anyone else but me.”
- “Don’t ever flirt with anyone else but me.”
- “Don’t say anyone of the opposite sex is attractive when I’m around.”
- “Always tell me where you are.”
- ...and a thousand other rules in between.

There’s a fundamental problem with all this crap: human beings are designed to break relationship rules. This means that in free societies they eventually will. If you set a rule in your relationship, even a small one, there is damn near a 100% chance that at some point in the future, assuming the relationship lasts long enough, that person is going to break that rule.

Remember, women are dynamic, ever-changing creatures. Any rule she agrees to now she’s going to break later. It’s how women are hard-wired.

What happens when she breaks one of your many relationship rules? You’ll get upset and have to go “correct” her. How will she react to this? As a modern-day Western woman will she bow down to you and say “Oh, yes master, of course you are right and I’m sorry,” then immediately correct herself? Of course not. She’ll fight back at least to some degree. Then, say hello to all kinds of drama and arguments.

If the rule she violated is a bigger one, you’re probably also going to feel fear or anger, possibly a sense of violation, and hurt feelings. The entire relationship may even be threatened. It’s the same in reverse if you violate one of her rules.

None of this can work within an Alpha 2.0 framework, for obvious reasons.

The problem gets even deeper than that. Let’s say you live in a magical Disney fantasyland (or highly oppressive, authoritarian culture) where the woman in your life *never* breaks any of your relationship rules. How you are going to know for sure? You’re going to have to constantly monitor her behavior. You’re going to have to watch her like a hawk 24/7. You’re going to have to pull time and effort away from your Mission, goals, and other SLA to babysit her to ensure she doesn’t break any of your rules.

You may think I’m exaggerating, but I know plenty of men who live lives like this with their wives or girlfriends and I’m sure you do too. Perhaps you’re one of them! You cannot be long-term happy, and you cannot be outcome-independent, if a portion of your life is spent monitoring the activities of “your” woman (or women).

The answer to all of this is the following:

- Never agree to any relationship with any woman, no matter how wonderful she is, who insists on installing multiple relationship rules into your life. Quickly move on from any woman who insists you follow her rules.
- On the other side of the coin, don't give rules to any woman you're in a relationship with, even a moderately serious one, other than the fundamental human-to-human basics like "don't steal my stuff" and "don't physically assault me."
- When the woman (or women) in your life isn't around, let her do whatever she wants. Ignore her behavior when she's not with you, and use that time away from her to focus on your Mission, key SLA, and other women.

Of course, a small number of rules may be necessary for more serious relationships. You can picture it as an ascending scale:

- FBs and MLTRs have no rules.
- An OTR will have a few.
- A live-in OLTR Wife will have a few more.
- If you have children with her, perhaps you'll add a few more.

The key part in those sentences is the word *few*. You should always be thinking "minimum number of rules," both rules from her to you, and rules from you to her. More than a few rules either way is unacceptable.

Let's say you're in an OLTR with a woman who's been in your life for quite a while. What are some acceptable rules? If you're in an OLTR with a woman you don't live with and have no children with, you might agree to these rules:

1. Always wear a condom when having sex with another woman.
2. Don't spend the night or go on any romantic dates with another woman.
3. Don't plaster pictures of you and other women on your social media.

These three rules are probably fine, though you might be able to get away with not agreeing to the third one. What if you're living with her but have no kids? This might require one additional rule:

4. Don't ever bring other women to the shared home. Another variation might be to not bring other women to the shared home unless she (your OLTR) is out of town.

I'm not saying that rule is required; I'm saying it would be something acceptable to agree to. The key point is this: notice that we're now in a very serious, live-in relationship, and you're only agreeing to four rules. Just four! Compare that to the typical non-live-in, SP-based, monogamous relationship that probably has *dozens* of rules.

Fewer rules mean more freedom and fewer things to argue about; a win/win for the Alpha 2.0.

### **Extremely Low Frequency of Drama**

The next factor that distinguishes an Alpha 2.0 relationship is the absence, or near absence, of relationship drama. The term "drama" has a very specific definition when I use it, which is:

*Any harsh negative actions directed from a woman to a man where the man is the target of said negativity. Screaming, nagging, complaining, arguing, demands, crying, threats, ultimatums, the "silent treatment," refusing sex because of non-medical reasons, all of these things are drama, and there are many others. Drama is not "anything negative." Specifically, it must be harsh (sweetly lying would not be considered drama) and focused on the man (angrily complaining about her boss at work would not be considered drama).*

There is also guy-drama, which is a certain type of drama favored by Alpha 1.0s but is also common with beta males. The definition of guy-drama is:

*A particular form of drama directed from a man to a woman. Unlike drama, which is feminine and takes many forms, guy-drama takes the form of a lecture issued in order to correct behavior. "Setting her straight," "straightening her out," "laying down the law," commands to "respect" him, or issuing "rules" are all forms of guy-drama. Guy-drama is extremely ineffective at managing a relationship and only creates more drama or at best simply delays (instead of preventing) future drama.*

Both types of drama are either completely absent from an Alpha 2.0 relationship, or they occur very rarely, as in less than a handful of times per year. Most men I know who have typical wives or monogamous girlfriends experience this stuff on a weekly, if not daily basis.

Rule number one in low-drama relationships is to limit the number of rules you place on a woman and limit the number of rules she places on you. We've covered that already.

Rule number two in low-drama relationships is to not give women any drama yourself. At all times you must keep an outcome-independent frame. Calm down. Relax. Stop giving a shit about things that won't matter in two weeks. Focus on your Vision and Mission.

Whenever I see a man giving a woman drama I always think about how he likely has little or no strong, long-term meaning in life (no Vision, no Mission, no Code, no important goals), and/or how he lacks basic, adult-level emotional control.

Rule number three is to temporarily remove a woman from your life whenever she starts giving you drama. This is called the “soft next.”

## Soft and Hard Nexting

Soft nexting is a technique by which you temporarily remove a woman from your life with zero drama. This temporary period usually lasts from 48 hours to seven days. During this time you maintain radio silence with her, ignoring her contact, then resume the relationship after the nexting period is over like nothing ever happened. The soft next is the greatest and most powerful weapon a man has in his relationship management arsenal. The first time you try it, you will be shocked at how well it works.

I go into detail on when and how to do a soft next in my book *The Ultimate Open Relationships Manual* located at [haveopenrelationships.com](http://haveopenrelationships.com), but I will give you a general overview of how to do it here. When a woman you're in a relationship with raises her voice at you in anger, makes demands, cries “at” you, complains incessantly, or throws any other drama at you, you simply smile, turn around, and leave. You don't argue or fight back since that would be more drama. You just get in your car and drive away. Then you don't communicate with her in any way for two to seven days. When she tries to call or text you, you ignore her. After the two to seven-day nexting period is over, you simply meet up with her again like nothing bad ever happened and resume the happy relationship. When the relationship resumes, not only will she not want to keep arguing, but she will be the nicest and sweetest she's ever been with you. Try it and you'll see.

I realize that procedure sounds bizarre if you've never tried it before, but I have soft-nexted many women, many times, over many years along with thousands of other men who have used this technique, and all of them have seen it work wonders.

It works because women's single greatest craving from a man is *attention*. Women desire your attention more than sex, more than security, and even more than love! When you're screaming at them, arguing with them, or

lecturing them on proper behavior, they're still getting *attention*, so they somewhat "like" the drama.

However, when you turn around and leave, then don't communicate with them for a few days, the withdrawal of attention is extremely painful and powerful. It sends a message far greater than any yelling, screaming, or lecture you could ever deliver.

Even better, it strongly establishes your outcome-independent frame with her. She realizes that:

1. You're not needy.
2. You don't need her.
3. You don't fear her absence.

This does two things. First, it causes her to fear, even if inaccurately, that you may leave her. Second, it boosts her attraction for you because outcome independence is extremely attractive to women. As I said before, "women chase what runs away." They certainly don't chase a man who sits there and angrily argues with her for 45 minutes.

In addition to soft nexts there are also hard nexts. A hard next is a permanent removal of a woman from your life. It's when you leave and never talk to her ever again. Thankfully, hard nexts are rare. Of all the women I've ever been with (quite a large list) I've only had to execute two hard nexts in my entire life. The only time a hard next is required is if a woman does something truly horrible, such as physically endanger you or someone close to you, steal from you, use you, or something similar. While hard nexts are rare, the Alpha 2.0 is never afraid to use them if needed.

For more details on nexting and other non-monogamous management techniques, refer to the book at [haveopenrelationships.com](http://haveopenrelationships.com).

## High Priority Placed On Sex

In most normal, monogamous relationships, particularly those that last beyond three years (especially if the woman is living with the man), there is hard-coded OBW within a woman that causes her to become sexually bored with her male partner. This has been scientifically proven many times. Just about every man who's been married or in a cohabiting relationship longer than about three years (and often less!) has had the wonderful experience of wanting sex from his girlfriend/wife only to get a bunch of bullshit excuses about how she's tired or not in the mood; excuses she *never* gave him back when the relationship was new and exciting. Hell, back then she probably initiated a lot of the sex herself!

Marriages or long-term relationships are not the only types of relationships that suffer from a lack of sex. Many girlfriend-boyfriend relationships are plagued by girlfriends who want to go spend time with their boyfriend but without sex. Reasons can include things such as because they're in a bad mood, temporarily mad at their boyfriend for something he did or said, "tired," or whatever.

As we've discussed, Alphas, both 1.0s and 2.0s, tend to be men with healthy, strong sex drives. Many betas have healthy sex drives as well. Men are horny, and because of our static natures, unlike women, many of us don't stop being horny just because a certain point of familiarity in the relationship has been reached, or because we happen to be temporarily upset at our partners, or if we had a bad day. I'm not saying men never get sexually bored in relationships; sometimes they do. However, statistically speaking and by wide margins, it is the female who usually gets bored first. Again, the statistics, studies, and likely your own anecdotal experience all verify this.

Men need sex all the time, constantly, regardless of context. Alpha Males even more so! This is a fact of life we, and the women in our lives, cannot deny.

Therefore, a relationship with a woman who refuses sex for non-medical reasons is simply impossible for an Alpha 2.0. If you don't live with her, then ideally every time you spend time with her (or close to it) you should have sex. Per our Alpha Male 2.0 sexual baselines, if you live with her, you should be having sex with her regularly and often unless one of you is out of town or very sick. Moreover, this pattern should continue for *decades*, not just the first year or two during the very temporary honeymoon period.

Remember above I mentioned non-medical reasons. Of course, if a woman is physically unable to have sex because of real medical reasons, that's fine. I'm talking about real medical reasons that prevent her from having sex, like when she's vomiting sick or recovering from surgery. Saying she "doesn't like sex while on her period," or "is really tired," or her "knee hurts" are not medical conditions rendering sex impossible. Those are just excuses. Women are masters at inventing real-sounding excuses to get out of sex with their husbands or long-term, live-in boyfriends.

This begs the question: if she resists sex, what does the Alpha 2.0 do?

Let's first talk about what he doesn't do. He doesn't do what the beta male does, which is to whine, complain, and argue, only to eventually surrender and go jerk off to porn.

He also doesn't do what an Alpha 1.0 would do, which is to start a bunch of drama by angrily issuing orders about his sexual rules. "This behavior is

unacceptable! You will have sex with me whenever I want! Or else! Now get in bed!” Like that won’t start a huge argument. Alpha Male 1.0s view the world as if today’s modern, Western woman will meekly and obediently respond with “Yes master” type stuff whenever he tries to lay down the law. No, instead she’ll get indignant and throw drama right back at him, and now they’re arguing. This is why throwing demands around is completely incompatible with our low-drama relationship requirements.

So what does the Alpha 2.0 do? He attempts to have sex, tries one or two more times if she resists, then immediately soft nexts her. Then he does something fun or productive, like work on his Mission or go have sex with another one of his women.

Frankly, often you won’t have to go that far, since often as you’re walking out the door she will suddenly change her mind and magically want to have sex with you (suspecting you’re going to have sex with one of your other women), and without any of the arguments the beta male or Alpha 1.0 has to deal with.

Even if she doesn’t change her mind, you’re still getting sex that night if you want it; just not from her. Moreover, she’ll never forget what you did, so she will be hesitant to restrict sex from you again. As always, soft nexting is extraordinarily effective. Even better, it usually involves zero drama.

The bottom line to all of this is that the women in your life need to accept you as a highly sexual man. Women who can’t (or won’t) accept this about you can’t be in your life, at least not long-term, and not at any status above a Friend with Benefits (FB). The reason most women restrict sex from their male partners, or make men wait for sex during the dating phase, is because *they know men will put up with the lack of sex*. Simply choose to not be one of these men, and most of these problems are solved from the very beginning. Starting from the very first minute of your first date together, a woman will know clearly through your sexual frame that you’re not in that category, and are less likely to treat you that way.

## **Do Women Really Let You Have Sex With Other Women?**

If you have zero experience with non-monogamous relationships, much of this is not only going to be outside of your comfort zone but also hard for you to believe. I have dated vast numbers of women, from girls age 18 to women in their late forties, many of whom have been in my life longer than six or seven years or longer, and never once have I promised sexual monogamy to any of them, and all of them knew/know that I was/am sexual with other women.

Millions of men all over the Western world (and outside of the Western world) are also doing this, right now. It's far more common than you may think.

However, even these numbers don't include the millions upon millions of more SP-influenced marriages where the man is cheating, the wife knows it, but she stays in the marriage with him anyway. That's not the ideal way to have a non-monogamous marriage of course (too much drama and unhappiness), but you can see the point I'm making.

Non-monogamous people don't exactly advertise they're doing all of this stuff. Non-mono relationships, polyamorous relationships, open marriages, and all these kinds of things are a direct violation of lots of SP and 6SV, so people tend to keep quiet about this stuff. *Yet they're still doing it, and in great numbers.*

Another thought you may have is that the only women who would possibly agree to relationships like this are dumb bimbos. While I have certainly slept with a few bimbos in my day, most of the women I've had in ongoing relationships were and are nowhere near this category. As I mentioned earlier in this book, I have been in relationships like this with women over 30, women over 40, Ivy League-educated women, women with master's degrees, women who make six-figure incomes, women who were corporate vice presidents, attorneys, teachers, corporate executives, accountants and more.

In living this way for almost 20 years, working with thousands of other men and women who live this way, writing about living this way, and teaching these techniques over many years, I've come to the following conclusions:

- About 90% of women, of all ages and personality types, will agree to an open relationship within at least an FB framework, provided the man does everything correctly in establishing the relationship, starting with the very first date.
- About 78% of women will agree to a long-term, serious, non-monogamous relationship or marriage, again provided the man does everything right during the initial and mid-range phases. (Author's note: This percentage has increased since the first edition of this book back in 2014, when it was only 65%. Over the past decade, more women have become accepting of these kinds of relationships for several economic and cultural reasons, and this trend will continue.)

The problem is *not* that women won't agree to these kinds of relationships. The problem is that men are clueless about how to create and maintain them and do everything wrong when attempting a relationship like this.

Most men's haphazard attempt at creating a non-monogamous relationship is to get monogamous with a woman, be a beta (or act like one if he's an Alpha 1.0), treat her like a girlfriend or wife, and then many months or years later try to retroactively transform the existing relationship into a sexually open one. While there is a nonzero chance of it working, this is extremely difficult, though it is possible if the guy knows what he's doing. I wrote an entire book on how men can convert their monogamous marriage or cohabiting relationship into a non-monogamous one, located at [open-marriage.com](http://open-marriage.com), but it is still not an easy process. Women have a tough time changing gears in an already-established relationship.

Let's discuss exactly how to correctly establish a non-monogamous, Alpha 2.0 relationship. I describe it in step-by-step detail in my non-mono relationships book at [haveopenrelationships.com](http://haveopenrelationships.com), but I will provide you with a detailed summary here.

### **The Three Phases of a Non-Monogamous Relationship**

You don't create a non-monogamous relationship by suddenly telling your monogamous girlfriend you want to have sex with other girls. Talk about inviting drama! Nor do you create one by telling a woman on a first date that you want to have an open relationship with her. Both these methods are direct, open assaults upon a woman's SP, OBW, and 6SV. All you're going to get is a bunch of drama, shock, or hurt feelings for your trouble. Instead of a 90% success rate of establishing open relationships like I have, you'll have perhaps a 5% success rate, if that.

To get to that 90% success rate, you create a non-mono relationship by slowly, gently, but confidently moving a woman from one open relationship phase to the next. Each phase builds on the prior phase.

The first phase is the EFA Phase, which lasts several weeks, starting from the very first in-person interaction with her. EFA means Early Frame Announcement. Per the glossary at my blogs, the definition of EFA is:

*EFA: Early Frame Announcement. The strongly conveyed but unspoken overall message to a woman non-verbally conveying who you are and why you're there. Your EFA begins on the first second of the first date and continues for at least three months before it can be softened if necessary. Examples: A nervous, talkative guy on a first date is demonstrating the EFA of a beta male. A guy constantly telling a woman she's pretty, buying her dinner and flowers, and getting irritated when she talks about other men would be the EFA of a monogamous boyfriend. A*

*guy who acted like he didn't care, confidently talked about sex, and had lots of pretty girls all over his social media pages would be the EFA of an Alpha Male. A woman will almost always conform her behaviors and expectations to fit the EFA of a man she's interacting with.*

The second phase is the Implicit Phase, which usually lasts between three and five months. During this phase, you date a woman as either an FB or MLTR, and you continue to date other women as well. During this phase, you do not talk about your relationship in any way, and you avoid all questions she has about the nature of the relationship. You just spend time with her, have sex with her, be close to her, and enjoy your time together.

During this phase, you are implicitly showing her that there might be other women in your life, but you are not stating it verbally. For example, you might leave an earring on your kitchen counter for her to see, and she might see flirty messages on your social media from other women. Women are extremely perceptive and will pick up on this stuff fast. It will be implicitly clear to them what kind of guy you are and what you're doing without you ever saying one word about it.

Men don't realize that most Western women have a three-month "relationship timer." This means that for about three months on average if you don't bring up the relationship, monogamy, exclusivity, or anything like that, she won't either. Due to modern-day SP, women in dating situations try very hard to act tough, non-needy, and independent. Most women are pretty good about not getting too needy with a guy too fast. Frankly, in the collapsing civilization in which we live, it's usually *men* who get needy first, and too fast.

Therefore, if you just shut your big dumb mouth about "not seeing other people" or similar relationship-speak, you can date her for about three months while having sex with ten other women if you want. As long as you don't verbalize it, it's okay.

That being said, this won't work forever. After about three to five months on average, a woman will start to pressure you to define the relationship. This is where you enter the third phase, the Verbalization Point. Here, you finally verbalize to her exactly what the relationship is and is not. If she's an FB, you nicely tell her that this relationship will never go beyond where it currently is. If she's an MLTR, you hold her close and tell her that you care about her deeply and want to be with her forever, but only if that's true; remember, an Alpha 2.0 does not lie to women! However, you also tell her that you cannot be 100% monogamous to her, ever. That's simply not the man you are. You tell her that

you hope she understands, but you make it clear that if that's unacceptable for her, you will sadly let her go.

What usually happens is she will get a little upset or perhaps even cry a little. Then she'll go away to "think about it." After a few days, when you see each other again, the relationship will resume as normal. Only now, it's "officially" open.

I have followed this exact procedure dozens of times with many women of all ages and types over the past 17 years and my success rate is 80-90%, depending on various factors. If you do this, and do it correctly, it will work for you too.

### **Essential Relationship Mindsets for the Alpha Male 2.0**

I can give you all the techniques in the world on how to make a happy, non-monogamous relationship work for you, but if you don't have the proper mindsets first, it will be difficult for you to take correct action, or to maintain such action.

There are two mindsets you need to adopt to make Alpha 2.0 relationships work. They are what set the Alpha 2.0 apart from his Prison-bound beta and Alpha 1.0 brothers.

### **Mindset Difference One: Cream of the Crop Model vs. Screening Model**

This is a core difference in how the Alpha Male 2.0 chooses a long-term partner as opposed to how men in The Prison choose.

Most beta males quickly get serious with whichever woman has sex with them. Alpha 1.0s and more confident betas do something a little different, something I call the Screening Model.

The Screening Model is when a person has a mental checklist of all the things a proper mate should have. Every person has a different checklist, but with men, it usually includes things like she must be smart, have similar political viewpoints as him, have a good relationship with her family, has not had sex with too many other men, perhaps is of a certain religion, and other traits based in "quality" and "purity." We've already touched on some of those aspects in previous chapters, and just by reading that list you can see SP and male OBW bleeding though.

Any woman this man meets or dates who does not measure up to his screening efforts either gets dumped, relegated to a one-night stand, or at best becomes a very temporary FB. The first woman who comes along who seems

to check all the men’s “boxes” gets the prize. He gets serious with her and often moves in with her and/or marries her, only to later suffer all the usual negative consequences of long-term monogamous relationships, since no amount of screening can change a woman’s nature, as we discussed back in Chapter 16.

By the way, if this model sounds familiar, it’s because *this is the model women use*, most especially those over age 33. You’ve probably been on a first date where you can tell the woman was simply going through her SP-based checklist of all the things a proper “gentleman” boyfriend/husband should have. The Screening Model is actually a very feminine model despite the fact so many men enthusiastically adopt it.

Alpha 2.0s follow a very different model for mate selection, a much more effective, enjoyable, and masculine model. It’s something I call the Cream of the Crop model. When an Alpha 2.0 is ready to get serious with a woman (and he’s over age 30), or move in with a woman (and he’s over age 35), or get married (OLTR marriage of course!), he goes out and has sex with many, many different women. He’s responsible and uses condoms of course. More importantly, he doesn’t “screen” anyone. As long as the women are attractive to him and don’t give him drama, he takes all comers. Low-quality women, moderate-quality women, and high-quality women, he has sex with them all. He just categorizes accordingly, so the lower-quality women who are still good-looking are FBs and the higher-quality women are MLTRs.

Soon, many women drop off and leave him, seeking monogamy or more submissive men. Others prove to be bitchy or problematic, causing him to soft next them. A special few of these women make it “through the cut,” and stay with the Alpha in a very happy and harmonious relationship for a long time. Out of these, one woman will always end up standing out from all the rest. That is the woman with whom he gets serious (or moves in with, or marries, or has children with, or whatever).

It’s a far more enjoyable process than the Screening Model, as you can plainly see. It’s also far less stressful, hurts far fewer women, is far less disappointing, and maintains an Alpha abundance mentality instead of embracing the scarcity mentality that the Screening Model embraces.

This is exactly how I found my wife. I was dating and having sex with a huge number of women from my Alpha Male 2.0 conversion in 2007 to late 2018 when Pink Firefly and I finally got married. I didn’t screen anyone. I just dated a lot of amazing women as FBs and MLTRs. Eventually, one of them was PF. She started as an FB, then I moved her to MLTR, then to OLTR, then we moved in together and got OLTR married. The entire process took about

three years since I'm very careful when it comes to serious relationships so I move slowly. PF is as near-perfect a woman for me as one could find; she even enjoys watching me have sex with other attractive women (yes, Alpha Male 2.0 is a hard life). Yet never once during those 11 years did I "look around" for a perfect wife or "screen" women for the best girlfriend.

This system works.

### **Mindset Difference Two: Inconsistent and Long-Lasting vs. Consistent and Short-Lasting**

The vast majority of people in The Prison follow a monogamous relationship structure. Even if they eventually cheat, which most human beings eventually do if the relationship or marriage lasts long enough, women, beta males, and Alpha 1.0s at least try to maintain a semblance of monogamous existence even though they know deep down the odds are extremely low it will actually work long-term.

In most monogamous relationships, particularly in non-married ones, both partners are together consistently for a set amount of time. They eventually break up or get divorced and then never have sex again. Sure, sometimes people will hook up with their exes, but usually it's a very brief encounter or two before that person moves on to the next monogamous partner, never to have sex with their ex again.

In other words, monogamy is a *consistent but short-lasting model*. In many ways (but not all) the Alpha 2.0 relationship model is exactly the opposite. Many of the women I have dated in an FB or MLTR open relationship eventually left me to pursue monogamy elsewhere. Over time, as these women get bored with betas or fed up with Alpha 1.0s, they will come back to me and resume the relationship as normal. Sometimes it takes them a month or two to do this. Other times it takes as long as three years or more. Regardless, 94% of the time, they come back. I know that number precisely because I carefully track everything I do in my woman life, just like I do in my financial life. This is the only way I can reliably and consistently improve my results.

I've had women leave me, get a monogamous boyfriend, break up with him, and come back to me. I've even had women do things like move far away, or have babies with other men, or even marry other men, have babies, then get divorced, and then come back to me. Alpha 2.0s are very rare in society, and at a very deep level, women know and feel this. That's why they come back.

I've been doing this for many years. Many women were 18 years old or so when I first started dating them, and are now in their early to mid-thirties,

and still coming back to me. Other women were in their late twenties to mid-thirties when I first started dating them and are now in their mid-forties, and are still coming back to me.

I am an oasis for these women, a place to retreat from the clinginess of beta males and the demands of Alpha 1.0s. Since I follow the Cream of the Crop model, I don't "screen" any of these women, so I always accept them back as long as they don't give me drama. I have developed powerful bonds with many women by doing this.

As a result of these bonds and the pattern of behavior these women have established, I plan on having many of these women going away and coming back, for the rest of my life. That's right. Many of these women will still be going and coming back to me over the next several *decades*.

In other words, the Alpha 2.0 relationship model is inconsistent but *long-lasting*. It's the opposite of monogamy.

I can see your immediate objection, so don't worry! You may be concerned that you can't ever have a long-lasting consistent relationship required for a live-in relationship, marriage, or parenthood. That's what the OLTR marriage is for. Remember I said *many* women do this, but not all women. The Cream of the Crop women will indeed stay with you, for many years, consistently, if that's what you want. I've been with Pink Firefly consistently for ten years so far and she's still with me. We'll talk about how to get married or settle down with a woman in the next chapter.

## Chapter 19

### Alpha Male 2.0 Girlfriends and Marriage

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*Realize that sleeping on a futon when you're 30 is not the worst thing. You know what's worse, sleeping in a king bed next to a wife you're not really in love with but for some reason you married, and you got a couple kids, and you got a job you hate. You'll be laying there fantasizing about sleeping on a futon.*

Bill Burr

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Summer, 2016

As I sat next to her on the couch, she shifted back and forth, like she couldn't get comfortable. Pink Firefly (not her real name of course) looked particularly pretty today, in preparation for our conversation. She looked like Barbie's hotter sister, with long platinum hair down past her ass, a size zero body, large perfect boobs, flawless face and cheekbones, the works. She was the physical type I had always fantasized about since I was a teenager. I had dated several other women by this point who looked like her because tiny, curvy Barbie blondes are my favorite type. However, I had feelings for PF that I didn't have for any of the other women. I was deeply in love with her, a feeling I was still becoming accustomed to.

We had been seeing each other for almost two years, as FBs for a while and then MLTR after that, getting increasingly serious. Today, sitting on her couch in her apartment, was "the big day," the day we had what I call the OLTR Talk. This was the conversation where we would decide if we would move from MLTR to OLTR, meaning to girlfriend/boyfriend and then marriage - my version of marriage, of course.

She was nervous. She wanted this badly and was terrified about what I would say.

Following the OLTR Talk model, I said, “So I’m just going to list six things that will be very bad for you if we move in together or get married as a long-term couple. Most people, when they date, just get excited and move in together, get married, or have kids, and don’t discuss any of the potential negatives until they’re already living together when it’s too late. Then they both freak out and argue and have all kinds of problems and drama. I’d much rather we discuss all the negatives right now so that if we do end up living together and these things happen, they won’t be a surprise and they are things both of us were expecting.”

“I understand,” she said, wanting to get on with it.

“And of course, if you have any negatives that you think I will have to deal with, you should tell me those now too.”

“I only have one,” she said, “But let’s do your first since you have six.”

“Okay,” I said, “I’m going to go through all six. If any are serious problems or a deal-breaker, let me know, and we can just stay friends.”

“Okay,” she said, “What’s the first one?”

I decided to give her the worst one first. I said, “I’m non-monogamous. I will have sex with other women, regularly, forever, no matter how much I love you, which I do, and even if you and I move in together, and even if we get married. I am *never* going to stop. I am *never* going to change my mind down the road. Even when I get old, as in my seventies or eighties, I’m going to keep doing it. I’ll probably decrease the frequency over time, but I will *never, ever* completely stop, no matter what. Moreover, even if you agree to this, you can’t complain about it for the rest of your life, because I don’t do drama. You accept it, or you don’t. If you don’t want to, you can go marry someone else, and I will let you go.”

I grit my teeth and braced for impact. Even though she knew I was sleeping with other women, she didn’t like it, and this was a 33-year-old woman with all kinds of Disney marriage fantasies, so I was emotionally and physically ready for an SP-fueled outburst.

Instead, she said something that was one of the most wonderful things a woman has ever told me. She simply said, “Okay. Next?”

It didn’t faze her at all. It was then I knew I had picked the right woman for me.

I went through the next five items, which, if you were curious were...

- A) If we settled down together there would be numerous legal financial protections for my money so she would get *nothing* from me financially if we ever broke up or got divorced. She’d have to sign a lot of legal paperwork that most wives/girlfriends wouldn’t have to.

- B) I was a workaholic, with a strong Mission that was more important than even she was, and I wouldn't be able to spend hours upon hours with her every day like her past normal boyfriends.
- C) I was going to permanently move out of the Collapsing USA in a few years no matter what else happened in my personal life, and I would be going with or without her. I might even move to a country she didn't like, though I would try to accommodate her as much as feasible.
- D) I was a public figure, and sometimes being the spouse of a public figure is difficult, especially one like me who deals in extremely controversial, anti-SP topics.
- E) I had two grown children, and if they ever ran into temporary financial trouble (common for Millennials and Gen Z in the middle of a collapsing civilization) they might have to live with us for a while until they got back on their feet, and she'd have to be cool with that if it happened.

The only big issue she had with any of these was with the workaholic thing, so we agreed to a weekly schedule that satisfied her.

The only negative she had for me was that she wanted to be married with a real fairytale wedding since her last long-term boyfriend “strung her along” with promises of marriage that never happened. She wanted this in the next few years. I said that it was fine with me as long as she agreed to the permanent non-monogamy and she signed my legal docs.

Long story short, it all worked, and as of this writing, we have been together for about 10 years and married for six. Of course, what we have is not TMM because that doesn't work anymore nor will it make a man long-term happy. We have an OLTR Marriage.

## **The Problem with TMM**

As we discussed earlier, TMM is traditional monogamous marriage, where you legally marry a woman and give and expect of each other 100% sexual monogamy for the rest of your life. I already talked about the sky-high failure rate of TMM in the modern-day Collapsing Western World. However, there are two *extremely* serious problems for the man even if TMM really did last forever. Sadly, these are things most men in The Prison never even consider when they move in with or marry a woman in a typical monogamous arrangement.

The first problem is when your wife starts refusing to have sex with you once the honeymoon period wears off (which, as we discussed in Chapter 16 is something she is biologically wired to do). As a man and a highly sexual creature, this is a very serious problem. You can't have sex with her, because she won't let you. Because the marriage is monogamous, you can't have sex with anyone else, because you promised you wouldn't. Sure, you could do the Alpha Male 1.0 thing and cheat on her behind her back, but that risks you getting caught and causing all kinds of personal, emotional, and financial catastrophes.

Given this set of restrictions, the millions of men in The Prison with live-in relationships or marriages like this are stuck with the following two horrible options...

One is jerking off to porn and often getting addicted to it. People seem to think that porn addiction only happens to single guys, when in fact experts tell us that it's a huge epidemic with married and cohabiting monogamous men.

The second option is spending all kinds of emotional energy cheating on their girlfriends/wives, constantly stressed about getting caught, then usually getting caught (men are absolutely terrible about keeping cheating a secret for long), thereby causing nuclear explosions in their personal lives. I know a lot of "monogamous" Alpha Male 1.0s who cheat on their monogamous girlfriends/wives and these are *not* happy, fulfilled men.

The bottom line is that you are at her mercy. Cheat, and risk the entire marriage collapsing in a very bad way, or tolerate significantly reduced or even zero sex, which for a healthy, functioning man is not possible or even feasible in the long term.

The second major problem is an even bigger one. If you are legally married (or at not legally married but are subject to cohabitation laws, common law, and/or palimony laws) when you get divorced, and the odds are overwhelming that you will because neither you nor her were designed for long-term monogamy, she is now legally entitled to *half* of all your money and possessions, including things like your savings, home, car, business, and investments. Even if you have no assets, in many cases she is still entitled to a percentage of your income, often for many years, even if you can conclusively prove the divorce her fault. If you don't pay this to her every month, you will go to jail, and many men have gone to jail specifically for this reason.

Under a TMM structure in the Western world, your wife will know all of this. She will know that she can threaten you and/or manipulate you to get you do to what she wants by refusing sex and/or by threatening divorce thereby

causing financial devastation. TMM gives a woman awesome power over your life, your finances, your body, and your future. This is one of the many reasons women crave marriage so much.

This brings us to the one way you can settle down with a woman and make it work, the OLTR Marriage.

## OLTR Marriage

This is when you legally marry your OLTR or move in with your OLTR full-time. Note: To repeat what I said earlier, I call it “OLTR Marriage” even if you are not legally married because if you live with a woman in a romantic context you are living the lifestyle of a married man, regardless of what paperwork you signed or did not sign. For the rest of this book, when I say “marriage” or “wife” assume I *also* apply it to if you are living with a woman full-time in the same home in a romantic context and you are *not* legally married.

Remember that legal marriage is purely an SP construct, so it’s never required, even if you love a woman and want to live and have children with her. The Alpha 2.0 avoids legal marriage if at all possible, but if he really does want to get legally married, or just move in with a woman without legal marriage, the OLTR marriage is an option for him under certain conditions.

The OLTR marriage differs from TMM in the following four ways:

1. It’s a 100% open, non-monogamous marriage, where you are allowed to have sex with other women whenever you want under whatever ground rules you and her agree to. The only hard requirement is that the other women must be FBs or one-night stands. *Dating* other women in MLTRs is not allowed (just like in a normal OLTR).
2. If there is no legal marriage, an **enforceable** cohabitation agreement (or the equivalent where you live) is signed by both of you and notarized before she moves in. This way, if the relationship fails down the road (which, statistically speaking, it probably will), you don’t lose any money and are not required to pay her anything. Note the word, “*enforceable*.” You have to be sure you either A) live in a jurisdiction that actually enforces cohabitation agreements (since most Western jurisdictions do not) or B) you live in a non-Western country where you are never legally required to pay a woman if she dumps you and moves out from your home.
3. If there is a legal marriage, there is an enforceable prenuptial agreement (or the equivalent where you live since often it’s not called a “prenuptial

agreement”) signed and certified long before you move in together or the wedding takes place. Again, note the word enforceable. This means you live in a country, state, or province where prenuptial agreements are actually enforced by the government if they are challenged in court. Most regions of the left-wing, Collapsing Western World, such as California, England, Australia, and many others, offer prenuptial agreements to men but toss them right out the window if any wife challenges them in court. In these areas, legal OLTR marriages are effectively impossible, and you must simply refrain from ever getting a legal marriage or move somewhere else.

4. There are no co-owned debts or assets between you and her during the entirety of the marriage. That means only one of you is on the mortgage or lease. It also means all the cars, investments, mobile phones, insurance policies, and bank accounts have your name on them or her name on them, not both your names. It also means there are no co-signed loans between the two of you. Everything in your financial life is either hers or yours, not both of yours. Functionally, your home will be “both of yours” of course. But legally, it will only be in one of your names. If you want to support your wife financially, this is perfectly fine. Give her all the money you want as often as you like; just don’t have any joint accounts, debts, or assets with her.

The OLTR marriage is the only responsible way for a man to be married to a woman in the modern era, where a monogamous wife will eventually start resisting sex and where 50% to 83% of marriages end in divorce, in which case men are usually the ones financially penalized.

More importantly, under an OLTR marriage, a woman’s twin weapons of divorce threats and withholding sex vanish instantly. If after the honeymoon period of the marriage, she decides she doesn’t want to have sex with you, no problem. It’s a non-monogamous marriage, so you can go have sex with some other woman whenever you like. (I have sex with other women besides my wife every week!) If your wife ever decides to divorce/breakup with you, no problem! She signed a prenuptial or cohabitation agreement in an area that enforces them, and her name isn’t on any of your assets, so the divorce/breakup doesn’t disrupt your financial life in any way. Divorce is never fun of course, and you’d still be upset, but it no longer becomes this terrible, life-destroying event it is to betas and Alpha 1.0s living in The Prison.

## How It Works

In a prior chapter, I gave you the sequences that betas, Alpha 1.0s, and Alpha 2.0s follow in their dating lives, and even when betas and Alpha 1.0s get married. Now I'll show you the sequence the Alpha Male 2.0 follows if/when he settles down.

1. Commit to his OLTR and move in with her. Preferably not get legally married, but if he does want marriage...
2. Write up a prenuptial agreement with his OLTR and have her sign it. The sexually open aspect of the marriage is clearly spelled out in the prenuptial paperwork so she knows exactly what she's getting into.
3. Write up a parenting plan with his OLTR and have her sign it. This is well before anyone gets pregnant.
4. File all legal documents in accordance with the laws of his country, state, or province, making them official and legally enforceable.
5. Legally marries his OLTR (if he wants). All debts, assets, and bank accounts are still kept separate forever, though he may still financially support her if he chooses.
6. Continues to discreetly have sex with FBs or one-night stands on the side per what his new OLTR wife already agreed to. Brings new FBs into his life as needed.
7. If desired, has children with his girlfriend/wife, and raises them just as a "normal" married couple would.

If there's a divorce or breakup, then the following occurs:

1. Divorce occurs following what's spelled out in the prenuptial agreement. He loses no assets and no money (unless he purposely chooses to give her money, but that's his own decision). The divorce takes 30 days or so and then it's done.
2. If there are children, there is no custody battle, since all the custody details have already been spelled out in the parenting plan she already signed. He does pay child support, since there's no getting around that in a Western country, but he pays his ex-OLTR nothing else, and he continues to see his kids and maintain at least 50% custody (if he desires).
3. Throughout the entire process he's still having sex with his FBs on the side. Never throughout the entire divorce process does he go without sex or female companionship. This greatly softens any emotional blow.

4. After they part ways, he starts dating MLTRs again just like he was before the marriage. He could even just upgrade his current FBs to MLTRs if he wishes.
5. His finances are undamaged; his sex life is undamaged; his relationship with his children is still intact, and he continues with his Mission.

I don't want to paint too rosy a picture here. Of course, it's possible that the wife could try to contest the prenup or the parenting plan in court, but it's very unlikely (because she'll know you're in a jurisdiction that enforces these things), perhaps unless the Alpha Male 2.0 is extremely wealthy. It's even more unlikely that the court will override those documents unless you were doing something horrible like physically abusing your children.

OLTR marriages really do end that quickly and easily the vast majority of the time. I know one married couple who were moved out and divorced within 30 days, no fighting, no custody battle, no drama; because they had a prenup in place and were never monogamous. To this day, almost 15 years later, they still get along great. Another Alpha 2.0 I know has his ex-OLTR wife set him up with women to date. Those are just two examples; I promise you that if PF and I ever got divorced we would still get along and continue to have sex occasionally. How often do you see divorces like this in the TMM world?

Structuring an OLTR marriage correctly makes the entire divorce experience a polar opposite to those getting divorced under a TMM framework.

### **The Importance of Keeping Separate and Protected Finances**

Because of decades of false SP, beta males and Alpha Male 1.0s living in the Prison are expected to destroy their financial lives whenever their wives divorce them, which is inevitable in most cases because that's exactly what women are designed to do as we discussed in Chapter 16. When they get married, and in some jurisdictions even if they just move in together, men are expected to instantly combine all of their finances with their girlfriends/wives and they are not supposed to get anything like prenuptial or cohabitation agreements, since according to SP prenups/cohabs are "mean," "not romantic," "cold," and "don't work" because they "could be challenged in court."

If we were living in a society with a 7% divorce rate like in the 1950s, that advice would be perfectly fine. However, as we've discussed, we live in a society with an over 76% divorce rate in the Collapsing Western World. Therefore, this advice is insane. I mean that. *It's insane.* If you ever get legally married to or move in with a woman in the Western world and combine your

assets with her and/or don't get a prenup/cohab, *you are insane*. You are not thinking rationally and long-term happiness will be impossible for you. You are literally asking for huge problems down the road.

To be clear, an “enforceable” prenuptial or cohabitation agreement means the following:

1. Multiple family or divorce attorneys you have consulted with have clearly told you that in your country, state, province, or region prenups/cohabs are actually enforced by the legal system, even if challenged by an angry wife.
2. She has signed the prenup/cohab at least six months before the wedding or when you move in together, whichever is first. A year is better. Doing this ensures she can't go back to court someday saying she signed the paperwork “under duress.”
3. She consults with her own attorney who you do not know, pay, or have anything to do with. She finds and pays the attorney all on her own, and this can be proven later if needed.
4. Her signing of the prenup/cohab is witnessed and notarized by a notary, her attorney, you, and your attorney. This means that her attorney explained every part of the prenup/cohab to her, she indicated that she understood it all before she signed, and her attorney has certified this. Doing this ensures she can't go back to court someday saying she “didn't understand what she was signing.”
5. There are no co-owned assets or debts with her, ever, throughout the entire marriage/relationship. No joint checking accounts, ever. No co-signing on loans, ever. No joint mortgages or leases, ever. Don't ever pay one of her bills from one of your checking accounts. And so on. If you violate this rule even one time, you may invalidate the prenup/cohab.

After reading these requirements you might be thinking something like, “Damn, that's a lot of work. Do I really need to do all of that???” or “Hire an attorney just to move in with my girlfriend? I can't afford that!!! Neither can she!!!” **If you are thinking things like this, this PROVES that you are not ready to move in with a woman while living in the Western world.**

Your only two options at that point are to either A) wait until you are older, more mature, and have more money, or B) get location independent (which we'll cover in Part Six of this book) and then move to a non-Western country that doesn't have or enforce alimony, palimony, or communal property laws.

Then move in with or marry a woman whenever you want without doing any of this stuff.

We'll talk about when and when it's not a good idea to move in with a woman in a minute, but I'm going to say this again; if you are internally complaining that the requirements I've listed in this chapter to move in with or marry a woman are too much work, too excessive, or too expensive, ***you are the exact type of guy who will get absolutely devastated emotionally and financially by a divorce or a breakup because you refused to take the needed precautions.*** Likely, you are in some kind of rush to settle down with a woman, which means you're a beta too.

### Legal Marriage Is Never Required

What I'm about to say is obvious to most people in the modern era, but there are some more traditional types of men (and women) who seem to think that a legal, governmental marriage is 100% required to be "married."

It isn't.

If you or your special lady complains that not having a "legal" marriage "isn't a real marriage," let me remind you (and her) that once you live together with a cohabitation agreement, the two of you can do everything legally married people do, such as,

- Have a real wedding.
- Get wedding rings.
- Have her legally change her last name to yours (check your local palimony laws on this though).
- Have a fantastic, romantic honeymoon.
- Introduce each other as "husband" and "wife."
- Have and raise children.
- Etc.

There is no law that says a legal marriage from your local, corrupt, collapsing government is required for any of these things; just false SP. I have several friends, including one person in my family, who have marriages like this. To everyone who knows them, they are married, 100% husband and wife. Yet a legal marriage never took place and a marriage contract was never signed. No one knows except the two people.

Let me also remind you that when you get legally married anywhere in the Collapsing Western World, you are signing a *three-way* contract between

you, her, and *your government*. This means that when you break up, your government will instantly butt its face into your personal and private financial life and dictate to you exactly what you will do, how you will behave, how and when you can visit your kids (if any), who you will pay, and how much. If you disagree with any of these orders, you will go to prison.

Why the fuck do you want the government in there telling you how to manage your marriage to your wife? Isn't that something that's just between you and her? Why the hell would you want your government (that some government that does things like spends trillions of your tax dollars/euros bombing countries that have never attacked you, giving free money to Wall Street bankers and assholes who don't want to work, and spying on your email and private social media DMs) to have that kind of power over your relationship with the woman you love?

Again, *this is insane*.

You don't need to get legally married to be "married."

## When and When Not To Get an OLTR

OLTR and OLTR Marriage are *not* for everyone. Most Alpha Male 2.0s, or those who aspire to be one, reading this book should not move in with a woman at all. Whereas FBs and MLTRs can be for any Alpha 2.0 at any time, OLTR and OLTR Marriage are only for certain types of Alpha 2.0s at certain points in their lives.

First off, as I mentioned in the last chapter, there are age requirements for OLTR and OLTR Marriage. You should be over the age of 30 before you get a girlfriend, which is an OLTR, and you should be well over the age of 35 before you move in with a girlfriend or get married, which is an OLTR Marriage.

A lot of men hate it when I say that, but I'm right about this, as you're about to find out.

You can and should date girls (MLTRs) and/or have sex with girls (FBs) while you're in your twenties. You should *not* have a girlfriend in your twenties. Here's why.

*Reason 1: Girlfriends are dream-killers.*

In your twenties, you should be working on your Breakout Phase (like we talked about back in Chapter 12). You should be working on your goals and to improve your life. You should be focused on personal growth, getting independent, and building financial security. A girlfriend, even if she's a

sweetheart, is going to hinder and delay all of that. Instead of you being out in the world creating a better financial life and woman life for yourself, your girlfriend will instead want you to spend time with her. She will pressure you to settle down and be a good little beta male. This is the worst time in your life for something like this to happen.

If you want a girlfriend, wait until you've built a stronger financial and emotional foundation for your life first. That means at least age 30, if not beyond that.

*Reason 2: Men in their twenties don't control their emotions well.*

I've worked with thousands of men of all ages. It's a sad reality that men under 30, in general, are awful at controlling their emotions, both positive and negative. Guys in their twenties do things like get really angry at all kinds of little things (I remember being like this in my twenties) and fall head-over-heels in love with girls way too fast. If you get a girlfriend in your twenties, you're going to worship her (even if she's a bitch) therefore she's going to run your life even if you think you're an Alpha tough guy.

It's much safer to wait until your thirties (or beyond) to get a girlfriend when you are more able to control your emotional reactions.

*Reason 3: You can have the same experiences with MLTRs.*

The beauty of MLTRs is that you can do pretty much all of the girlfriend stuff with them. You can go on romantic dates, spend the night with her, cuddle her, look deeply into her eyes, tell her you love her (if it's true), and all of that stuff. If she's a serious, longer-term MLTR, you can do things like meet her friends or go on little trips.

Because of false SP, lots of men think that they need to commit to 100% girlfriend status to experience any of the emotional benefits girlfriends bring. If you're an Alpha Male 2.0, you don't need to do this. MLTR means you can have the experience of a girlfriend while still maintaining the freedoms of a single guy; you get the best of both worlds.

*Reason 4: There's no goddamn rush.*

The average life expectancy for men is around age 80, but people don't understand that's only for men who are 80 *today*. You are likely many decades away from 80, aren't you? During those decades we're going to experience massive increases in medical technology, lifestyle, and lifespan, the likes of

which the human race has never seen. Moreover, these things are going to happen even as Western civilization collapses (you'd be shocked at the medical technology and innovations that are being done outside of the West today). The odds are very high that you will live a full and active life well past age 100, even to 130 and beyond.

That means you have plenty of time, damn near 100 years or more, to get a girlfriend. Why the hell are you in such a rush that you "need" a girlfriend when you're 26? It's just flat-out stupid.

Do you know why you're rushing? Because you're a needy beta male that's embraced the 6SV, namely Not Being Alone. Use the techniques in this book to solve that problem.

Bottom line, OLTRs are for men who are over the age of 30 and have completed their Breakout Phase, meaning they don't live with mom and dad anymore and they make decent money at their own Alpha 2.0 business that they own and control without needing a job. Then, and only then, if you still really want an OLTR girlfriend, go ahead.

### **When and When Not To Settle Down / Get an OLTR Wife**

No man, and certainly no Alpha Male 2.0, in the modern era should move in with his girlfriend or marry his girlfriend before the age of 35, and 35 is pushing it; 40 or older is even better. As I've already shown, most live-in relationships, especially in the Collapsing Western World, eventually fail. Even men over 35 are terrible at managing live-in relationships/marriage, but young men under the age of 35 are even worse.

Not only is a wife (and remember, a life-in non-married girlfriend is equivalent to a wife in this case) going to provide all the restrictions on your life a girlfriend would times ten, but the odds are overwhelming that if you get married/cohabit with a woman in a romantic context pre-age-35, the relationship/marriage will end and end horribly, cause all kinds of damage to your life, finances, children (if any), self-esteem, and any accomplishments you've achieved so far.

Even if you get married/cohabited post-age 35 your odds of success are low, but they are much less bad than if you do so before you're 35. Also, if you do have a marriage/cohabitation failure it will be less catastrophic if you initiated the live-in relationship post-age-35 because you'll be more organized, mature, and better able to handle your emotions, meaning you'll handle it better.

What about having children? This is such an important topic that I've devoted two entire chapters to it, later in the book.

From this chapter and the last, you should have a good idea of where the woman, or women, in your life fit within your Alpha 2.0 framework. In the next few chapters, we're going to discuss exactly how to bring all of these women into your life, and how to keep them there.

## Chapter 20

### How to Become Externally Attractive to Women

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*I'm not handsome or sexy. Of course, it's not like I'm hopeless.*

Keanu Reeves

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November, 1989.

It was the weekend and I was in my bedroom. I had taken a shower but I hadn't done anything else. My hair, which as a senior in high school was huge and thick like a 1980s rock star, was a wild animal on my head.

I got hungry and opened my door to the outside hallway, but then stopped. I heard a commotion downstairs and remembered that my sister, who was a freshman at my same high school, had a bunch of her little freshman girlfriends over.

Dammit. I was in my underwear and nothing else. I groaned as I pulled back into my room, picked my jeans off the floor, shook them off, and put them on. I rummaged around a big pile of dirty clothes, found a ragged black T-shirt, and threw that on too.

Then I shambled downstairs to the kitchen to shove a bagel in my mouth.

At the bottom of the stairs in the living room, my sister and about seven other girls were sitting around and chatting. When I walked through, my sister said, "Hi Caleb!"

I grunted a response and kept moving, my mind on food.

However, being the teenage boy I was, I did do a quick scan over the girls. None of them impressed me until my eyes rested on one; the only one with blonde hair. I had, and still have, a huge thing for blonde women. The girl looked at me for a minute and held my gaze. She was very cute. I glanced at the other girls and then went into the kitchen.

The kitchen and the living room were all one room, so I could still see the girls and the backs of their heads as I rummaged around looking for

something to eat. Every time I looked at the girls, they were all looking at my sister as she held court... except the blonde girl. She was always looking at me. Every time our eyes met she quickly looked away, but every time I looked, I caught her gazing at me.

Being a teenage dumbass, and still very inexperienced in the ways of the female (I was still a virgin at the time), I didn't put two and two together, nor did I take advantage of the situation.

The next day, my sister and I were talking about her little gathering and I mentioned the blonde girl.

"Ohhhhh yeah," she said, "That was Lana. Oh my god, she would not stop talking about you when you went back upstairs."

"Huh?" I said.

"Oh yeah. She had all kinds of questions about you and wanted to know everything about you. She thought you were hot."

"How could she have thought that?" I asked, honestly surprised, "I looked like shit. I had just rolled out of bed."

"No, she thought you were hot. She likes rock star guys and she thinks Richard Marx has the coolest hairstyle in the world, and she loved that you made your hair look just like his. She just thought you were so hot. She wouldn't shut up about you."

"I didn't do shit to my hair," I said, "That's just how it looks when I don't do anything with it."

"Well, you're in luck, because that's exactly what she likes."

Long story short, Lana and I ended up dating briefly and she was a lot of fun.

## Your Physical Appearance

Yes. Looks matter. In terms of being attractive to women, physical appearance is an important factor whether we want to admit it or not. At the same time, it's not the be-all and end-all a lot of men make it out to be. Throughout the ages, men have made a big fuss about how they look in order to attract women, when in fact, women will be just as attracted to your non-physical attributes as they are to your physical ones.

Men have a tough time with that concept because as men we are purely visual. If she's hot, we want to sleep with her. It's that simple for us. Of course, other factors may come into play, but it starts with physicality for us men, no matter how smart or evolved you think you are as a man. The physical attractiveness of your lover/girlfriend/wife is a critical component of how you feel about her. It's a core part of our OBW.

The more physically attractive you are, the higher your odds of success with women become. Yes, ugly guys can get cute girls. Chubby guys can also get cute girls. I was quite chubby a few years ago and still did fine in terms of meeting and dating women without having to spend any money on them. However, the uglier or chubbier you are,

- The more women you'll have to meet and hit up.
- The more effort it will take.
- The more rejections you're going to get.
- The more overall time it will take to go from zero to sex.

The reality is that the better you look, or at least the “less bad” you look, the easier everything else with women will be. The less a woman has to “get past” your negative physical appearance, the more your internal attractive attributes will work for you (we’ll discuss those in the next chapter). Therefore it’s a worthwhile investment of time (and sometimes money) to optimize your appearance.

Contrary to what you might think, improving your physical appearance is probably the easiest technique we’re going to cover in this book. Looking a little better physically is much easier than creating a Mission, building outcome independence, setting non-SP goals, or getting good with time management.

Physical appearance is just a checklist of items. Do these things, and you’ll look better to women. Fail to do them, and your looks will be something you’ll have to overcome when trying to have sex with a woman or find a female partner. Ideally, you should look the best you can look, especially right before a situation where you know you’ll be spending time with a woman you want to have sex with (like a first date, or when going out to meet women).

One of your overall goals as an Alpha Male 2.0 is to look the best you possibly can within the constraints of your race, numerical age, and genetics, which are the only three things you can’t control.

## **Part One: Your Body**

Your appearance falls into three categories: Your body, your grooming, and your fashion. Here is the checklist of items in all three areas you need to address, starting with your body.

### *Skin*

- ✓ Avoid skin that is too white or pale. Keep a decent tan; either a real tan or a fake one. If you have very pale skin like I do, address it as best you can. I use self-tanning wipes and similar to look as least pale as I can, but there are many other methods.
- ✓ Address any acne you may have. Visit a dermatologist if necessary.
- ✓ If you're over the age of 35 or so, maintain a daily skin regimen to keep your face looking tight and healthy. Wrinkles can actually look good on men (they're masculine) but you don't want too many too soon. Plus, women can tell when a man has unhealthy-looking skin. Your skin regimen should include moisturizer, exfoliant, face wash or astringent, and sunblock protection. You may think that moisturizing doesn't sound like a very masculine thing to do. You're right. However the Alpha 2.0 seeks long-term happiness, so following the standard Prison path of looking great when you're 31 and looking like crap when you're 57 won't make you very happy. The Prison is filled with unhappy old guys who used to be gorgeous, and you don't want to be one of them.

### *Baldness / Thinning Hair*

- ✓ If you are bald, have a big bald spot, or have very thin hair, you have two options. The first is to shave your entire head. With some men, especially guys with less pale skin and more angular faces, this looks way better, both to men and women. Don't forget to tan if you have pale skin! Think of all the time and money you'll save when you never have to wash or style your hair ever again!
- ✓ The next option is to spend some money and get either a nonsurgical hair restoration system or hair restoration surgery. Both of these procedures do work (I opted for the nonsurgical option and I'm very pleased with it) and both have their pros and cons. Research, weigh the options, save the money, and get it done. Do not just "put up" with thinning hair. Thinning hair makes you look much older and heavier than you actually are, and looks very unhealthy.

### *Teeth*

- ✓ Having problem-free teeth is huge. To most women having bad teeth is an instant deal breaker. If you have very yellow teeth, dark spots, clearly crooked teeth, a snaggletooth, or whatever, address it, even if it

costs you some money. I had braces when I was a teenager, and when they were finally removed my teeth looked perfect. The orthodontist handed me a retainer and told me to wear it every night when I went to sleep for the rest of my life to keep my teeth straight. Being a dumbass teenager, I thanked him and promptly threw the retainer away. By the time I was 40, a huge gap had formed between my two front teeth. It didn't look good. Eventually, I used a procedure called Invisalign to fix the gap. It took about six months, was a huge pain in the ass, and cost me several thousand dollars, but it was worth it. Today, my teeth look perfect once again. And you can bet your ass I now wear my retainer when I go to bed.

### *Height*

- ✓ If you are under 5'10" or 179 centimeters, that's a negative you're going to have to do your best to alleviate and overcome unless you live in a part of the world where men that height are the norm. Guys like Al Pacino and Joe Pesci overcame this challenge by having larger-than-life Alpha 1.0 personalities. That's one way to do it. Another method is getting shoe lifts or elevator shoes or boots. Nothing wrong with that at all. I would not add more than one to three inches to your height, however. If you do that you'll later have some explaining to do.
- ✓ On the flip side, extremely tall men (as in men well over 6'2" or 188 cm) are often going to be perceived as overly intimidating. If you're this tall, it will actually help you with women to be a little nicer and less dominant. Remember I said a little.

### *Weight*

- ✓ It goes without saying that the chubbier you are, the more you're going to have to overcome that negative to attract women. This is something I know a little about. As I mentioned in a previous chapter, of all the important areas of my life, fitness has always been my weakest area by far. I've been overweight off and on throughout my entire life, including my childhood, so this has always been a challenge for me. That being said, I lost 40 pounds from my heaviest weight, so I do have enough credibility to say this: if you're fat, address it. Get it under control. Do whatever you need to do. Just get it done. I know it's hard for some of us. Believe me, I know. I'm not saying you have

to be ripped with 6% percent body fat. I'm also not saying you can't be an Alpha 2.0 if you're chubby. You can. I am saying the more chub you have, the more work you will have to put into your woman life. You'll have to work harder and put in far more numbers than men of your equivalent height and age who are less chubby than you. Not to mention the myriad of health risks you're incurring which are sure to destroy your long-term happiness.

- ✓ I'm not sure I even need to tell you this, but I'm just saying it to be clear: resistance training like weight lifting, thereby getting big muscles, does help in attracting women. You will attract more women more easily if you're more muscular. Moreover, lifting weights increases testosterone and gives many other health benefits critical to an Alpha 2.0 lifestyle. Having larger muscles also increases your confidence, and many scientific studies have proven this to be the case. I lift weights regularly and will be doing so for the rest of my life no matter how old I get. You should do the same. I consider regular resistance training to be one of the non-negotiable minimums of the Alpha 2.0 lifestyle.

## Part Two: Grooming

- ✓ Any facial hair you have should be part of a predefined look, not something that just happens because you're lazy or want to look "natural." If you want to be clean-shaven, always shave cleanly. If you want facial scruff, pay attention to it and manage it. Don't let it run wild. More often than not, women do like facial hair on men, but if you've got wild, curly hair coming out of your sideburns or the side of your neck, this is not good.
- ✓ Be aware of your body odor. Some guys have no strong odor at all. Other men can paralyze a horse with their BO as soon as they start to sweat even a little. Be aware of this and use cologne, body wash, lemon juice, vinegar, or whatever you need to offset this if needed. A significant change in diet may also be in order.
- ✓ If you do use cologne, don't overdo it. Lots of men wear way too much and this is a huge turn-off for women.
- ✓ If you have short hair, shave the back of your neck at least once a week. (I shave it every time I shave; it only takes a few seconds.)
- ✓ If you're over age 35 or so, address nose hairs and ear hair once every two to three weeks (or more if you're particularly hairy).

- ✓ If you have very big or very scruffy eyebrows, trim them. Comb them upwards and then trim anything that goes above the natural upper line of your eyebrow with a small pair of scissors.
- ✓ Get a cool hairstyle. Think edgy. If you have no idea what's cool, a few Google searches or a quick scan through a current men's magazine like GQ will tell you. Pick a style you like, rip out the page, show this to your stylist, and make it happen. It's worth it to go to an actual salon (as opposed to the \$20 haircut place) and get a professional stylist's advice. You only need to do this once. Once you've got the style down you can always go back to the cheap place and duplicate it.
- ✓ If you're a blue-collar worker, clean your fingernails, daily if necessary. You may have to take two showers a day also.
- ✓ Shave off any hair that grows on the front of your neck (if any), and any chest hair that pokes through your collar.
- ✓ If you're a hairy bastard, shave off any hair that grows on your back, shoulders, toes, and upper arms (if any) at least once a month. There are long-handled electric razors you can order online just for this purpose. There are some surprisingly effective and inexpensive laser and dermabrasion options available that you should look into that will permanently remove unwanted body hair.
- ✓ If you have lots of very bushy chest hair, buy the adjustable clippers that hair stylists use, set it to a one or a two, and shave your chest hair down about once every two to four weeks. You will be amazed at how much better you look. I don't have a lot of chest hair, but when I did this myself as an experiment years ago, I was sold. Note I said shave your chest hair down, not off. Surveys show, and my experience shows, that the majority of women actually like a little chest hair. Moreover, shaving chest hair completely off looks bad, feels weird to a woman touching it, is itchy as hell, and the effect only lasts a few days until it looks weird again. Unless you have the body of a ripped professional bodybuilder, shave down, not off.
- ✓ Everything I just said about chest hair applies equally to, if you have it, excessive pubic hair, excessive armpit hair, and/or unusually hairy arms. Shave it down, but not off. As an aside, I have had more than one woman tell me stories about men they've slept with who had shaved off all of their pubic hair. In every case, the woman considered it a turn-off. As always, shave down, not off.

### Part Three: Fashion

I'm no fashion expert so I can only give you broad generalities here. Outside of wearing suits and ties, which is an area I know pretty well (and which is becoming useless since men don't wear these anymore), I know very little about fashion, men's or otherwise. So if you're looking for detailed fashion advice, you'll have to look elsewhere. Here, I'm just going to remind you that fashion is an important part of your appearance that you need to pay attention to.

What I can tell you, and what I practice, is that all of your clothing must adhere to modern, current styles. Way too many men dress like they used to dress when they were in high school, even if that was a decade ago or more. I was guilty of this for many years.

Your pants and shirts, the shoes you wear, the jackets you wear, the style of your collar and sleeves, and everything else must be in modern cuts, fits, and styles. Women are very sensitive to when a man dresses in a current, cool way vs. when a man dresses in outdated styles.

Color is also extremely important. Women's eyes and brains perceive color far better than we have. There are certain colors that look great on you and ones that look terrible on you, based on your skin tone, eye color, and hair color. You must know what these colors are, so you can wear more of your "good" ones and avoid your "bad" ones.

My favorite color, by far, is black. I wore pretty much nothing but black, white, and grey from puberty to about age 30. Finally, at the urging of some of my co-workers, I spent about \$150 and went to an image consultant to improve my appearance for my public speaking. They made it clear to me that because of my pale skin, dark hair, and blue eyes, wearing black and white made me look terrible. I was furious. I didn't want to believe it. Black and white looked good on Antonio Banderas in Desperado, so why the hell wouldn't it look good on me?

They told me to instead focus on colors like blue, purple, and red, and to avoid colors like green, yellow, and orange. As a final insult, they said I should never wear stark black or stark white unless it was below my waist. Thankfully, they said I could still wear dark gray shirts and suits.

Though I was upset and reluctant, I took their advice on faith and changed the colors of my clothing. To my shock, they were right. Just like in some clichéd TV show, when I started wearing colors that complimented me, I actually had women I didn't know giving me compliments. This had never happened to me before.

If you'd rather not spend money on an image consultant, then at least take a feminine woman you trust under age 30 and have her take you clothes shopping. Even better, take more than one. While there, have her put different solid-color shirts up to your face and get her opinions about what colors she thinks work for you. This is one of the very few times I will ever recommend you take a woman's advice about anything dating-related. You don't necessarily need to pay attention to what clothes she says to buy; instead, focus on what *colors* she says look good on you. Thus armed, you can dramatically improve your wardrobe.

## Chapter 21

### How to Become Internally Attractive to Women

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*I may have faults, but being wrong ain't one of them.*

Jimmy Hoffa

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Summer, 2010.

She was one of the most beautiful women I had ever dated in my life, one of those “perfect tens.” She sat in the passenger seat of my car as we sped down the freeway to my house. As usual with younger women, she had to have the car radio on, blasting terrible top 40 music. The particular song we were listening to was “There Goes My Baby” by Usher. She was dancing in her seat, or trying to, her jet-black hair whipping back and forth.

“Oh my god,” she said, “I love Usher so much! I want him to have sex with me while he’s singing. But he has to be wearing that white suit.”

“Singing? While he has sex with you?” I asked.

“Oh yeah,” she said, really getting into the music and his voice.

I pictured Usher in my mind. He didn’t seem like a particularly good-looking guy to me, but as a guy myself, it’s often hard for me to tell.

“You think Usher is hot?” I asked, a little confused.

“No,” she said strongly.

“No? You just said you wanted to have sex with him.”

“Oh yes! While he’s singing! He’s so sexy!”

“He’s not hot, but he’s sexy,” I said. I had heard this exact sentiment about Usher and a few other male celebrities before. My daughter once made a similar observation about him.

“Well... yeah,” she said, like it was an obvious concept and I was a doofus for not understanding it, “He’s not hot at all. He’s kinda plain. But oh my god, he is sooooooo sexy!”

## Being Internally Attractive to Women

This shows something very valuable about women most men tend to miss. That is, what makes you attractive to women is not necessarily your looks. Yes, looks are important; we just talked about that in the last chapter. Poor looks can indeed “break” you in terms of meeting, dating, and sleeping with women. However, if you have good looks but lack confidence, outcome independence, and skill with women, your looks won’t get you far. I have been working with men in the dating arena for many years, and to this day I am still surprised at the number of very good-looking men out there who have trouble getting women to have sex with them.

Conversely, much of the success I’ve had with women in the past was when I:

- Was over 50 pounds overweight, with man boobs and a big double chin
- Had clearly thinning hair
- Had extremely pale skin
- Had a giant gap between my two front teeth

Yet despite all of this I still was able to quickly and easily sleep with many beautiful women, many of whom were 20 years younger than me, spending a total of zero to twenty dollars to do so. And if you were curious, this was before sugar daddy game was a thing, so there was no money involved. This was because my confidence and outcome independence were always operating at very high levels, and this made me internally attractive to women. I’m very happy to say that these days I’m no longer that overweight (though still have a ways to go), I’ve addressed my thinning hair, and I’ve completely fixed my teeth. Even so, I’m in my early fifties and, at least in my assessment, am not considered good-looking by any means, yet today I sleep with some of the most beautiful women in the world, often without spending any money on them, while sometimes beating out other, younger men with gorgeous faces and bodybuilder physiques.

The point is this: A smooth, confident, relaxed guy who doesn’t give a shit is just as attractive to women as big boobs on a woman is to men.

This is a critical point. A lot of guys out there focus on techniques, routines, or making more money to score with women. Some techniques are good and valuable. However, many of these guys have fantastic techniques and can quote you chapter and verse regarding pickup lines, routines, games, and

other gimmicks to attract women, yet these same men are neither confident nor outcome independent, thus their results with women are lacking. Also, contrary to popular belief, today's cities are full of high-income beta males who can't get laid.

When I first got back into the dating game many years ago after my divorce, my dating "technique" was terrible. I was very beta in my technical approach to women. Regardless, because my confidence and outcome independence were decently strong, I was sexually successful, to a degree at least, despite my horrible technique. Confidence and outcome independence are about 80% of the equation. Technique is the other 20%. And if you thought I was rich, guess again. As I talked about earlier, I was going through a divorce, so during that time I was living in a small one-bedroom apartment with no furniture. I had no bed and just slept on a mattress on the floor.

Thus, to be attractive to women, you must address the inner issues (confidence, outcome independence, emotional control, etc.) as well as the outer issues (fashion, grooming, fitness, etc.). Both areas are critical. Over-focusing on one of them while downplaying the other is a mistake.

In this chapter, we're going to discuss the inner qualities that make the Alpha Male attractive to women even if his appearance is subpar.

The two key areas of inner attractiveness are *confidence* and *outcome independence*, or OI. A third key area is *emotional control*. However, once you get confidence and OI down, emotional control comes almost naturally. I have found that men who lack emotional control tend to lack confidence, outcome independence, or both.

Let's tackle confidence first.

## Confidence

When I say "confidence," I'm really talking about self-confidence. This is the full trust and belief in your power, strengths, and reliability. It's the knowledge that you've got things under control and can handle any aspect of the situation you're in. Confidence means you can sit across from a famous social media model or a billionaire CEO and be completely relaxed, unafraid, and at ease.

You might be thinking of a certain type of quality that I'll call "situational confidence." This means you are confident in some areas but not others. For example, if you're really good at math but naturally poor in language skills, when you go in for a big math test, you'll be confident, but when you have to take an advanced English test, you'll be anything but.

I'm not talking about that type of confidence. I'm talking about an overall sense of confidence that hangs over everything you do in life. This sense of confidence never vanishes from you, even if you are doing something brand new. It's part of who you are.

I'm sure you've met some truly confident people before. They're confident no matter what they do. Even if they're in a situation where they have little or no experience, they're still self-assured. Perhaps not as confident as they usually are, but the air of confidence and steadiness still permeates through their actions, tone of voice, vibe, and body language. If I'm on a first date with a perfect ten, sitting in a business meeting, or giving a speech in front of a large crowd, I'm a confident guy. I've done all of these things many times before and have gleaned positive results from these situations. If you forced me to do a speech in front of 5,000 people on a topic I knew absolutely nothing about, I would still be confident. I would not be as confident as giving a speech on dating or business, that's certainly true, but I would still be reasonably confident in any new situation as well because I'm a confident guy overall.

Having this kind of confidence instantly makes you attractive, both to women on a sexual level and to other men on a friendship or business level. As soon as you meet a genuinely confident man, you know it instantly, and it's a nice thing to be around (provided he doesn't go overboard with it as many Alpha Male 1.0s do).

Confidence is demonstrated by actions like speaking strongly and deeply, slow movements, solid eye contact, a relaxed, kicked-back demeanor, laughter, a big smile, big bodily movements, and a strong but relaxed posture. Confidence is not about acting cool or tough. Confidence is being relaxed, at ease, in control, and in charge.

## **The Sources of Confidence**

Confidence comes from three sources:

- Past successes
- “Faking it ‘till you make it”
- Positive reinforcement from others

It's easy for me to be confident on a first date with a beautiful woman because I've had sex with many beautiful women over the years by going out on many first dates. I have many past successes built up in my subconscious mind that instantly make me confident in these circumstances.

You're probably thinking, "That's great for you, but what if you haven't had success in a particular area, like dating?"

The good news is that confidence from success in one area can overflow into confidence in new areas. For example, many years ago when I started going out on first dates, I was still reasonably confident on those dates even though my level of dating skill was quite low. Why? Because I had many other past successes in other areas of my life, especially in business, that made me a more generally confident person. My past success in the business world gave me a certain level of confidence when going out on first dates, even though dating was a relatively new thing for me.

It doesn't always work like this of course. I'm just saying it can and often does. Any time you feel less confident in a particular area, all you need to do is remind yourself strongly about a past success you had in a completely different area. Feel the feelings of achieving those successes, and you'll suddenly feel a little more confident in your new area. This is exactly what I did and it worked very well.

Sometimes, reflecting on past successes won't be enough. Or you may be a younger guy with no real major successes in life to reflect upon. That's okay. I started as a young guy with no success also. I left home at age 18 with no education, no money, no contacts, virtually no job skills, and a complete lack of people skills. Within a few years, I was making serious money, and by age 27 I was making six figures in 1990s dollars. We all start somewhere. The idea is to not stay there.

This is where "fake it 'till you make it" comes in. These days that phrase has become a little cliché, but it's still a viable way of achieving results. Assuming the actions and thoughts of a confident role model, and acting the part, will indeed help make you a more confident man.

The best way to do this is to observe a very confident guy you know personally and model your behaviors like him. How does he speak? How does he stand? Walk? Shake hands? Joke around? Later in this chapter, I'll give you a specific list of confident body language behaviors.

If you don't know anyone personally who fits the bill, use old-school Hollywood as your guide. Study any James Bond movie, any old Arnold Schwarzenegger action movie, or study celebrities like Humphrey Bogart, Marlon Brando, Steve McQueen, Jack Nicholson, George Clooney, Patrick Stewart, Morgan Freeman, Ed Harris, Sean Connery, Denzel Washington, Jason Statham, Mark Walberg, Dwyane Johnson, or Ryan Gosling. There are many examples of confident men in movies and on television, far too many to list here. Pick one or two of your favorites and model them.

Practice being like these men. Walk around your house, in front of the mirror, and in front of friends, emulating how these men move, walk, and talk. Do it over and over again.

Years ago, when I felt myself drifting and needed to feel confident for a new client, business meeting, or speech, I would channel Peirce Brosnan or Roger Moore, both of whom were James Bond. You can't get more confident than those guys! When I would go out on a first date and feel my confidence slipping a little, I would model guys like Arnold Schwarzenegger or James Woods.

I'll be honest. At first, it felt a little silly. However, over time it started to work better and better. Today, this is all automatic for me. I have become that confident, and I don't need to pretend anymore, but I promise you there was a time in my life when I did have to pretend in certain areas; at least a little.

The third source of confidence is positive reinforcement from others. This one may not be an option for you, but if it is, you certainly should take advantage of it. Getting regular positive reinforcement from a circle of friends and/or family members can indeed boost your confidence, soon to the point where you won't even need the reinforcement anymore.

We've all read news stories of young, hyper-confident celebrities doing outrageous, arrogant, ridiculous things, thinking they can get away with anything (and sometimes being right). Most of that confidence is because these people are surrounded by a team of sycophants who are constantly telling them they're amazing and can do anything. The same was true of kings and emperors in ancient times.

Having other people boost you up in a positive way does improve your confidence. You don't want to go overboard with it of course, but you should certainly use this method if you lack confidence.

## Outcome Independence

Outcome independence is a fancy way of saying that you don't give a shit. OI means that the specific outcome of any singular, particular situation is irrelevant to you. For example, when you're on a first date with a very attractive woman, you literally don't care how things end up.

- If she rips off her clothes right there at the bar and leaps on you, great.
- If she calls you an asshole, throws a drink in your face, and storms out, great.
- If she ends up being cool and fun, great.

- If she ends up being a total bitch, great.
- If you end up having sex with her quickly right after the date, great.
- If the date ends up nowhere, great.

No matter what happens, you don't give a shit.

When I go out on a first date, I have extreme levels of OI. This is because I'm always dating at least three women at a time, so if this date goes nowhere, no problem, I'm still having sex tonight with a fantastic woman. Moreover, when I go out on first dates, I always make sure to schedule *many* first dates with many "prospects." That way if this first date fizzles, I quite literally don't care. I have another four or five first dates with attractive women already on the schedule.

With all that in place, do you think I give a shit if the first date doesn't work out? Nope. That's OI.

Compare this to the typical beta male. When he goes on a first date, it's usually because he's not having sex with anybody, and is looking for someone new. That's problem number one. Problem number two is that this first date is the only first date he has on his entire calendar. He has no other prospects.

Therefore, when he's sitting across from her, he needs the date to succeed. Badly. He doesn't want to "screw it up." He wants it too much. He's the exact opposite of OI.

Women pick up on this quickly. Even if he has some level of confidence, his outcome dependence will ooze through him, and she'll smell his neediness and desperation; and it will immediately turn her off. On the other hand, when a woman goes out on a date with a relaxed, confident guy who doesn't give a shit (or at least *acts* like he doesn't give a shit), suddenly she's attracted to him, and she doesn't even know why. Again, the old saying is true: "Women chase what runs away."

Outcome independence is the single most attractive non-physical trait men have that attracts women. It's the closest thing men have to a love potion. Moreover, the more attractive a woman is, the more this is true because attractive women are more than accustomed to men fawning all over them. Even confident Alpha Male 1.0s tend to be outcome-dependent around very beautiful women. When you come along and don't give a shit, she will be instantly attracted, or at least curious about you.

A side benefit of OI is that it helps you in other areas in your Seven Live Areas (SLA) as well. In business, negotiations, friendships, family, and even with raising kids, having OI will assist you greatly. It has vast applications far beyond those of dating women.

Once you get into relationships with women, OI gives you a ridiculous amount of power. It's been said over and over again yet people still don't get it: in a relationship, the one who cares the least is the one who is happiest and has the most control. Would you like that person to be her or you?

If your knee-jerk answer is "both," then you have some more SP that needs cleaning out. A true 50/50 relationship is impossible in the real world. Eventually, one of the two people comes out on top, even if it's only 60/40. One of the two people *is* going to care a little less and thus have much more power. If there *must* be one of these people, it should be you.

There are many ingredients to Alpha Male 2.0 and they're all important, but if you forced me at gunpoint to pick the most important one, it would be outcome independence.

By the way, the only difference between an Alpha 1.0 and an Alpha 2.0 is OI. The breakdown of the three male types looks like this:

Beta Male – Neither confident nor outcome-independent.

Alpha Male 1.0 – Confident, but not outcome-independent.

Alpha Male 2.0 – Confident and outcome-independent.

The downfall of the beta is that he is not confident in himself and is always wedded to the outcome. A lethal combination.

The downfall of the Alpha 1.0 is that he is strong and confident in himself, but if people don't behave exactly the way he thinks they should, he loses his cool and gets upset, or at least very uncomfortable. Alpha Male 1.0s are massively outcome-*dependent*. They spend their entire lives concerning themselves about the outcomes of every little scenario in their lives, from the way their girlfriend speaks to who the next President will be. This is why long-term consistent happiness for the Alpha 1.0 is impossible. His well-being is permanently attached to the outcome of what other people do or say at all times.

The Alpha 2.0 doesn't have any of these limitations. Not only is he confident in himself, but he also doesn't give a shit. If a woman he's dating turns out to be a bitch, no problem, he just smiles and has sex with someone else. If he fails to get that new client, no problem, he just smiles and calls on some more prospects. He doesn't care at all who the next President or Prime Minister will be because he's 100% location-independent with his Alpha 2.0 business and can move anywhere in the world whenever he wants. And so on. He's structured his life and his outlook to be happy no matter what happens or what other people do.

## Outcome Independent With Everything?

This raises a question. How can the Alpha Male 2.0 be outcome-independent if he wants certain things? Doesn't that make him outcome-dependent? Isn't he outcome dependent if he wants to achieve his goals or Mission? If he's out on a date with a beautiful woman, certainly he wants to have sex with her, doesn't he? Doesn't that make him outcome-dependent?

The answer is no. Is this a contradiction? No, and I'll explain why. Remember above that I said that outcome independence is not giving a shit about a singular, particular event. It does not mean being completely indifferent regarding everything in the big picture.

For example, the Alpha Male 2.0 does care about hitting his long-term goals. At the same time, he knows that he does not need any one particular person, any one particular client or customer, any one particular business, or any one particular woman to achieve those goals. So if any one of these people or things fails him, he doesn't care. He knows (with his confidence!) that he will eventually hit his goals regardless.

When he goes out to have sex with a new woman, of course he wants to have sex. However, he doesn't care which attractive woman he has sex with. He might have preferences of course, but he knows he'll have sex with at least one of them, and all of them are attractive to him, so any particular one is irrelevant to him. If one doesn't work out, he knows he'll soon be having sex with someone else. That's why he's outcome-independent regarding any one particular date.

Desiring results from the big picture is not outcome dependence.

Desiring specific outcomes in particular, singular circumstances is.

## The Sources of Outcome Independence

Outcome independence comes from two sources:

- Redundancy
- “Faking it ‘till you make it”

Redundancy is a core concept of the Alpha Male 2.0, and you will never be able to live the Alpha 2.0 lifestyle without a full understanding and practice of it. We're going to cover redundancy in more detail in Chapter 26, but for now, I will briefly cover how it's used in your woman life.

Since my conversion from beta male to Alpha Male 2.0 17 years ago, I have always had multiple, active women in my sex life. The lowest this number has ever been is three. The highest it's been is eight. The point is there is always a lot more than one (one being monogamy). This way, if any one woman starts throwing me drama, or "falls out of love" with me, or moves away, or whatever, even if that woman is my wife, it's not a huge problem. My sex life continues on its merry way. This also means that no woman can ever exert control over me by threatening to break up with me or stop having sex with me. She knows other women will immediately take up the slack. It's a very nice place to be.

Compare this to men in monogamous relationships or marriages. If a man's only female partner becomes a bitch or throws drama at him, he has to either put up with it (which is what most men do) or go through the life catastrophe of a divorce or big breakup. Sure, he could "command" her to stop doing it like an Alpha 1.0, but that only works short-term, not forever. If she refuses sex and he can't convince her to provide it, he goes without sex whether he wants to or not. His only other option is cheating on her, making him a liar, and forcing him to act like a thief in the night, living a secret, double life that he hopes she won't discover. Not very Alpha. If she threatens to leave him, he cowers and obeys.

This is all because he has only one source of sex, romantic love and feminine energy. If that man had two, three, or four sources of these things, he would never (or at least rarely) experience these problems.

When you apply the powerful concept of redundancy to all of your SLA (multiple businesses, multiple income streams, multiple countries, multiple banks, etc.) you will suddenly become a very OI guy.

However, like with confidence, perhaps you're not quite there yet. Likely you haven't yet built up a truly redundancy-based Alpha 2.0 lifestyle. This is where you're going to have to "fake it 'till you make it" just like I described above.

Finding men in your life who are truly outcome-independent might be difficult since the world has many more confident men than OI men. Fear not, for once again Hollywood can help us out. Watching and studying stand-up comics like Robin Williams, George Carlin, Steven Colbert, and especially Ricky Gervais (perhaps the most outcome-independent celebrity of the modern era) will give you a crash course on what OI looks like. Wild actors like Jim Carrey, Kevin Kline, and James Woods also demonstrate huge amounts of OI in their performances.

If you really need an immediate example of what extreme outcome independence looks like, watch some of these guys:

- The character of Deadpool in any Deadpool movie
- James Purefoy in the HBO series Rome
- Robert Downey Jr. in the Iron Man and Avengers movies
- Guy Pearce in the movie Lockout
- Idris Elba in the movie Prometheus

All of those performances are fantastic examples of what OI looks like.

## Emotional Control

Emotional control is many things, but here are the three biggest examples from your woman life:

1. The ability to keep your cool when someone, especially a woman, pisses you off.
2. The ability to control yourself physically when you get extremely turned on.
3. The ability to keep yourself under control when you really, *really* like or love a woman, and want to start telling her how beautiful or amazing she is, or want to make promises to her you probably won't be able to keep, or choose to put up with or comply with her drama, complaints, or freedom-killing demands.

All of these applications are important and valuable. Fail to do item one, and you'll enter the world of the Alpha Male 1.0, experiencing regular anger, frustration, and upset throughout your life. Fail to do item two, and you're going to be the victim of unwanted pregnancies and STDs, as well as a host of other problems. Fail to do item three, and you'll enter the world of the beta male, being taken advantage of by women and being a slave to their ever-changing desires. If freedom and long-term happiness are what you want, emotional control is critical in many different areas of life.

To this day I am still amazed at the sheer number of otherwise intelligent, strong, capable men who simply can't (or choose not to) keep their emotions in check. These guys are constantly getting into trouble with women, having conflicts in their interpersonal relationships, having huge problems at work, getting banned or blocked from online forums, blogs, and social media, and blowing otherwise easy opportunities for women, money, friendship, and other life advantages. All because they simply refuse (or don't know how) to pause for just ten seconds and calm down before they open their mouths or type something on their phones or keyboards. It's such a simple, tiny thing, yet

hundreds of millions of men all over the world, who theoretically should know better, refuse to do it.

An entire book could be written on the topic of emotional control and how important it is to happiness and success in life. Here, I'm simply going to say that you cannot live the free, perpetually happy lifestyle of the Alpha 2.0 if you're flying off the handle all the time. If you insist on this kind of behavior, Alpha 1.0 status is the best you can hope for, and that is *not* long-term happiness.

The good news is that emotional control is a natural outgrowth of confidence and OI. Once you have a strong degree of confidence and OI in your life, especially OI, you will suddenly find it's much easier to keep your cool when someone pisses you off or when a woman turns you on.

I am not saying that emotions are bad. Positive emotions are what life is all about. The entire concept of this book, the entire point of an Alpha 2.0 existence, is to feel happiness as often and as consistently as possible. Happiness is an emotion, and I'm all for it. However, as I explained in detail back in Chapter 2, I'm talking about positive emotions, not all emotions. Flying into a rage because someone says something you don't like isn't a positive emotion, and it doesn't matter if you were really happy the day before you were angry. Completely screwing up your chances with a woman because you were acting too horny or needy will also result in negative emotions for you.

Emotional control is not about suppressing emotions. It's about creating a framework for experiencing more positive emotions while avoiding the negative ones. Make sure you get that, because every time I talk about emotional control, someone always wants to say that either I'm "against emotions" or that somehow feeling bad is a good thing because feeling bad is "human" or something. Again, I addressed this back in Chapter 2, and if you need to re-read that chapter, feel free to do so. Feeling like crap might be human, but so is feeling really good. So stick with the good, chuck the bad. To me, *that's* human. It's also smart.

## **Body Language**

Confidence and OI are carried from your inner world to your outer world primarily by body language and voice. What follows is a list of the many ways confidence and OI are demonstrated. Make sure you are consciously aware of all of them, and soon, they'll become automatic for you.

- Walk straight and tall. Imagine a string attached to the top of your head, pulling you upward like a puppet.

- When you walk, swaying your arms is great, but don't sway your torso back and forth. If you're not sure what I'm talking about, find a wall of mirrors and practice walking in front of them. Stand straight, sway your arms but not your torso, and you'll see what a difference this makes. If you're having trouble visualizing this, watch how Peirce Brosnan walks in the movie The Thomas Crown Affair.
- Make sure your head is up, your shoulders are pinned back, and your chest is out.
- When sitting, especially on a date, lean back and relax. Don't slouch, don't lean forward like you're interested, and don't sit up ramrod straight like you've spent ten years in the Marines. Lean back. Chill. Relax.
- If you're in a business meeting you do want to sit straighter, but you still want to have a relaxed, I-don't-give-a-shit demeanor about you.
- Control your movements. Think slow and controlled. Strong, classy, confident guys don't have quick, wild movements; their movements are slow, deliberate, and powerful. (There are exceptions to this though; there are some high-energy, spastic Alpha 2.0s out there.)
- Don't be afraid to use your personal space. When you move, feel free to make big movements. Feel "big."
- Always keep good eye contact.
- Always have a relaxed look on your face. Smile a lot. Alphas smile!
- Laugh. A lot. Life is really funny.
- Speak as slowly and as deeply as possible. I have a good voice; it's one of my natural strengths. However, even after years of professional speaking experience I still have a habit of occasionally talking too fast. Do your best to slow things down. Slow and deep. If you have a quiet, high-pitched, or nasally voice, I would strongly recommend you spend a little money get in a few sessions with a professional speech coach. It helps tremendously.
- Don't try to act tough. Don't try to act cool. That's what Alpha 1.0s do, along with a few miscalibrated betas. A truly OI man who doesn't give a shit what people think and would never try to act cool or tough in a million years. Acting cool or tough means you care. That's not OI. The Alpha 2.0 doesn't give a shit. This gives him "permission" to be relaxed and happy.

## Your Mission Makes You Attractive

Having a strong Mission automatically makes you more attractive to women (and to men in friendship and business contexts).

A man with a strong Mission he's devoted to instantly carries with him an air of command, control, and masculinity that women love. Recall the story I told back in Chapter 12 about the woman who said, "I want a man with a twinkle in his eye, but I don't want to be that twinkle." That's exactly what I'm talking about. Men with Missions are far more attractive to women than men with little or no direction in life.

## Interesting Skills Make You Attractive

Lastly, interesting skills will also make you attractive to women. When I say an "interesting" skill I'm talking about anything appealing you know how to do that's not too "introvertish." For example, skills like being a good dancer, knowing how to cook, being a professional speaker, knowing how to ski, or being skilled at martial arts would all be considered attractive, or at least interesting, by most women. More introverted skills like being good at computers or knowing how to write well would not be. These skills are valuable, and I have many of those more introverted skills myself, but they likely aren't going to make you more attractive to females.

If you don't have at least one "interesting" skill, go learn one, even if that means you need to take some dance classes or something else outside of your comfort zone. Not only will it make you more attractive to women, it will increase your overall confidence as well.

## Chapter 22

### What About Sexual Marketplace Value?

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*Do I have any dating advice? Yeah. First, you gotta be famous.*

David Spade

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April, 2021.

“I’ve had a lot of trouble dating men,” she said, almost matter-of-factly.

We both sat by the water, overlooking the fountains by the Burj Kalifa, the tallest building in the world. Men (and even a few women) would occasionally glance her way as they passed by. This made me smile.

She was a perfect ten, an internet celebrity with millions of Instagram followers. The COVID-19 lockdowns had actually helped her business and notoriety. Fortunately, we were in Dubai which wasn’t locked down like most of the Western world, and people were out and about like nothing was wrong.

She was tall with long dark hair, a perfect face, a perfect tan, physically fit, and had unusually gigantic fake boobs that her outfit barely covered. She was what millions of men considered a fantasy woman, and here she was complaining about her dating life. She was not the first woman like this I had heard verbalize these complaints.

“Why is that?” I asked, already guessing the answer.

“The nice guys, the good guys, the kind of guy I would marry,” she said in her accented English, blinking her perfect, sparkling eyes, “They never talk to me. I think they’re scared or something. I never meet guys like that. The only guys who talk to me or hit on me are players. They want to hook up with me but they don’t want to build a relationship or anything like that. If I agree to see them they’ll see me for a while and then they’re onto the next girl. That only leaves the really old guys, and they’re nice, but I don’t want to marry an old man, do you know what I mean?”

“I know exactly what you mean,” I said. And I did.

“This is why I’m single,” she continued, “And have been for a while.”

“So it’s a choice between rich old men and players,” I said.

“Pretty much,” she said.

“So what is your plan for the future?” I asked.

“I’m not sure,” she said, shrugging, “I would like to be married and have kids someday, but not quite yet. I’ve got several investments in Europe and I’ll keep doing what I’m doing for a few more years. Then I was thinking about getting a breast reduction maybe. I’m not sure.”

She became one of my sporadic FBs and is to this very day, years later. She has even more followers now than when I first met her.

And she’s still single.

## The Overemphasis On SMV

As the Western world continues to collapse and as more men lose testosterone and become miserable beta males, a new false belief has formed in the last decade. In the last few years, this false belief has intensified to near-epidemic levels. I’ve been talking with men regarding dating topics professionally since 2009, have been active on the internet since the mid-1990s, and have been in the dating market since the 1980s, and I have never seen this belief as strong as it is today. And it gets stronger in society every year.

This is the SP-generated belief that the only way you can date a lot of girls, or pretty girls, is to be rich, famous, or gorgeous. If you’re not a guy who is rich, famous, or a ripped six-pack Brad Pitt type, it’s hopeless for you, and no amount of attitude or technique will get cute women to have sex with you. You either have to pay hookers for the rest of your life, just settle in for a life of little to zero sex, or at best, settle for fat or ugly girls.

Anyone telling you anything different is lying to you or trying to scam you, since it’s obviously it’s functionally impossible for a man who isn’t rich, famous, or gorgeous to get cute women, much less multiple cute women, to have sex with him.

The only way, therefore, to get cute girls to have sex with you (outside of directly paying for hookers or sugar babies), is to either work 100 hours a week for a long time so you can afford to buy a Lamborghini to impress the babes, or starve yourself for the rest of your life while hitting the gym three hours a day so you can look like Dwayne Johnson. *Then* cute girls will have sex with you, but those are the only two things that will work.

On the internet, this concept is known as SMV, which stands for Sexual Marketplace Value, though it is also often called LMS which stands for Looks, Money, and Status. Millions of men are now convinced that if you don't have a high SMV you can't get laid... unless you spend an insane amount of energy raising your SMV.

Many men extend this belief to say that any man who tries to make a lot of money or improve their fitness are simply beta males, suckers, or simps who are trying to do all of this just to get girls. These men are stupid because they're "playing women's game." It's much better, these extremists say, to just stay home, be lazy, eat whatever you want, be a loser, and "live your own life" and stop concerning yourself with women altogether.

This is, of course, a direct violation of the money and sex foundation we talked about back in Chapter 1, and men doing this will never be long-term happy, since a man can't be long-term happy without some regular sex from a woman he finds physically attractive.

But that's not even the biggest problem. The issue is that this SMV belief is completely false.

Does a high SMV help you with women? Of course it does. Men who are amazingly good-looking, wealthy, or more well-known/famous (i.e. have higher status) do indeed have fewer obstacles than a man who has none of these things. It absolutely helps, no question about it.

But is it the only deciding factor? No. Not even close. I've already talked in prior chapters about how I've seen and worked with tons of men who were very good-looking and/or multi-millionaires who had all kinds of problems getting cute or attractive girls. I've seen extraordinarily handsome men with ripped six-pack abs literally cry because they haven't kissed a girl in over two years. I've seen men with net worths as high as in the hundreds of millions of dollars have all kinds of problems dating and having sex with women. I've even coached male celebrities, yes real celebrities, men who, in many cases, were good-looking *and* famous *and* wealthy, who still had all the problems of the typical dumbass beta male who couldn't get laid.

If SMV is all that matters, how do you explain these guys?

On the flip side, I have personally known young men in the pick-up artist community who were not good-looking at all, and who were unemployed and essentially homeless, living at their friends' homes and sleeping on their couches, and these guys were having sex with some of the hottest girls in the city. I once knew a skinny black guy who was not good-looking and had been homeless, yes *homeless*, for five years. This guy had sex with some of

the hottest girls I had ever met, including white girls. By the age of 27, he had fathered eight kids from six different women, and when I asked him about child support and getting his wages garnished or getting arrested, he would just laugh and say, “I ain’t got no job, ain’t got no money, I ain’t got no address. What are they goin’ to do?” I personally know and have known many men in their fifties who are not good-looking and not millionaires, not even close, who have hot girlfriends, who are not sugar babies, in their mid-twenties. A few years ago on one of my blogs, I linked to a local TV news clip of a chubby, dufus-looking homeless guy who would regularly have sex with cute girls and then just sleep over at their houses. I could go on and on with examples like this.

As I’ve mentioned before, right after my divorce in 2007, I was a 35-year-old, divorced, overweight, balding, badly dressed, 10-years-out-of-practice-with-women, hadn’t-had-sex-in-six-months, mountains-of-debt, no-cash, beta male dad who lived in a tiny apartment with no bed and no furniture, just a mattress on the floor, while driving an eight-year-old Nissan. Yet within just over a year, I was getting laid so often and so regularly with attractive women that I couldn’t find time in my schedule to see them all. This included girls who were almost 20 years younger than me at the time, whom I did not give any money to (this was way before sugar daddy game was a thing), with dates that cost me between zero to 27 dollars at the most.

Again I ask, if SMV is all that matters, how do you explain all of these men?

The answer is, that SMV *isn’t* all that matters. It’s one of many factors that decide your success with women, but *it is not the only factor*.

If you have low SMV, meaning you are below-average-looking, you have no money, and you are not famous in any way, then you can be successful with attractive women if (and this is a big *if*) you build your confidence, outcome independence, emotional control, and learn dating skills (which we’ll cover in the very next chapter). These four things can and will trump a low SMV if you’re not a high SMV guy.

And sure, you should also work on increasing your SMV, particularly in your financial life, but not because you want to get hot girls. Instead, do it so that you can be long-term term happy. When I first started building my business empire way back in my twenties, I never thought, “I want to make a lot of money so I can get a hot girlfriend!” No! I wanted a lot of money because I wanted to be free!

This horrible and false “SMV is all that matters” belief is white-hot with men today because of...

- Worsening economics as Western civilization continues to collapse
- Declining testosterone in men
- Increasing population of weak beta males
- An army of wealthy, six-pack “Chad” Alpha Male 1.0s on social media bragging about their lives

Because of this Societal Programming, which is going to get even more intense, we now have an entire segment of the male population, literally hundreds of millions of men all over the world, absolutely convinced that there is no way in hell any cute girls will ever have sex with them (outside of paying hookers or sugar babies), unless they have bulging muscles, chiseled Adonis-like faces, a yacht in the harbor, and a Bugatti in their driveway. (For the record, I have none of these things, and my woman life is, quite literally, a fantasy dream come true.)

This brainwashing is so strong that there is no hope for most of these men. However, *you* need to be aware of this ever-present false Societal Programming and ignore it whenever it pops up on your phone or computer, which it will. Regardless of your income and even if you are average or even a little below average in looks, if you build your confidence, outcome independence, emotional control, and dating skills, which does take some time and effort, you will accomplish any objectives in your woman life no matter how unrealistic they currently seem. I am living proof of this. It will work for you too.

## Chapter 23

### Abundant Sex That Makes You Happy

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*If I don't have a woman for three days, I get terrible headaches.*

John F. Kennedy

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January, 2009.

It was a day I knew I had finally crossed over into a new world. In fewer than twelve days, I had:

- Been on four first dates.
- Been on two second dates.
- Had sex with a new woman, a gorgeous 25-year-old, a marathon runner, and very fit.
- Had sex with another new woman, a 24-year-old blonde college student.
- Had sex with a third new woman, a spunky 19-year-old.
- Got to almost sex with an attractive corporate VP in her mid-forties.

After looking back at that activity, I was shocked to realize that I had accomplished more in my woman life in twelve days than it took most men I knew many years to accomplish, if ever. Even more significantly, accomplishing this was easy. It was not the long, hard slog of trial and error that it had been the year or two prior when I was figuring out all this “woman stuff.”

In about 18 months, I had achieved a level with women that I could only dream of in my wildest fantasies during most of my adult life, both as a married man in his thirties and a young single guy in his early twenties. I had truly stepped into a new world.

Little did I know it was going to get even *better...*

February, 2022.

"Oh my God," Pink Firefly said, "Her? She's way too hot. She looks like a famous actress or Instagram model."

"She is an Instagram model," I said, "About half of these women are."

I had spent the last several months outside of the USA, mostly in my primary flags like Dubai, Paraguay, Armenia, and Mexico. Pink Firefly was still based in the USA while I made things ready for her in Dubai. We were sitting on her couch in her temporary USA apartment during one of my visits. She had asked me to show her pictures of the other women I was having sex with in my travels. She hadn't done this in a long time, but since I was now in new locations, that meant a bunch of new women, so she was curious.

Since I'm outcome-independent and I don't hide anything, I happily showed her. I pulled out my phone and scrolled through the pictures of several FBs I had been seeing in various countries.

Her mouth hung open as she looked at the pictures. The FBs I had in the USA were pretty, but PF usually didn't consider them a sexual threat since PF herself is extremely attractive. However, these new women were some of the most beautiful women she had ever seen. Stunning ten faces, fit bodies, flat washboard stomachs, big perfect boobs, hips, and asses. For the first time in about seven years of being with me, she started to get really jealous.

I had to spend a little time calming her down and reminding her that they were only FBs and that she was the only one I had feelings for, which was the truth. Even then, I had to negotiate a little. Then we had sex. It was amazing as always. (With most women, attraction remains high for a man she knows is having sex with other attractive women.)

After that, I lay on the bed, looked out the window, and laughed aloud at my circumstances. Here I was, married to the perfect-looking (to me) Barbie blonde woman of my dreams in a happy and sexually active marriage, while I was also having sex on the side with literally some of the most beautiful women in the world with her full consent and knowledge. My biggest problem? My wife was a little jealous because the other women I was having sex with were too attractive.

Alpha Male 2.0 is a good life.

## Abundant Sex

I live the Alpha 2.0 lifestyle, where I can bring new attractive women into my sex life literally whenever I want, very quickly. Since my conversion to Alpha 2.0 from beta male 17 years ago, I have fulfilled every sexual fantasy

I've ever had no matter how crazy or improbable, and have done so multiple times with multiple women. Cheerleaders, celebrities, threesomes, "perfect tens," two sisters, mother/daughter couples, and all kinds of other crazy shit. You name the typical male sexual fantasy and I've probably done it, all quickly and easily, the vast majority of the time spending little or no money, and never using prostitutes.

The average face time with a new woman from meet-to-sex for me is around two and a half to three hours, usually spread out over two dates. My average total money spent to get to this sex is around \$14 when not doing sugar daddy game (more on that in a minute). Over one-third of the time using standard game it's zero dollars. I usually meet woman via online dating sites or through my other women (something I happily call "referral game").

I did this reliably for over 13 years and still do it from time to time today (though rarely, since I already have a huge roster of women I'm already seeing in multiple countries, thus I rarely need to add new ones). About four years ago I slowly added sugar daddy game to the mix, where some money is often involved, due to the increased number of hours I was spending running my companies and working on my Mission, leaving less time for my woman life. As an extremely busy businessman in his fifties making more money than he ever thought he would make, this decision made sense, so today I do a mix of normal dating and sugar daddy game. (Just remember that for over 13 years I was hitting all of these sexual fantasies without paying any of the women anything.)

I have repeated the non-sugar daddy "normal" dating system scores of times with a very high rate of success. It works with women of all types, ages (with one caveat I'll describe in the next chapter), races, personalities, income levels, and intelligence levels. I published several books laying out the exact system I use to do this, all located at [alphamale20.com](http://alphamale20.com). It was these books that first garnered me some level of internet notoriety.

As we discussed in detail back in Chapter 1, the Alpha 2.0 lives an abundant sex life. This means he can and does have sex often, with whomever he wants (consenting adults), and with very attractive women. A man who does not know how to bring new women into his sex life quickly is not an Alpha 2.0 and never can be. The only "excuse" for not having sex is if a man has an extremely low sex drive, but even then that's probably not a great idea because usually a low sex drive for a man under the age of 60 or so is often indicative of other health and/or psychological problems.

Back in Chapter 1, we discussed the sexual baseline necessary for an Alpha lifestyle. To review, this baseline is:

1. You have the ability to have sex with at least two *new* women within four weeks of losing your current source of sex (wife, girlfriend, woman you're dating, or friend with benefits).
2. You have sex regularly, at least a few times a month, regardless of whether or not you currently have a wife or serious girlfriend.
3. You are having sex with at least two women every six weeks at the most. Only having sex with one woman, no matter how amazing she is, means that one woman controls your entire sex life, and that's not freedom.
4. You consider all the women you have sex with at least "cute." Only having sex with women you consider average-looking or ugly isn't going to make you happy in the long run, and damages your self-esteem.

Numbers two and three are *relationship* baselines and as such we have already discussed those. Baselines one and four (getting new women and ensuring they're attractive) are dating baselines. We'll cover those in this chapter and the next.

## **Sexual Success**

The single most important hallmark of being sexually successful is the ability to have sex with new attractive women whenever you want quickly. The reason for so much depression, angst, fear, neediness, loneliness, and anger in modern-day beta males is that they lack this ability. They don't know how to get laid. Even if they're lucky enough to have a woman in their life, once their girlfriend dumps them, or their wife divorces them, or their friend with benefits moves on, they're suddenly in a situation where they simply can't have sex, since they can't replace the woman who left with a new one quickly.

This fear of lack of sex drives betas into all kinds of ridiculous and destructive behaviors, things they would never do if they could bring new women into their sex lives whenever they wanted. Once you reach the point where you know, not think, but *know* that you can go out and have sex with a new attractive woman whenever you want to or need to, this alone brings a sense of confidence and power most beta males will never experience. If you break up with a woman, no problem. You'll be having sex with another one

just as smart and good-looking relatively quickly. If the woman you're with gets bitchy or demanding, you have no fear, since you know that you can have sex with another attractive woman no matter what happens.

If every woman in my life broke up with me on the same day, my sexual sustenance would still not experience a major disruption. Within a week or two I'd have two or three new women in my sex life. Of course, I might be sad that I was divorcing my wife, but I'm talking here about the sexual aspects, not the emotional ones.

This knowledge brings me an immense sense of happiness, peace, and internal security.

This is why one of our Alpha Male 2.0 sexual baselines is to get to the point where you can meet and have sex with at least two new women within four weeks at the latest. A true Alpha 2.0 lifestyle is not possible if you lack this skill. As I mentioned above, it took me about 18 months of intense focus to get to the point where I could snap my fingers and bring a new woman (or women!) into my sex life whenever I wanted. That was 18 months well invested. Now, and for the rest of my life, I will never go without sex, for any reason, unless I choose to (though I'm not sure why I would do that).

## Paying For Sex

This brings up the topic of paying women for sex. As economic conditions continue to worsen all over the Collapsing Western World, men paying women for sex under various conditions has become more commonplace in the culture over the past 15 years and will continue to do so going forward.

There are two ways in which a man can pay money to a woman for that woman to have sex with him.

The first is *indirect* payment. An example of this is a woman demanding three or four nice dinner dates before she has sex with a man, which the man is expected to pay for. He spends several hundred dollars on dinners and drinks a few times and then, hopefully, the woman has sex with him. The money didn't go directly to the woman but the man still had to pay for the sex in a somewhat transactional arrangement.

The second is *direct* payment, where the man literally gives the woman money for sex in an openly stated transactional manner. There are two types of direct payment: paying prostitutes and sugar daddy game.

Any pathetic beta male who can afford it can indeed get sex by paying prostitutes, and some betas take this path. However, nowhere in this book am I talking about paying for sex by using prostitutes. The reason is that

paying for prostitutes doesn't require any game skill, confidence, or outcome independence whatsoever. Hookers' job is to fuck you, so if you hire them that's what they are required to do even if they find you repugnant. I've spoken with several professional prostitutes and they've told me all kinds of depressing stories about how they have to regularly hold their noses and have sex with disgusting old men, 400-pound butterballs, partially paralyzed drooling men in wheelchairs, and so on.

Then there's sugar daddy game, where you're (usually) giving money to sugar babies for sex. If you're thinking sugar daddy game is the same as having sex with prostitutes, it is not. This is because sugar babies, very unlike hookers, can choose who they have sex with and who they don't, and are extremely picky about the men they select for sex. Moreover, the better-looking or more famous the sugar baby is, the pickier she is. Therefore, some level of game skill, confidence, and outcome independence *is* required to be successful in sugar daddy game to beat out the competition from other men even though (often) direct monetary payment is involved.

You can break this all down into four categories of getting sex from women in terms of how much game skill, confidence, and outcome independence (abbreviated below as GSCOI) is required:

Getting sex for free: *Lots* of GSCOI required

Getting sex via indirect payment: *Some* GSCOI required

Getting sex by paying prostitutes: *Zero* GSCOI required

Getting sex by paying sugar babies: *Some* GSCOI required

It is for this reason that paying prostitutes doesn't count towards Alpha Male 2.0 sexual baselines (since a woman required to have sex with you whether she wants to or not doesn't help your self-esteem at all and actually hurts it over time), getting sex for free always counts, and getting sex via indirect payment or direct payment to sugar babies counts provided it's done under certain conditions.

### **When It Is Acceptable (And NOT Acceptable) To Pay For Sex**

Paying for sex indirectly or to sugar babies is acceptable provided both of the following conditions are true:

*1. You can easily afford the cost based on your income.*

If you make under \$35,000 a year, then spending \$300 on some fancy dinners or to a sugar baby to get laid is a significant expense based on your income, and thus you should never do this. The financial expense of doing so is going to damage your lifestyle, finances, happiness, and self-esteem. If you make \$500,000 a year then \$300 would probably be okay, but \$900 probably would not be.

Therefore, any woman under normal dating conditions who demands this kind of money is spent on her pre-sex, or any sugar baby who demands the same for her “services” should be immediately ejected from your life. You need to find other ways of having sex more conducive to your long-term happiness as a man.

*2. You know you can get laid with attractive women without paying for it because you've already done it.*

If the *only* sex you've ever gotten from women is sex you've paid for (prostitutes or sugar babies), or the only sex with cute/attractive women you've had sex with were from women you've paid (or are currently paying), then this will destroy your self-esteem and self-worth as a man faster than just about anything else you can do. It will reinforce the belief in your subconscious mind that “I'm such an ugly, pathetic loser that the only way women (or hot women) will have sex with me is if I give them money.” Holy shit, you can't get more beta male than that.

Instead, you need to build your game skill, confidence, and outcome independence to the point where you can get laid under normal dating conditions with a few women who are at least cute to you, per our Alpha 2.0 sexual baselines. Then, and only then, if you find the need to pay for sex because it takes less time in your busy schedule and you can easily afford to do so, you may do so, because at that point it won't damage your self-esteem and make you feel like a loser.

This is what I did. I never paid any woman even one dollar for sex until I was making over \$800,000 a year (requirement #1 above) and I had already had sex with almost 100 women without paying them anything (requirement #2 above). Today, based on my age, income, and busy lifestyle, paying for *some* sex (via sugar daddy game, never prostitutes) makes sense, but six or seven years ago it would have been a horrible idea for me, which is why I didn't do it. Even today, only some of the sex I have is under a sugar daddy model, not all of it.

There is one and only one exception to these rules, and that is if you're over the age of 65. Men over age 65 who want to have sex with younger, attractive women will indeed probably need to shell out some money regardless of how confident, outcome-independent, or good with women they are. Therefore, if you're over the age of 65 you are exempt from these pay-for-sex requirements. But if you're under age 65, these two requirements *do* apply to you and there's no getting around them.

The bottom line is that paying for sex has an appropriate time and place; it's *not* a good idea regardless of the circumstances or just because you're desperate or horny.

## Why Two Women?

Why do I say you must have sex with two women and not one? Because when you're horny and needy and end up having sex with just one woman, it invites neediness, scarcity mentality, and often, monogamy. These things make the freedom and happiness-based lifestyle of the Alpha 2.0 impossible.

Only having sex with one woman will subconsciously cause you to start clinging to her as your only source of sex and feminine energy. Therefore it is critical that you can bring in at least *two* new women within four weeks, not just one. This does not mean you need to be some kind of super-player who is having sex with several different women all the time. Two women are more than enough for most men.

## Sexual Parameters

There are a few provisos to the four sexual baselines since not all sex is the same.

As mentioned above, even the most pathetic guy out there can whip out \$200 and have sex with an average-looking (or worse) prostitute. Lots of normal betas can get sex from an ugly or overweight woman or a drugged-out meth addict.

On the other side of the coin, almost any beta male can debase himself by begging his monogamous girlfriend or wife for sex and eventually get it. Almost any guy can take a woman out on four, five, six, or more expensive dinner dates spread out over several weeks and then finally, maybe, get inside her pants, assuming she doesn't get bored with him before then, and dump him for the next dumbass.

These examples are all sex, but none of these examples are Alpha. Therefore, when we talk about bringing new women into our sex lives fast, we need to set some specific parameters around this.

1. *Getting sex by paying prostitutes doesn't count, as we discussed above (unless you're over age 65).*
2. *Getting sex by paying for it (indirectly or via sugar babies) while you're violating either of the two pay-for-sex requirements listed above doesn't count (unless you're over age 65).*
3. *Getting sex with women you consider ugly or plain-looking doesn't count.*

I've known a lot of men who eventually become accustomed to having sex with ugly or average-looking women. If you're having sex with unattractive women because you think you can't get better, obviously that's an area of needed improvement in your life.

Like with paying for sex, I have no philosophical objection to having sex with average-looking or below-average women. Alpha 2.0 is about happiness, and if having sex with clearly unattractive women truly makes you happy, on the surface it's fine.

The problem occurs when these guys finally have sex with a really pretty girl. Then they often fall hard and fast, and soon they're in a monogamous, beta male relationship in which the new pretty girl owns their balls. All the usual drama and problems then ensue.

I'm *not* saying every woman you have sex with must be a 20-year-old Instagram model. Remember, our fourth Alpha 2.0 sexual baseline states that any new women are at least "cute." Not "average," not "stunning" but cute. You know what cute means. Cute means better than average. Ugly, average, or "homely" women don't count.

My own rule in this area, and part of my Code, is that every woman I sleep with must be an "eight," to me, on the one-to-ten attractiveness scale. This is subjective of course; a woman who ranks as an eight for me may rank as a six for you, and a woman who ranks as a ten for you may rank as a seven for me. It doesn't matter. If she's not an eight to me, I pass. I don't ever want a new woman who is significantly better-looking than the rest to cause me to lose my frame or outcome independence.

Routinely sleeping with women you consider less than "cute" will eventually damage your self-esteem, destroy your outcome independence, reduce your confidence, and create a false scarcity mentality when you think about women.

#### *4. Lying to women to get sex doesn't count.*

If you have to lie to women to get sex, you're likely in for a very high-drama lifestyle, which is clearly outside of Alpha 2.0 standards. Resolve today to be 100% honest with all women you sleep with if you are not already.

One critical point about this; being 100% honest means you don't state any untruths. It does not mean you blatantly spill the beans about absolutely everything you're doing. Being 100% honest does not mean you tell a woman on a first date, "Hey, by the way, I had unprotected sex last week with a woman seven years younger than you. I just wanted to let you know." That's not being honest, that's being stupid! Do you think women tell *us* all their sexual dirty laundry on a first date? Or second? Or third? Of course not, and neither should you.

Being honest *does* mean that if a woman asks you if you had sex with another woman last night, and you did, you don't say no. You instead say yes or you refuse to answer the question. Either way, you aren't lying.

#### *5. The sexual conditions must be conducive to your lifestyle.*

Your lifestyle and preferences may not be conducive to certain sexual conditions that other men may have no problem with.

For example, some men pick up women at bars and clubs late into the evening, well past 2 am. For younger men, or more extroverted men, or men without strong careers, that's great. It's compatible with their lifestyle and it's what they like to do. However, as a man in his thirties and forties who ran three companies, had two children, dated at least three women at a time, traveled often, and was an introvert at heart, I learned very quickly that staying up late into the evening to bring new women into my sex life was not a very smart thing for me to do. After trying it a few times, I was tired and stressed, got very little sleep, had to wake up early the next morning to get to work, and had the entire next day shot because I was so sleepy. This negatively affected my productivity, my results in all my SLA, and my happiness.

Therefore, I resolved to not stay up past 11 pm to meet or have sex with new women. For many years now I have successfully stuck to that rule with virtually no exceptions.

This is just an example. You need to examine your own life and ensure that your sexual activities don't degrade your performance in your other key SLA. Establish any parameters around this aspect of your woman life you think are necessary, and then stick to them.

## Chapter 24

### How To Get Sex Whenever You Want

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*I can't tell you how many times I've had a cool response or flat rejection from a girl only to approach another girl 2 minutes later and hit it off, and be in the back of a cab getting head 15 minutes later. That's the beauty of being a man – you can always walk away from a situation that has bad energy. My friend says the single most powerful word in the English language for a man is "Next!"*

Paul Janka

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June, 2015.

I was about to experience one of the most memorable days in my woman life, though I didn't know it at the time. It was my reward for all of my efforts over the past two years to improve my appearance, namely my weight, my hair, my teeth, and my fashion.

I had scheduled a first meet via OKCupid with a 21-year-old blonde whose pictures looked amazing. I was curious if she would look that good in real life.

As per many of my first dates, I scheduled her to meet up at one of the nicest Starbucks in the local area. I had first dates down to a fine science at this point and knew my odds of success were pretty good. And if this girl didn't work out, I'd just move on to the next two girls I had on the schedule for later in the week.

I wore what was back then my standard first-date outfit, a blue button-down shirt, nice jeans, nice shoes, and a suit top as a jacket. Per my dating model, I made sure to arrive at the Starbucks exactly five minutes after she did, coordinating with her over texts.

I walked in and saw her on the other end of the shop, sitting alone at one of the high circular tables. She was looking out the window in a different direction from me, so she didn't see me approaching. I took a long look at her

as I approached. I smiled. She was fucking perfect, my exact type. Stunning feminine face, long blonde hair, shorter than average, small build, big, good curves in all the right places, dark eyes. Damn.

Now arrived at her table, she was still looking in the other direction.

“Hi,” I said casually.

She turned and looked up at me, her big eyes sparkling. She was beautiful.

“Wow,” she said, “You’re really good-looking.” These were her exact words.

In 43 years on this Earth, I had never heard a woman say anything like this to me. Now, not only was a woman telling me this, but it was a dazzlingly beautiful woman who was half my age saying it. And meaning it.

We talked for about 40 minutes and hit it off. Within an hour and twenty minutes of me walking into that Starbucks, she and I were having sex back at my place. We continued to see each other for about two and a half years, even almost having children together at one point, until I had to let her go when I started getting serious with Pink Firefly.

## Core Dating Concepts

So far in this book you have:

- Become aware of your own limiting sexual SP.
- Learned how women are not like you when it comes to sex and relationship desires, and how foolish it is to expect women to act like men.
- Determined exactly where new women fall into your life.
- Learned the importance of being inwardly attractive to women via confidence, outcome independence, emotional control, your Mission, and game skill.
- Learned how to boost your physical appearance to maximum levels within the confines of your race and numerical age.
- Learned the need to develop the skill of having sex with two new women within four weeks, any time you need to, without having to lie, spend a lot of money, settle for women you don’t think are pretty, or damage your key SLA.

Now we can finally talk about exactly how to bring these women into our lives. You must do this within the framework of the concepts we discussed in previous chapters. Too many enthusiastic guys leap into trying to pick up women without considering any of the items above (with the possible

exception of external appearance), and these men always, and I mean always, end up either:

1. Spinning their wheels, working very hard for little results, and getting discouraged.

Or

2. Settling for a monogamous girlfriend or wife who owns their balls and orders them around like a little drill sergeant.

Make damn sure that as you read through the techniques and principles in this chapter you keep these within the context of the critical concepts we've already discussed.

## Game Styles

There are five ways to meet, "pick up," date, and have sex with new women. Each of these methods, or game styles, have their own sets of pros and cons. All game styles work, but some styles work better for some men than others. Here they are.

### *Night Game*

Night game is the art of picking up women during the evening at bars, dance clubs, parties, or similar venues and events.

Pros:

- Lots of very attractive women all in one place, making concentrated pickup easy.
- Many women are there specifically looking for sex.
- Many of them have been drinking, making sexual activity easier (be very aware of laws in your areas regarding this, however; I personally avoid women who have been drinking to avoid legal entanglements due to our more left-wing over-corrected society).
- Clubs, bars, and/or parties are enjoyable for more social or extroverted men.

Cons:

- Women are often “on guard” against guys picking them up in these kinds of venues.
- Requires staying up very late into the evening, even on weekdays when you may have to go to work the next morning.
- Loud music is annoying and a strong barrier to quality communication.
- Lots of cock-blocking from other men and women’s female friends.
- Women are usually in groups, requiring you to isolate them.
- Can only be done during the evening.

*Daygame*

Daygame is the art of picking up women during the daytime in traditional venues. This could be on the street, at a bookstore, mall, coffee shop, grocery store, or similar.

Pros:

- Women can often be found alone, making things easier.
- Women are more relaxed and less guarded during the day.
- Wide range of women available who could never be found at a club or on an online dating site.
- Can more easily be integrated into your schedule, since there are more hours in the day than at night.

Cons:

- Often extremely time-consuming meeting women, establishing comfort, getting phone numbers that go nowhere, and dealing with flakes.
- Often harder to find attractive women, requiring more time to look around (though experienced daygamers know the “hot spots” in their city).
- Harder to get to sex quickly because of poor daytime logistics.
- Women are often in a hurry or on a tight schedule.
- Can only be done during the daytime.

### *Online Dating*

This is getting good at setting up first dates with women via online dating apps, online dating sites, and/or social media.

Pros:

- Can contact massive amounts of women very quickly.
- Can be done literally at any time, 24 hours a day, and seven days a week.
- Very time management friendly; even dates can be scheduled whenever is convenient for you.
- Older men have easier access to much younger women they normally would not have in real life.

Cons:

- Low response rates, requiring a ridiculously large amount of online contacts (swipes, openers, etc.).
- Attractive women are often harder to find, requiring culling through lots of less attractive women.
- Many women online are husband-hunting and will thus expect a traditional first “date” where dinner is served and money is spent.
- Lots of flakes; many women will terminate the online conversation without warning and seemingly for no reason.

### *Social Circle Game*

This is where you game women you already know, or at least know somewhat, through other friends, family, or co-workers. For it to work you need an outgoing personality and a reasonably wide social circle where you know lots of people.

Pros:

- Very easy if you do it right.
- No uncomfortable, cold “pickup” required; the women already know you.
- Very inexpensive, often requiring zero “dates” and zero expense.
- Other fun (nonsexual) activities are often involved.
- Unlike the other game styles which are all getting harder, social circle game is getting easier; lots of people crave real-life interaction in our digital age

Cons:

- Many women who know you have already placed you in “friend zone” making sex very difficult or impossible.
- Once you run out of women you know, you’re out of luck, so you need to be constantly re-filling the social circle “funnel.”
- Not viable for more introverted men.
- Not consistently reliable like the other game styles. Social circle game is not as systematic or predictable as the other game styles.

*Sugar Daddy Game*

This is a subset of online dating, where you meet women on sugar daddy sites or apps and where these women expect some kind of financial payment or support for sex. We discussed when this is appropriate, and when it’s not, in the last chapter. (There is also a subset of sugar daddy game called salt daddy game where you meet women on sugar daddy sites and have sex with them without paying them, but this is for more advanced men with more game skill.)

Pros:

- Generally more attractive women are available than the other game styles, and they aren’t professional prostitutes.
- Many more women open to having sex with much older men (if that’s you).
- Very fast and efficient, much less “dating” and “getting to know her” time spent before sex.

Cons:

- Costs much more money. Sometimes a lot of money.
- Sometimes have to deal with demanding women.
- Sometimes prostitutes use sugar daddy sites so you need to be able to filter out these women.
- Not an option for men who don’t like to pay for sex.

Just about every method you can think of to meet or date new women will fall, at least in some way, into one of the above five game styles. You must choose one of these and completely focus on it. That’s the fastest way to get good.

Be very sure to choose a game style that most accurately reflects your personality and lifestyle. This is important because many men attempt to get good at game styles they aren't suited for.

Using myself as just an example, I'm terrible at any type of night game. I also hate doing it. Therefore, pursuing night game would be a huge mistake *for me* regardless of any advantages I see to that type of game. However, with online dating, I'm one of the best in the world. I'm also very good at sugar daddy game and social circle game under certain conditions. I've even had limited success with daygame a long time ago, but online game has always been my focus.

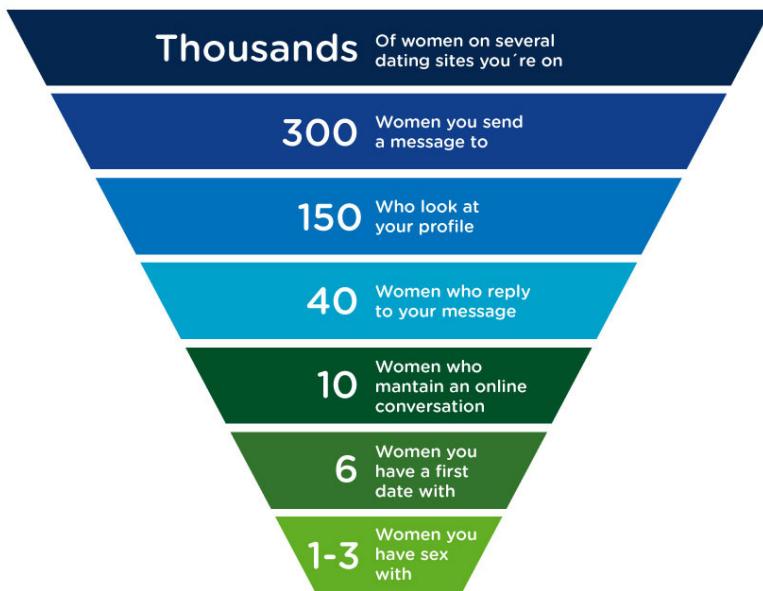
Focus is the key. Trying to get good at several different game styles at the same time is never a pathway to fast success. Pick just one game style and get good at it. Keep working at this until you get to the point where you know you can snap your fingers and bring at least two women into your sex life within four weeks or less, any time you want. Then, and only then, try to master a second type of game if you still want to.

### **Putting In The Numbers**

Dating is a numbers game. Once you choose a game style focus, your entire system must revolve around putting large numbers of women in the “funnel.” No matter how suave, good-looking, or skilled with women you are, you will never master the skill of dating if you don’t maintain a strong focus on putting in lots of new “prospects” at all times.

By “lots” I don’t mean ten or twenty, or even fifty; I mean hundreds over a concentrated period. There is no getting around this. Get comfortable with this reality, or at least accept it. Here’s an example of how the funnel process works with online dating. Don’t get hung up on the exact numbers I use in the diagram; it’s just an example to give you an idea of how this works.

### Numbers Funnel Example



I've seen men complain that online dating "doesn't work" because "I sent messages to 11 women and didn't get one date!" Well of course you didn't. Just like you can't walk into a club, approach four different girls, have all four of them blow you off, then walk out of the club in a huff saying "night game doesn't work."

Putting in the numbers is an absolute requirement of any man who wants his woman life under control. Too many men seek an "easier" way to get consistent fast sex from attractive women by not putting in the numbers. It doesn't exist.

It's true that as you get better, the numbers you'll need to put in get smaller. When I first got started, I had sex with one woman out of ten first dates I scheduled, a dismal success rate of only 10%. That means if I wanted to have sex with two new women I had to schedule 20 first dates. Brutal. Today, my success rate is over 60%, so now if I need two new women I only need to schedule three or four first dates to get the same result. This is much better, however, even I still have first dates today that go nowhere, so I still need to schedule more first dates than the number of new women I need.

It's also true that with things like sugar daddy game where women are getting paid, the amount of numbers is smaller.

Regardless, no matter what, *you'll still need to put in the numbers.*

You must plan to put in the numbers and put in the time and energy necessary to reach those numbers. Refusal to do so will mean constant frustration in your woman life.

## Key Seduction Techniques

It would not make any sense to list pages of specific dating techniques here, since techniques vary according to the five different game styles. For example, there are some things you need to do during night game you would never do during daygame or on a first date you got from online dating. Moreover, since I follow my own advice about specializing in one style, I am not an expert in all five styles, so I couldn't advise you on all of them anyway.

That being said, some overall techniques do cover all types of game and dating. I and others have used these techniques to great effect, and you need to become proficient at all of them.

### 1. Sexual Frame

You must always exude a calm, confident, slightly sexual bearing. This vibe should pour through everything you do. The way you sit, stand, move, talk, the way you dress, your eye contact, your tone of voice, your facial expressions, the things you say, and the things you don't say.

Remember that this is a *calm* sexual frame. You don't want to be a hyper, horny guy. You don't want to be telling her she's pretty every five minutes or staring at her boobs and drooling. That's a hypersexual demeanor, not a calm one.

Picture guys like James Bond or Don Draper. Think sexual, not horny; confident, not needy; outcome independent, not desperate.

### 2. Confident, Outcome Independent Sexual Escalation

Sexual escalation is the series of physical actions you take with a woman to initiate sex. You need to have the confidence and outcome independence to kiss a woman, touch her jewelry, or caress her leg. You must strongly initiate. You must move the physical process of sex from one step to the next; touching (or "kino"), kissing, removing clothing, and sex. Every step of the way, you're gently pushing her forward.

If she resists or says no, of course you stop. If she does resist and you stop, it doesn't bother you, scare you, or make you upset. The possibility of a negative reaction doesn't stop you from trying as it does with beta males. You confidently move the sexual process forward, and if she doesn't like it, no problem, you'll dump her and go have sex with someone else.

This all goes back to confidence, outcome independence, and emotional control as we discussed back in Chapter 21.

### 3. Kino

Kino means touching a woman, sexually or otherwise. At various times during a date (or "meet"), you should be touching her. Touch her hands, back, shoulders, and hair. Play with her jewelry. Eventually, you should be touching her arms and legs. Physical touch is extremely powerful, and touching a woman gently, sensually, and confidently is a strong way to ramp up attraction and set the sexual frame of the interaction. By the way, you do all of this before kissing her or doing anything sexual. Often, I am kinoing a woman within about 20-30 minutes of the first date, just as we're talking, well before any kissing or anything sexual. (Legal note: Again, if she says no to any of this, stop.)

Most men wait for a long time with no touching at all, then suddenly and clumsily try to kiss a woman at the end of the date. This is often a very awkward experience for the man and woman, and demonstrates very little confidence on your part. It's also harder to turn that kind of sequence into fast sex. You might get an awkward kiss, but you won't get anything else.

### 4. Avoid Date Behaviors - Women's Three Buttons

Every woman has three large buttons installed on her forehead. One button says "No," another says "Sex," and the third says "Make Him Wait."

If you show up to a date burping, farting, and bitching about your ex-girlfriend, you're pressing hard on the "No" button. You're not going to have sex with her. That much is obvious to most men.

There's also the "Sex" button which, when pressed, will cause a woman to have sex with you quickly. Most men understand that one too, more or less.

However, most men are completely unaware of the "Make Him Wait" button. That's the button which, when pressed, causes her to think, "This is a good, responsible, nice guy who can take care of me. I don't want to screw this up by having sex with him too fast. Then he might leave me or not respect me! So we need to have many dinner dates, walks in the park, movie dates, and other activities. After a bunch of that stuff, if I'm not bored with him by then, and if he makes a bunch of commitments to me, then I'll have sex with him."

While you clearly don't want to press a woman's No button, it's the Make Him Wait button that really causes problems for most men in the modern era. Men who press this button spend a large portion of their woman life meeting women with little or no results, going out on many expensive and time-consuming dates, and wasting massive amounts of time and money with little or no sex.

Don't get me wrong, you *can* get sex by doing this and many beta males do. Yet the process is slow, tedious, draining, disappointing, and extremely expensive (even more expensive than sugar daddy game!). It also violates our baseline of a four-week timeframe to have sex with two new women.

The way you press down on a woman's Make Him Wait button is by engaging in traditional "date behaviors" before you have sex with her. There are many of these, but I'll give you a few common examples:

- Buying her dinner, especially at a nice restaurant.
- Buying her lunch.
- Buying her more than a drink or two.
- Buying her gifts, including things like flowers.
- Taking her somewhere she's specifically asked to go, i.e. following her agenda.
- Giving her compliments, particularly about her appearance.
- Avoiding kino (because "it wouldn't be appropriate").
- Avoiding any conversation about sex or related topics (because "I don't want to creep her out").
- Long dates, i.e. many hours into the evening.
- Getting upset or uncomfortable when she brings up the topic of any of her ex-lovers.
- Waiting until the very end of the date to kiss her.
- Bragging about your income.
- Talking about your great job or career.
- Expressing a desire to get married or have a "serious relationship" with someone or have kids.
- Getting too needy with her too fast, such as talking about a serious relationship or marriage with her on the first or second date (yes, men actually do this!).
- Texting her daily.
- "Event" dates, like going to a play, rock climbing, singing karaoke, or other things far beyond just getting a quick drink at a bar.

These date behaviors will instantly place her mindset into a 1950s dating frame and she will set her expectations accordingly. You're the dashing man who wants to be her husband or boyfriend, and she's the classy lady. Classy ladies don't have sex on the first, second, or even third date. Oh no. Classy ladies get wined and dined by classy men, only having sex after many dates and promises have been made.

Instead of pressing on the Make Him Wait button with your date behaviors, you want to press down on her Sex button by purposely *avoiding* date behaviors and establishing a strong, relaxed sexual frame instead. That's the quintessential difference between the beta male and the Alpha Male when it comes to dating.

For contrast, here's a simple list of what my first dates look like, the same ones that end up in sex the majority of the time, usually within three hours total face time from meet to sex. Compare this to the above date-behaviors list.

- I choose the location of the date, not her.
- Meet at a cool bar, coffee shop, or a mall. Never a restaurant.
- Don't buy her any food.
- Buy her one drink, and myself a drink, max, and that's it. One-third of my non-sugar-daddy dates cost zero dollars. The average amount of the rest is around \$14.
- Limit the first date to 60 minutes or less and then get the hell out of there. Meet up again for the second "date" at my place a few days later and get to sex within 30-90 minutes.
- Heavy kino throughout the date. By the end of the 60-minute first date, I've often touched her hands, arms, shoulders, hair, and sometimes thighs, with her full consent, all in a very relaxed, confident, outcome-independent manner.
- Lots of casual and fun sexual innuendo, eventually becoming a sexually explicit conversation. Men don't realize that women love talking about sex, more so than men.
- Lots of laughter from both of us.
- Relaxed, casual, outcome-independent body language, tone of voice, and frame.
- No kissing at the end of the first date, with lots of kino and sex talk instead. Kissing ramps up "buyer's remorse" between dates one and two, whereas not kissing leaves her curious, even eager, for more.

You can see how I'm specifically avoiding date behaviors that press on a woman's Make Him Wait button while pressing down *hard* on her Sex button. You can also see how my sexual frame is being established and maintained.

## 5. Avoid Women Over Age 33 (With Two Exceptions)

Here's one simple rule that if you start adhering to it will immediately increase your sexual results: If you want fast sex, avoid dating any woman over the age of 33 (unless she already knows you).

Once a woman has reached about age 33, she's had three full decades of Prison existence during which all kinds of false sexual SP has been drilled into her head. Moreover, she now believes (accurately or not) that she's running out of time. She believes (accurately or not) that any non-serious sexual stuff with a man is wasting her limited time available to have children and/or find a long-term boyfriend or husband.

Back when she was 19 or 26, having sex with a man fast was no problem; even fun. Now, because of these two forces, it's something she will absolutely not do. She's "a lady now." She "had her fun" and "doesn't do that anymore." Because of her extreme SP and biological clock, sex is now only allowed under a restrictive arrangement called a "relationship." Getting sex very fast with women over the age of 33 is extremely difficult.

There are two exceptions to this. One is if you're a very good-looking and young (or young-looking) man who clearly has zero provider potential. If you're that guy, getting fast sex with over-33 women should be a little easier as long as your confidence and sexual frame are strong. However, if you're over the age of about 27 or you aren't really good-looking, you're out of luck if you want sex from these women quickly. Stick with women under age 33, or resign yourself to the reality that getting sex with women over 33 will usually require several dates and a decent amount of money spent first. In many cases, it will also require promises made that violate Alpha 2.0 standards.

The second exception is if the woman already knows you reasonably well. This "I'm a lady now" stuff is short-circuited when she already knows you (you're already acquaintances or co-workers or whatever) because in her mind you're not "dating" so it's "okay" to have sex with you without going on a bunch of dinner dates first.

I think women in their thirties and forties are very attractive (as long as they're not overweight and take care of themselves), so I have had fast sex with many women over the age of 33, but almost all of these were women I already knew who were already comfortable with me well before the sex. In other words, they were all social circle game.

If an over-33 woman already knows you reasonably well, then go ahead and give it a shot if you want to have sex with her, following all the techniques and frames outlined in this book.

This means that if you are dealing with women you don't already know and desire fast sex you need to avoid women over the age of 33. Your efforts are better spent focusing on women of age 18 to 32, and/or perhaps a few women over 33 you already know.

Of course, if you honestly don't want women under age 33 (some older men don't) and don't mind the extra waiting time it often takes to get sex with women over age 33, then that's fine too as long as you understand what you're getting into. Again, I've dated my fair share of over-33 women in my day (my wife included), but the fast sex almost always comes from women under that age.

### **Further Techniques**

If you're interested in more specific dating or relationship strategies beyond this book, go to [alphamale20.com](http://alphamale20.com) where I cover many more proven strategies, principles, and techniques related to your woman life.

## **Part Five**

### **Your Money**

## **Chapter 25**

### **Work That Frees You**

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*Money buys the things love can't.*

Gene Simmons

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Monday, September 23rd, 1996.

It was one of the greatest and most important days of my entire life.

That morning, for the very first time, I walked into my completed office, the office of my very own company, Draxx Computer Solutions. It was a small computer consulting business with one employee: me.

It was my very first day of full-time self-employment. From that day forward, I would never have a job again. I would set my own financial destiny.

Never again would a boss yell at me about how I was late to work or wasn't allowed to have a desk by the window.

Never again would my income be limited by whatever salary was dictated by my job title.

Never again would I have to debase myself to ask my boss or coworkers permission to take some time off, or even just to take a 15-minute break.

Never again would I be reliant on a too-low paycheck that never grew noticeably larger regardless of how hard or how well I worked.

Never again would I have to put up with incompetent, dishonest, or lazy coworkers (who were never fired!) who made a mess of my hard work.

Never again would my work or income be subject to the whims of some distant management I had zero control over.

Never again!

### **A Quick History of My Business Life**

At the age of 24, I had finally fulfilled a life-long dream. It was something I had been thinking about, fantasizing about, and planning since I was

a freshman in high school, jotting down business notes during class when I was supposed to have been listening to the teacher lecture us about really important, real-world stuff. You know, things like 18th-century American literature, Greek gods, and how cilia worked on microorganisms.

I finally had my own business. Not just a part-time business that I worked on in the evenings or on weekends in addition to my job; I had been doing that for several years prior. No, this was a real full-time business, with my own office, checking account, letterhead, and computers; the works.

My first office was not much to look at. It was a 200-square-foot rectangular room on the second story of an old house renovated into a tiny commercial building on the northeast side of Portland, Oregon. (This was 1996, before the collapse of the USA began in earnest, so Portland was still a beautiful town back then.) Across the hall were two other offices, both artists. Below me was a woman's clothing store. The house was ancient and small, and it smelled like an old sock.

I didn't care. To me, that little room, on that first day, was a cathedral more beautiful than the Sistine Chapel. Because it was *mine*. I was the president and CEO, with complete power over exactly what the business would do and not do. Instead of a job or big corporation steering me to its destiny, this business would facilitate *my* destiny. My goal was to make a six-figure income as a young man, and now that the corporate shackles of a J-O-B were gone, it was possible. The feeling was intoxicating, almost orgasmic.

I entered my office and slowly sat down at my desk, a crappy wooden hand-me-down my dad would have thrown away had I not scooped it up. I looked out the window, looking down at the street with all the people shopping and passing by. I was just one story up, but I felt like a Wall Street CEO in a high rise. I ran my fingers over my brand-new computer, the primary tool I would use to achieve my destiny.

I can't help smiling when I think back on it.

The euphoria was short-lived. My first few years in business were rough. I floundered and made all kinds of mistakes. I screwed up my marketing and pissed off prospects. I mismanaged my very limited funds and ended up wasting thousands of dollars on stupid crap that I should never have spent money on.

I got so far behind on my bills that at one point I even talked to an attorney about filing for bankruptcy. She said I was a "good candidate" for it. I didn't like the sound of that. After thinking it through, I decided that the concept of taking money from companies and never paying it back was not an honorable thing to do, so I forgot about bankruptcy and forced myself to make it work.

I started focusing hard on sales, referrals, and customer service. Soon, I started making a little money. This motivated me more. In the midst of all this, I foolishly got married into a TMM and quickly had two children. This dramatically raised my monthly expenses since my wife at the time was a stay-at-home mom.

I busted my ass, working 70 and 80-hour weeks selling, marketing, consulting, managing, and driving. Slowly the business grew. Soon I had four employees, including one of my brothers.

Finally, after three and a half long, hard years, late one evening at the office I ran a year-to-date twelve-month profit and loss report showing my personal income. There it was, at the top of the sheet. Personal Income: \$102,342. In fewer than four years, I had gone from being unable to pay my bills to a six-figure income in 1990s dollars, all by the age of 27. Not bad for a young dumbass beta male with no college degree and no high school diploma.

I shouted with glee and danced around the office like a goofball. Another life-long goal achieved, that of a six-figure income. It was a ten-year goal I had set way back when I was just 18 years old, and here it was achieved, an entire year ahead of schedule.

It still wasn't all roses. I was working a horrible schedule. My wife at the time and my kids were complaining I was never home, and they had a point. I remembered the fate of my father, having to work his ass off for decades at a business he hated, and the stress it caused him throughout his life. So I shifted focus from income to lifestyle. I wanted to keep my income at the same level while working fewer hours. I re-vamped my entire business to make it more Alpha Male 2.0 compatible (which I will describe in a future chapter).

By age 30 I was done with the conversion. It still wasn't a true Alpha 2.0 business since I didn't have that structure invented yet, but it was still much better. I was still making six figures but now I was only working only about 30 hours a week, usually taking Fridays off as well as the entire weekend.

With all of my big financial goals achieved in life, I started to drift. I had no Mission. My motivation left me and my passion for life stagnated. I was still a generally happy guy, but the fire was gone. My income stayed the same until around the early 2000s when I had a very bad year. We had to sell our house, sell our cars, and the four of us had to move into a small apartment.

It sucked, but once again it lit a fire under my ass. By the mid-2000s I was back to six figures again, and back in a nice home. Still, that passion and excitement I felt in my twenties had not returned. It felt like I was running through the motions, my financial life in limbo. I was still making money, but

I started to realize my financial life, as well as the rest of my life, was moving down the wrong path.

Then came 2007 and 2008. Two tremendous upheavals in my life arose like tsunamis and changed everything, both within the same twelve-month period.

First, I got divorced, sending my financial life into a tailspin. I had to place all my business ventures on hold while I dealt with the chaos. Then, just as I was stabilizing the damage, October 2008 arrived, and the entire US economy crashed into the worst recession in almost 90 years. Based on my economic forecasting, I figured the economy would crash in 2012, not 2008. I had guessed wrong, and with the recession hitting four years before I had planned, I was completely unprepared. Being jarred from the divorce also meant I was not at the top of my game even if I had been ready for it.

So amid my divorce proceedings, the big crash of 2008 wiped out 60% of my customer base in my largest business within three months. Things were bad.

Yet again, it was up to me to turn things around.

However, this time something was very different. I had finally embraced myself as the man I knew I was meant to be. My Vision and Mission were perfectly clarified, having figured those out in 2005. No longer shackled to a traditional monogamous marriage, I was now completely unencumbered by the overhead of monogamy, rules, limitations, financial expense, and drama that traditional marriage entails. I had meaning, excitement, and focus once again.

Financially, things were chaotic in late 2008 and 2009 as I repaired the damage to my businesses (though my woman life was doing fantastic). Soon I had things turned around. More importantly, for the first time in my life, all the businesses I ran were structured for the Alpha 2.0 lifestyle, rather than being structured based on SP, which is the structure most businesses are based upon.

My consulting practice went right back to six figures, then multiple six figures. I started selling ebooks on the internet to consultants and started building more income streams.

In 2009, I started another online business, called Blackdragon, teaching dating and relationship advice to men based on the results I was getting in my woman life, which by 2009 were pretty impressive. After a sluggish start, this business also took off, and soon the income from this little side business was paying all of my bills while my big income from business consulting went straight into my investments.

In 2014, I launched Alpha Male 2.0 as a brand with new products and courses focused on dating and building a location-independent business. This brand and product line exploded beyond my expectations and my income went up again.

In 2020, I launched Sovereign CEO, which I later renamed to Unchained CEO, a subset business of Alpha Male 2.0 focused on business and international lifestyle, selling coaching programs like the 90 Day Business Builder where we show people how to start an Alpha 2.0 business and be making money in 90 days or less (located at 90daybizbuilder.com). This business also did extremely well, once again beyond expectations.

Today things are very different from those days of struggle so many years ago. I make a seven-figure income, all 100% location-independent, meaning I can go anywhere I want, whenever I want, for as long as I want, and the money keeps coming in. I work six to seven days a week but I don't have to; I could maintain my entire income working just two days a week if I so chose.

I love my work and love my Mission so I *choose* to work. My work excites me, motivates me, and is directly attached to my Vision, Mission, Code, and non-SP goals. Just like those earlier years in my mid-twenties, today I'm excited to get out of bed and get to work. My favorite day of the year, by far, is January 2nd, the first day of the work year, when it's time to attack the new year with Mission-achieving work after a relaxing break during the holidays. About 80% of the work I do regularly I would probably do for free.

Learning from so many business lessons of the past, today I work out of my home. I can afford a separate office but there is no point.

While I had employees before, today I have zero employees, and that's the way it's going to stay. I never have to worry about employee problems or the myriad of ridiculous laws surrounding the hiring, managing, taxes, and firing of employees.

My work is also schedule-independent, meaning I can work whenever the hell I feel like it. Too many business owners have to "report" to an eight-to-five workday just like their employees do. What's the point of that? If I want to work on a Sunday morning, I do it. If I want to take off at 1 pm on a Tuesday and go out on a date with my wife or have sex with one of my FBs, I do that. My schedule is 100% mine.

I run three companies all in completely different industries. That way if one industry ever has a downturn, I'll still make enough money to be okay. This was one of the big reasons I survived the crash of 2008. Many of my self-employed buddies crumbled during that recession because they had

only one business, one source of income. Since I was diversified, I was able to pull through.

I have corporate structures all over the world, most of which are outside of the Collapsing Western World, so my income and assets are safe no matter what happens to my ex-home, the USA.

In addition to living the Alpha Male 2.0 lifestyle, I also live a Five Flags lifestyle (which I'll cover in future chapters). This means I'm 100% internationalized and diversified, I live abroad (but visit the USA regularly), and no single country controls my future or my finances. I also pay less than 5% in total taxes on my income, legally.

As I keep saying, Alpha 2.0 is a good life.

## Work That Facilitates the Alpha 2.0 Lifestyle

Back in Chapter 1, we discussed the life requirements of the Alpha 2.0. To review the key points from that chapter that directly relate to business and finance:

1. Two of the four required freedoms of the Alpha 2.0 are Freedom of Action (being able to do whatever you want, whenever you want) and Financial Freedom (being free from circumstances created by financial lack in your life).
2. The Alpha 2.0 lives an abundant life. He doesn't have to be rich, but he has the ability within his current income to provide the kind of life he really wants. This means he should make an income of at least USD \$85,000 per year (perhaps adjusted a little upwards or downwards based on where he lives) since lower than that amount will likely cause him unhappiness due to its inability to provide experiences that make him happy.
3. The Alpha 2.0's income must be location-independent so he is never "stuck" living where he happens to live now and can go anywhere in the world he wants whenever he chooses without threatening his financial life.
4. The Alpha 2.0 can maintain his income on fewer than 30 hours a week on average once it's established.
5. The Alpha 2.0 can recover his income within 6-12 months even if he loses it due to circumstances outside of his control. He has true internal security: the security of his business abilities.

In the next few chapters, we're going to discuss exactly how to accomplish all of the above in the financial side of your life. Your financial life is every bit as important and foundational as the woman side of your life. Without money and meaningful work, a man cannot be an Alpha 2.0.

## Your Work

Men are creatures of work. A man without a steady outlet for his need for work and a regular income that more than adequately pays his bills and supports his lifestyle, is like a ship floating down a river with no motor, sails, or rudder. Between brief moments of relaxation and fun, you'll constantly be crashing into debris, rocks, shoals, shorelines, and other boats. No matter how far you get in other areas of your life, you'll constantly be in damage-control mode, either logically or mentally.

To be compatible with the Alpha 2.0 lifestyle, your work must match these three parameters:

1. Your work, at least most of it, must have purpose and meaning to you. Ideally, it should be clearly attached to your Mission in some way.
2. You must always have all of your regular monthly bills paid for without relying on any financial assistance (gifts or loans) from others, including friends, parents, lovers, and the government. The Alpha 2.0 is not a creature dependent on others. That's the opposite of freedom.
3. You cannot allow your work to dominate your life consistently. Your work is incredibly important but it can't be the only important thing to you.

Generally speaking, younger men are going to have a challenge with item two, some older men are going to have a challenge with item three, and men of all ages may have to wrestle with item one. We'll discuss all three.

### Work With a Purpose

Unless you are completely retired, you are at one of seven levels when it comes to your job, career, or business. In order, they are:

Level 1: Entry-level or bad job

Level 2: "Okay" job

Level 3: Good job that you don't like

Level 4: Good job that you generally like

Level 5: Your own business that you don't like

Level 6: Your own business without purpose that you like

Level 7: Your own business with purpose that you like

Your goal is to constantly be moving up that ladder until you reach level seven. The good news is that you can skip entire levels. I started at level 1 (shit job), later jumped right to level 3 (good job I didn't like), then later I jumped right to level 6 (my own business I liked but that had no true purpose in my life) and then finally hit level 7 (business I liked with purpose).

Most men languish at levels 1 or 2 their entire lives. Some men reach level 4 (good job they like) and live the life of beta male Prison inmate, forever rationalizing being just a little less miserable than most other people. Some people, like my own father, hit level 5 (your own business that you hate) and stay there for their entire lives until they retire as a stressed-out husk.

All these men are failures in their financial lives. You must have your own business, that you own and control and that actually makes money, that you enjoy (at least most of the time), and that has a specific purpose in your life. If your Mission has anything whatsoever to do with your financial life, then your work must be 100% married to and congruent with your Mission. Even if your Mission has nothing to do with money, your work must still have meaning and purpose to you and should not detract from your Mission in any way. Working just to pay the bills will never make you long-term happy.

If you are currently at any of the levels below level 7, your eye must always be on the next step on the ladder. If you're a young man currently working at your first job at a pizza restaurant, that's fine, as long as your attitude is "I will work at Domino's Pizza for 14 more months until I move out of my parent's house. Then I will...."

A true, complete man never engages in any time-consuming activity without purpose. Never work just to work. Never work just to pay the bills. Every job or business you engage in must have a higher purpose or objective, otherwise, you are just waiting around to get old and die.

If you're past the entry-level phase in your career, the next item you need to tackle is to start your own Alpha 2.0 business on the side so you can quit and become free. I'm amazed at guys in their thirties, forties, or fifties who complain they are "stuck" in jobs they "hate." That's insane!

I'm about to tell you something you're really not going to like, but I say it with love and with the hope that you'll better your life. Ready? Here it is: *if you're over the age of 29 and are still working at a job you hate, something is very wrong with your life.* You need to stop right now and make a specific battle plan to make some drastic changes. Continuing to waste your life like this will not work. Nothing else in your life will bring you long-term happiness as a man unless you address this right now. I know it's hard to do. I know it will take time; perhaps even a few years. You need to do it anyway. When you have some quiet time, sit down, think it through, make a plan to change, and then DO IT.

One clarification about liking your business: you don't have to like 100% of everything you do. I think that's pretty rare, nor do I think that's an achievable goal for most people, myself included. I passionately love about 80% of what I do. I'm neutral to negative about another 10% or so. The remainder is 10% I don't like at all and irritates me greatly. That 20% is the price I pay for the 80% of work that I love (as well as the large income I make). Moreover, even the 10% irritating work is still strongly wedded to my Vision, non-SP goals, and my Mission, so even if I don't love it, I still consider it important, which further motivates me to do it. So when I say "like/love what you do", I mean you like/love what you do in general. I don't mean you must love 100% of every minute of every workday every year of your life.

### **Not Being Financially Dependent on Others**

If you can pay 100% of all your taxes, bills, and living expenses every month to maintain a reasonable lifestyle for yourself (and your family if you have one), without ever having to rely on financial help (loans or gifts) from:

- Credit cards
- Loans (including student loans)
- Parents
- Friends
- Family
- Church
- Charity
- A girlfriend or wife
- Government (that includes unemployment, food stamps, welfare, social security, etc., even if it's money you "paid into")

...then, and only then, you may skip this section and continue to the next section below. If not, and you do rely on anything in the above list to pay your monthly obligations, then it's time for some more tough talk, and you need to listen well to what I'm about to say to you.

When I first discovered the dating industry many years ago, I was horrified at the number of men I met in their twenties and thirties who hadn't yet taken care of the fundamental basics of supporting oneself financially. This was almost 20 years ago and since then things have become even worse. The laziness of young men in the modern era is staggering, far worse than anything I've ever seen in my 51 years on this Earth.

I've had men in my audience in the Millennial generation who actually complained to me when I recommended two or three good business books to read that would make them money. ("WTF? I gotta read a book? That's bullshit.") Many men in the Gen Z/Zoomer generation don't even want to work at all, with a damn near communist paradigm, thinking that having to go get a job or build a business to pay their bills is somehow unfair. (Remember what I said about the Western world collapsing?)

Over the past 20 years, I have run into too many men, well past the age of 25, who are still financially dependent on their parents or who are unemployed for long stretches (as in years at a time) by choice. I have met way too many men who have made it well into their thirties and still have never made more than USD \$25,000 a year.

Invariably and perhaps not surprisingly, even if these men are good at attracting women (and most aren't), they still run into all kinds of problems in their woman life, like going long stretches with no sex, porn addiction, erectile dysfunction, neediness, drama, cheating, and bad breakups. Because your financial life is so foundational to your life, these men often have other major problems in their other Seven Life Areas.

If you're a younger man (under the age of 35), I know what you're going to say. "It's not my fault. Everything sucks now. Houses are too expensive, inflation, it's hard to find a job, the Boomers ruined everything, blah blah blah." YES, that's all correct, and NO, none of that is an excuse. I started my career in the middle of a huge recession (the downsizing recession of the early 1990s, a recession everyone has forgotten about) and I did just fine. I've already talked about how I had to turn things around in my financial life during several massive recessions, worse than anything any man under age 35 has experienced in his adult lifetime. Most high-end self-made millionaires and most major companies on the high end of the US stock market were started during recessions.

*Shitty times are not an excuse to not get off your ass and make enough money to pay your own fucking bills.*

Listen pal, if you are over the age of about 23, and still can't pay all of your monthly bills completely by yourself, you need to MAN UP, RIGHT NOW. Again, I'm not saying you need to be rich! I'm not saying you need to make six figures or be a millionaire. All I'm saying is you should be able to regularly pay all of your monthly bills by yourself. A real man doesn't need to rely on others to pay his bills.

We all have financial problems occasionally and sometimes some of us need help. I get that. I've had a few rough patches myself, as I said earlier. However, if you've gone past four or five months where you still can't pay your bills without help, you're doing something very wrong, and the Alpha 2.0 lifestyle will not be available to you until you grow up and get some God damn self-responsibility.

I don't care if you're scared. I don't care if you're lazy. I don't care if all of your friends are losers too. I don't care if you had a shitty childhood and I don't care if you were raised by a single mom. I don't care if you think it's not your fault. I don't care if you hate rich people.

Yes, I know it's hard. Do it anyway. I've been through hard. Really hard. If you think I'm somehow unique or special, I know a lot of men who are dumber and lazier than me also go through hard and come out as winners on the other side.

I don't care if you need to drastically cut your expenses. I don't care if you need to get a job you hate for a while. I don't care if you need to move to another city. I don't care if you need to get some roommates for a while. Suck it up, Buttercup, and *do it*. Your number one objective for the moment is to get to the point where you can pay your bills, every month, without anyone's help. Being happy in the long-term as a man is simply going to be impossible until and unless you do this.

I'm serious. Stop screwing around and get to work.

## **Your Work Cannot Dominate You**

Strangely, this is almost the opposite of what I've just talked about. I just talked about not getting there. This objective is about not going too far once you *are* there.

You may be the kind of guy who, like me, has a business that makes money that you thoroughly enjoy, that motivates you, and that has true purpose in

your life. That's fantastic. You're Alpha. You're a dying breed in the collapsing world in which we live today, and I salute you... but you're not done.

I know plenty of men who devoted their lives to their careers or businesses, working 60, 70, 90, even 100 hours a week, only to have their entire financial lives destroyed when their wives had enough and divorced them.

I also know unmarried men who are consumed by their work, and their relationship lives are a complete mess. Either they never, or rarely, have sex with women and spend what little free time they have masturbating and watching porn, or the opposite: women constantly come and go from their lives in disruptive ways, with many rules going in and massive drama going out. Cheating, fighting, arguments, and sometimes even violence are not unusual for these guys. At the office these guys are great, but out of the office, they're a damn mess.

I also know many beta males who are very successful in their business or careers, yet when they go home are constantly bitched at by a jaded, unhappy wife. These men are bosses at work, but slaves at home.

In terms of your SLA, your work should indeed be in the top three or four most important things in your life, but if your goal is to be happy in the long-term, to become an Alpha 2.0 your work can't be "only important thing," at least not for a long time. It's a recipe for disaster, and I've seen way too many intelligent guys make this dreadful mistake.

When you're doing something like starting a new business, yes, it will often be necessary to be out of balance while you work long hours for a while to get things up and running. That's fine. I've put in those kinds of hours myself during the initial phases of my companies. (I'm going through another phase like that right now as I type these words.)

However, just like the guy who's been on unemployment for many years, you should not be working 50+ hours a week for years and years on end. Eventually, you must crank your hours back to 30 or 40 hours a week maximum, so that you can enjoy your other SLA and the wonderment the Alpha 2.0 lifestyle has to offer. If you've been working longer than about 60 hours per week longer than about three years, then you might be a tough and motivated guy, but you're not Alpha 2.0. Your work controls you; the Alpha 2.0 controls himself.

My work is extremely important to me. I cherish it and consider it a beloved thing in my life. However, just like with women or even one special woman, it is not more important to me than my life as a whole. My children are just as important as my work. My relationship life with women, particularly my wife, is just as important. Traveling around the world and my Five Flags

lifestyle, another passion of mine, is just as important. My physical health is also just as important, more so now as I get older. Your focus should be *all* of your relevant SLA as a whole, not just one slice of the pie (as we talked about in Chapter 8).

You are bigger than your work!

### **Minimal Lifestyle Requirements For The Modern-Day Man**

I've said several times that you don't need to be a millionaire or have a six or seven-figure income to be happy. If you *want* to make that kind of money, please do, and go get it. (I do and I like it quite a bit.) But the fact is that most Alpha Male 2.0s don't need that level of high income to be long-term happy as long as the baseline Alpha 2.0 financial requirements are met (own your own business, location independence, \$85,000/year USD income minimum, etc.).

Regardless of your income goals, almost all men in the modern era need a few things in their lives to ensure consistent happiness. These include the following:

- He needs a decent home to call his own. I'm talking about a small to medium-sized nice house or a cool apartment, decorated the way he loves. Equally important, he should be able to pay for this easily without having to rely on any roommates, wives, or live-in girlfriends. The Alpha 2.0 cannot live in a crappy home unless he's very young and hasn't earned his \$85,000+ annual income yet.
- He can afford a decent car if he wants one and needs one. Due to my international lifestyle, I no longer own a car, haven't for many years now, and never plan on owning another car ever again. Taxis, rideshare services, car-sharing companies, delivery services, and (in many cases) walking have more than met my needs just fine for years, so I never have to worry about traffic, gas, car insurance, accidents, parking fees, auto upkeep, or finding parking. I can also work in the back seat on my laptop and be productive in the car when someone else is driving, something I can't do if I have to drive the car myself. I love not having a car. Regardless, I understand that most men, unless they live in the middle of a large metropolitan city, will probably want a car for outdated, emotional, or SP reasons. If that's your choice, the Alpha 2.0 has a dependable car. It doesn't have to be a new car or a fancy car; I drove an old Nissan for years before I upgraded to a low-end Lexus when I could have bought a Lamborghini. However, it does have to be a good, quality car that runs perfectly and looks decent.

- He can afford nice clothing. The definition of “nice” is completely up to you, but he has a few outfits that cost some real money and make him look good.
- He has *zero* debt. Even more ideal, and if he’s a little older, if he owns his own home it’s completely paid off with no mortgage. Being debt-free should be one of your core goals in life. After that, paying off the mortgage on your home as fast as possible should be the next goal if you have not done so already (unless you rent). There are unusual exceptions to this rule, like certain types of business debt and debt on cash-flowing real estate assets, so when I say “debt” I’m talking about the usual debt that sucks money from you instead of making money, like car loans, college loans, credit card debt, owing money to mommy and daddy, and so on. You can’t have any of that. I’ll go into detail regarding debt in Chapter 29.
- He has enough money to travel to the cool places he likes. That doesn’t mean he’s constantly traveling, but he has the money to at least take one or two international trips per year without breaking the bank.
- He has an income high enough and expenses low enough to be able to save or invest money every month. Spending all the money you make every month is insane. Even if you plan on never retiring, you’re going to be unable to work the hours you now work someday due to old age, so you must have long-term savings/investments you contribute to every month. Being happy now but miserable as a poor old man is not Alpha 2.0. I’ll go into more detail about investing in Chapter 29.

All of the above items are accessible to the unmarried man who stays out of debt and makes around \$85,000 or more in most areas of the world. He’s not rich, but he lives well. Money is not a problem for him.

I will be fair here and adjust this based on your age. If you’re 18-25 years old, I don’t expect you to have all of the above yet; though I did by the time I was about 23, so if you want it, you can get it if you desire it strongly enough. Set this kind of lifestyle as one of your goals, and get to work.

If you’re over the age of about 35, certainly over the age of 40, then I *do* expect you to be living a life like this. You’ve had plenty of time to get your financial house in order. If it isn’t, you’re behind schedule and have some serious catching up to do.

Wait! Are those some excuses I hear? All right, let’s deal with those.

Yes, I realize that if you've gone through a divorce this might make these lifestyle parameters a little tougher *for a while*. It's still not an excuse. I went through a divorce too, and indeed it screwed up my financial life *for a while* (remember my apartment with just a mattress in it?). Within a few short years I 100% financially recovered from it and then some, so you can too if you focus on it.

Yes, I know that if you have lots of kids this is harder. Not an excuse. Get to work.

Yes, I know that the economic conditions are getting worse all over the Collapsing Western World. I'm about to show you how to make money even in collapsing economies via an Alpha 2.0 business, so don't worry about that.

I'm sure you and I could sit around the campfire and go on for hours and hours about all the reasons you're in your thirties or older and are still having all the financial troubles of a man twenty years younger than you. Shut up, stop making excuses, take stock of your life, develop a Code, Vision, and Mission, set a goal to clean up your financial life, and get to work.

Excuses are never going to make you happy. Never.

## Plugging Your Work into the Alpha 2.0 Lifestyle

At this point, your business, career, and financial goals should have already been run through all the procedures and techniques we've already covered in prior chapters.

- You've established long-term happiness as your primary goal in life, and thus know your work cannot interfere with that goal. It must enhance it.
- You are aware that you have very powerful SP and OBW that will compel you to pursue work that will satisfy the 6SV of The Prison, but not yourself. If the only reason you're an architect is because your dad was an architect, or if you think making a six-figure income is impossible by working out of your home for 30 hours a week or less, you have some strong but false SP in your mind that you need to weed out. If you have a strong desire to have salaried employees or if you persist in a career that you hate but looks good to your peers, you have some of the Six Societal Values and some OBW to work through.
- You have a well-defined Code, Vision, Mission, and non-SP goals, and your work and work goals are perfectly wedded to all three. If you have any goals or situations in your financial life that do not mesh

with any of those three items, you need to re-orient yourself, and fast. Again, having a non-financial Mission is perfectly okay. In that case, your work doesn't need to be “wedded” to your Mission, but it can't *interfere with* or *detract* from that Mission.

- You use the E3D, Check System, and/or the Block System for your time management in achieving your business, career, and financial goals.

The techniques in the next few chapters assume you have done all of the above, so don't forget that the business advice in this book is strongly interlinked with the life planning advice given in the book's first section.

## Chapter 26

### The Alpha 2.0 Business

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*Instead of wondering when your next vacation is, you ought to set up a life you don't need to escape from.*

Seth Godin

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March, 2018.

I had been working for months on this project.

Planning, writing, coordinating, filming hours of video on a professional sound stage, setting up payment platforms, managing vendors. It was one of the most time-intensive business projects I had ever done up until that point.

And I had no idea if it would make any money.

Finally, after weeks of work, I launched my first online video course. I was already accustomed to making about \$35,000 over a three-day weekend whenever I launched a new book. Those were fun weekends. Starting on Friday morning I would just sit back and watch the orders roll in, through Saturday and then Sunday. Then by Sunday at midnight, I would have a fresh, new \$35,000 in my checking account. Not bad for three days of income.

But this was different. Instead of a \$50-\$120 book package, this was an online course with hours of video, documents, and supplemental materials that cost about \$700. I was already making a multi-six-figure income from my consulting practice and I charged low five-figures for my online caching services, but I had never sold anything this expensive to a wide audience that did not involve my personal coaching or consulting. Also, this launch would be over a week instead of three days. I figured I would make a little more than my \$35,000 launch weekends, but I really had no idea.

It was now Friday morning, the first day of the launch. The orders started coming in. I sat at my computer screen, refreshing the page over and over again.

\$10,000 in orders. Cool. Then... \$20,000. Wow. Double. Then... \$30,000.

What? \$30,000 already? It was only Friday mid-morning. What the hell? Something must be wrong. I double-checked the numbers, looking for a mistake. No, they were correct.

Then \$40,000.

Holy shit.

By the end of the day, I had made \$72,000. In one day.

I sat next to Pink Firefly on the coach that night, in a complete daze.

"I just made \$72,000 in one day," I said, in an almost dreamlike state.

"That's good!" she said.

"I don't believe it," I said, "I've made that much from consulting contracts that take me several months of work, but never in one day."

"That's good!" she said again, not knowing what to say. In her childhood, she had been raised in a lower-middle-class family just like I had, and even then in a small town, so she had no context for this kind of thing.

Over the next six days, the orders continued to pour in. At the end of the seven days, I had grossed a staggering \$266,000 in orders. It cost me about \$14,000 to develop the course (way more than I should have spent, but I didn't know any better back then) and another \$10,000 in transaction fees, meaning I had made a net profit of \$242,000, almost a quarter of a million dollars, *in just one week*. And this was from pure part-time income; this was on top of the healthy six figures I was already making in my offline businesses. Moreover, per my business model, this was 100% location-independent income; this money was coming in from my online Alpha Male 2.0 company. It had nothing to do with where I lived.

It was completely unexpected. At the end of that week, I would sit and stare out the window, amazed at what had happened.

"If I made this as a part-time project, how much could I make if I really focused on this kind of thing?" I asked myself.

An entirely new world of business possibilities opened up for me.

I did several more video course launches that year, making a similar amount of money each time.

My financial life was never the same again.

## How I Transformed My Business from Prison-Based To Alpha 2.0

I already overviewed my business career in the last chapter. Here, I'm going to tell you the exact changes I made and how much improvement each change made for me, all the way from a standard, location-dependent, stressed-out beta male businessman to a seven-figure Alpha Male 2.0.

As I talked about earlier, back around the year 2000, I had a decent small business, at least by Societal Programming standards. I had an office, four good employees, and I was making good money. The problem was I was working about 70 hours a week and most of those hours were not hours I enjoyed. Stress was common. Financial screw-ups were the norm and the employees often pissed me off even though they were all good people. My clients were sometimes upset with me and there was way too much paperwork to deal with.

Like most Prison-based businesses, to the outside world I looked successful. My friends and family were extremely impressed. Yet I wasn't happy or free.

In 2002, after much research and soul-searching, and taking the advice I received from Brian Tracy (that I described back in Chapter 13) and a few others, plus from several books I read, I decided to make a radical change. I wanted the business to serve me and my lifestyle, not the other way around.

The first thing I did was to take advice from another one of my mentors, Alan Weiss, and fired the bottom 25% of my clients. These were the clients that gave me the most grief, even if they represented a significant income, which they did. I wrote a letter telling them that I was no longer available to provide consulting and that I would be happy to help them find a replacement.

Result: 90% of my client problems instantly vanished.

Next, I announced to my employees that I was downsizing the company and was laying all of them off. However, I would keep them on the payroll until they had all found new jobs. I would even help them find new jobs. All my employees were good, honest people (one of them was one of my brothers), so I gave all of them glowing letters of recommendation and references if they asked. One by one, they all found new jobs, leaving only one employee left: me.

Result: My 70 hours per week dropped to about 45 hours per week. Later they dropped again to about 30 hours a week.

Next, I moved my family into a house with a three-car garage, and using the money I saved by not having to pay any employees, I remodeled one-third of the garage into a home office. I let the lease expire on my current office, sold all of my extra computer equipment, moved out of the office, and set up shop at home.

Result: An almost 40% reduction in the amount of money I had to earn every month to pay my bills. This was in addition to the savings caused by no longer having any employees.

The year after I did this, my personal net income went up by 72% and my work hours went down by about 42%. I remember that year, sitting in my office, thinking, “Why the hell didn’t I do this ten years ago?”

The answer was that I had a bunch of Alpha 1.0 SP in my mind about how a “real man” should own a “real business,” with employees and a big building or big website with his name on it and a secretary and all that crap. Men who worked out of their homes don’t have a “real business.” That was for business wannabes.

Oh, how wrong I was. I counted myself lucky that I had figured that out by the time I was 30. Millions of business owners live their entire stressful lives never learning this. What a waste. (My dad was one of them.)

The next change I had to make was to transform my income from location-dependent to location-independent. I started coming up with systems where I could service my clients without ever needing to physically visit their offices, using things like email, phone calls, remote computing, and next-day-air shipping. Once I had these systems down, started taking on new clients in other cities in the USA. A few years later, when I started traveling to other countries, I started getting clients in other countries as well.

Result: Total location-independence. I no longer had to remain in Portland, Oregon, or even the USA, to earn my income. I could go anywhere in the world, whenever I wanted, and still make all of my money.

Next, I started adding unrelated income streams to my current consulting. I wrote an ebook on how an IT consultant could make a six-figure income (because I was formerly an IT consultant who made a six-figure income) and sold it on the internet. The income was choppy but it was real, and soon I had a nice new stream of income coming in. I started buying video projectors wholesale from some companies I had contacts in and reselling them on Ebay to people all over the world, making as much as \$1,000 in profit per sale even after shipping costs. I started doing time management and productivity consulting which I could charge much more money for than I.T. consulting and which was much easier to deliver in a location-independent fashion. I started doing time management and business productivity seminars. And so on.

Result: I had diversified my income outside of just my primary income stream of consulting, and increased my income again.

As I discussed earlier, I got divorced in 2007 and went through the Global Financial Crisis in 2008. I survived because of my multiple income streams. During this time I became very good at dating women, getting to the point where I was dating many at a time. In 2009 I started my Blackdragon online

business selling books and coaching men on the internet who wanted to improve their online dating skills or date multiple women at the same time without any lying, hiding, cheating, or drama. This business started slowly but in time it started making thousands of dollars a month, and soon, six figures on its own.

I then added the Alpha Male 2.0 brand to the mix in 2014 and the Unchained CEO brand in 2020.

Result: A seven-figure location-independent income.

In 2021 I moved out of the Collapsing West and relocated to Dubai (my primary home) and Paraguay (my secondary home).

Result: My total annual taxes dropped to about 5% of my income.

And now we have today. Life is very good. And I'm only still 51 years old, young-looking, and very healthy; I have *at least* another 25 years of vitality to get shit done.

## Self-Employment

The Alpha Male 2.0 is self-employed. There is no getting around this. If you have a job where you are required to be somewhere at certain times of the day, or certain days of the week, or else you'll get yelled at, you simply cannot live the Alpha 2.0 lifestyle. Just like being traditionally and monogamously married, having a traditional job directly violates Freedom of Action, a mandatory ingredient of an Alpha 2.0's life. *Having a job, even a good job, means you are not free.* Jobs are for people living in The Prison. You *must* run your own business, no exceptions.

You could argue that your job doesn't restrict your freedom because it's 100% remote. A 100% remote job is indeed less bad than one where you have to go to a specific location every day, but you're still not free. I know a lot of men with remote jobs and these guys are constantly trying to figure out how to not get yelled at by their bosses. They do things like go to movies during the workday but bringing all of their equipment with them, suddenly leaving the movie theater when they get an incoming call, or using all kinds of hacks to trick their computers into showing they're working when they aren't, or running out of their homes for 20 minutes only to run right back before they get in trouble.

I'm sorry, but this is not freedom. It's the equivalent of the Alpha Male 1.0 who's promised monogamy to his live-in girlfriend as he runs around on the side cheating and spending all this time and energy not to get caught instead

of building a great life and living his Mission. This shit isn't going to make you long-term happy.

If you have a job, you must start your own Alpha 2.0 business on the side, work it until it makes about 40% of your current salary, then quit your soul-crushing 9-5 job and be free. If you have no idea how to start your own business, you should join our 90 Day Business Builder program (at [90daybizbuilder.com](http://90daybizbuilder.com)) and we'll show you exactly how even if you have no idea how to get started.

If you currently have your own business, that's better, but it needs to be an Alpha 2.0 business, not a standard business. There are eight specific criteria a company must meet to be considered Alpha 2.0-compatible.

## The Eight Alpha 2.0 Business Criteria

The business owned and operated by the Alpha 2.0 must follow *all* of the following criteria. If *any* of the below criteria is not true, that business is not an Alpha 2.0 business and won't help you become more free regardless of how much money the business makes you.

1. **The business must have zero employees.** The vast majority of people who own businesses with employees are not free. It's just as bad as having a job with a boss; often it's even worse. I'm talking about W-2 employees here (or your non-American equivalent if you live outside of the USA). Utilizing help from virtual assistants, subcontractors, temporary workers, volunteers, interns, consultants, coaches, or advisors is all okay and usually necessary. My largest company has 22 people in it assisting me, but none of them are employees.
2. **The business generates at least \$85,000 per year in profit for you** (as discussed back in Chapter One). \$85K/year is about \$7,000 a month on average. If you own several small businesses that all combined pay out \$7,000 a month, that's acceptable as long as all of your businesses match the other Alpha 2.0 criteria listed here. If your business makes less than this, you have more work to do. If it makes this amount, you can stop there unless you strongly desire to make more than \$85K/year, in which case you can keep expanding, but this is purely optional.
3. **The business must be 100% location-independent.** If you must live in a certain city or region for your business to operate, it does *not* qualify as an Alpha 2.0 business. You should be able to make your full income anywhere you go, visit, or live, anywhere in the world.

4. **The business must have a flexible schedule.** That doesn't mean you can never schedule appointments or meetings. It means that if you have to constantly report to a certain company, person, or people at specific times not of your choosing, it's not an Alpha 2.0 business. The Alpha 2.0 can sleep in until 11 am if he wants, and he can work or take time off whenever the hell he feels like it, while still making money and without having to check in with anyone.
5. **The business can't be in a heavily regulated industry.** Having a business where you have to work with governments, government contractors, banks, attorneys, extremely complex science or technology, and similar entities is going to involve a lot of regulations, limitations on your operations, paperwork, time overhead, bullshit, and risk. Your Alpha 2.0 business should be in a completely unregulated industry so you can run it the way you choose instead of how your government wants you to run it.
6. **The business should not require more than 30 hours a week to maintain once set up.** As discussed in last chapter, the only exception to this rule is during the initial start-up period of the business. Yet even then, that period should not exceed three years or so. If you're working longer than 30-hour weeks for longer than about three years because you "have to," then something is very wrong and *you are a slave*, and again, *it doesn't matter how much money you make*.
7. **The business must be 100% owned by you and no one else.** That means no investors or equity partners of any kind. Having investors can be just as bad as having a boss, and having partners is often even worse. I've seen many real-life horror stories of Alphas doing great in business only to have a sudden catastrophe because of a partner's screw-up, change of heart, crimes, divorce, health problems, or other challenges completely outside of the Alpha's control. That being said, there *can* be exceptions to this rule. Sometimes investors or partners may be required on a short or medium-term basis, such as real estate investing or in a start-up, where you plan on selling your stock or ownership and exiting within a few years. I'm also not saying you should never rely on other people in your business; you can and probably should. My point is that these people don't need to own an equity share in your company. They can have their own separate company and you can pay them as a subcontractor. The bottom line is to be extremely careful when entering into a primary

income source that requires you to co-own stock with other people, and always remember that Freedom of Action is just as important as a high income. Lastly, I'm only talking about a primary income source here. You can certainly be one of many investors in a company as an investment or side income instead of a primary income source.

8. **The business must be 100% congruent to your Code, Vision, Mission, and goals.** If you work at a business that is in direct opposition to your Mission or any of your convictions, you're going to have a lingering unhappiness that never goes away. Not good. If your Mission is not a business-based one, that's okay. The point here is that the business can't conflict with whatever your Mission is.

## What About Big Alpha 2.0 Companies?

These criteria bring up a question. If you scale an Alpha 2.0 business to something large, do all of these criteria still apply? For example, having no W2 employees when you make \$700,000 a year is perfectly fine, but what if you make \$5 million a year? Can you really have zero employees then? And zero equity partners?

The answer is maybe but probably not. At the much larger sizes and higher income levels, you're likely going to have to violate certain Alpha 2.0 criteria in order to keep growing into the high seven-figure, eight-figure, and beyond income levels. (I'm facing some of these decisions myself right now.) At these income levels, perhaps doing things like hiring a small number of real employees and/or giving equity to key people in your company might make sense. Just realize at that point you don't have a 100% Alpha 2.0 business anymore, but a sort of hybrid. If you're making seven figures, you probably don't care, but this is a decision you need to make on your own.

At what income level should one start considering violating the Alpha 2.0 criteria if one wants to keep scaling? Every business, niche, and industry is different, but the general range is when you're making around \$1.5 – \$2 million a year. At that point, you'll be forced into a decision: keep scaling for more money but potentially less freedom, or cap your income right there and keep the freedom.

The good news is that most men reading this book have no plans to ever make anywhere near \$1.5 million a year and would be perfectly happy with \$85K - \$250K per year location-independent income on 30 hours a week or less. If that's you, don't worry about this, and follow all eight criteria to the letter forever.

## Redundancy

You don't want just one company. In the long term, you want 2 – 4 small Alpha 2.0 businesses in completely different niches/industries that have nothing to do with each other. This way if one business gets shut down, goes out of business, or is suddenly rendered illegal (very likely in the left-wing, quasi-authoritarian environment of the Collapsing West), instead of being completely wiped out financially, you're upset but you're okay.

I've already talked about how having multiple businesses and income streams has saved me on several occasions (during the Global Financial Crisis in 2008 and the pandemic in 2020). It's absolutely critical.

You don't start several companies all at the same time; this reduces the odds of success dramatically. Instead, you use the four business phases system I describe in detail at my blog at calebjones.com. These are the Startup Phase, Optimization Phase, Scaling Phase, and Maintenance Mode. In a nutshell you only focus on one business at a time while your other businesses are operating at baseline levels.

By the way, you may have noticed that much of the Alpha 2.0 lifestyle incorporates the concept of redundancy. We covered how this applies to women back in Chapter 17. There are many meanings of this word, but here I'm talking about the definition used in computers and electronics, which is "the provision of additional or duplicate systems that function in case an operating part or system fails."

As we discussed in prior chapters, one of the problems with traditional dating, relationships, and marriage (i.e. monogamy) is that if the one woman in your life turns out to be a bitch, starts refusing sex, or dumps/divorces you, you have a severe life problem. You can try to work it out, but if you can't, then either you put up with it and remain unhappy, or you need to remove her from your life in a very disruptive way (break ups, moving out, selling the house, getting divorced, screwing up your kids, getting depressed, etc.). Both of these violate the long-term happiness requirement of the Alpha 2.0.

Dating multiple women, or at least having an open relationship, mitigates or even eliminates this downside. It's a redundant system.

Your business and financial life work the same way. I have always owned at least two businesses, sometimes three. They are always in completely different business sectors and industries.

Why in the world would I mess around with two or three businesses instead of just having one? Wouldn't having one business be simpler? Perhaps a little, but then I would miss out on all of these benefits:

- As I said above, if one of my businesses fails, I might be upset, but I'm still okay. I'm still able to pay my bills and carry on with my life. If I had just one business and it failed, my life would be seriously disrupted and my happiness would be destroyed.
- They're all in separate industries, so if one industry suddenly has a downturn or becomes obsolete, again I might be upset, but on the whole, I'd still be okay. I do not have to have my entire income and livelihood reliant on just one industry, which is subject to change at any time in this world of rapid technological growth, social upheaval, crackdowns on free speech, Western collapse, and hyper-change.

Here's a good example. During the 1970s my grandfather made really good money owning a calculator and adding machine sales and repair company. He had three locations and was doing great until the late 1980s. Care to guess as to what happened then? The personal computer was invented, and suddenly no one wanted to spend money buying or repairing adding machines or expensive calculators. Through absolutely no fault of his own, in less than 18 months his entire business was completely wiped out. He then had to rely upon his grown children financially for the rest of his life and died an unhappy man.

Having 100% of your income reliant upon one single industry is a terrible idea in the modern era. Men in the 1800s or 1950s could do this since technology and social change didn't evolve as fast as today. You and I don't have that luxury.

- I never get bored. Because I have several completely different businesses, every day my work experience is completely different. It's fun, exciting, and stimulating.
- Here is an interesting side benefit to this I didn't anticipate. If I have more than one business, none of them need to make a huge amount of money. As long as the incomes from all the businesses add up to what I want to make, I'm happy. This is a completely different feeling I had back when I was 100% reliant upon one business to make the huge income numbers I wanted. My current system makes income goal achievement far less stressful.

**It is simply amazing to me that everyone talks about diversifying your INVESTMENTS, yet no one ever talks about diversifying your INCOME. Your income is just as important as your investments, if not more so.**

When I was a young guy a sharp businessman once said to me, “You have a spare tire in your car, don’t you? Then why don’t you have a spare income?” He was more right than I could possibly imagine at the time.

The Alpha Male 2.0 has structured his entire business and financial life to be a redundant system, just the way his dating and relationship life is structured. This way, whenever depressions, recessions, revolutions, technological changes, sociological changes, changes in the law, or any other challenges come along, while all those beta employees and Alpha 1.0 business owners are screaming the sky is falling, the Alpha 2.0 just shrugs and proceeds on his happy way.

### **Examples of Alpha 2.0 Businesses**

I don’t want you to get discouraged or confused after reading all the requirements for an Alpha 2.0 business in the last section. Because of your own SP, after reading that section you might have thought, “You can’t make money at a business with all of those requirements!”

Well, here you go; a list of many real-world examples of some Alpha 2.0 businesses to get your imagination juices flowing. (Author’s Note: Some of these businesses I don’t like and others I do. We’ll get to the Alpha 2.0 business models I like the best in the next chapter. The point here is to have a big list of all of the Alpha 2.0-compatible business models regardless of my personal opinion regarding them.)

- Selling manufactured products that have at least a five to one, preferably a ten to one margin, where orders are processed and drop-shipped directly to the customer without your involvement. Everything from jewelry to furniture can fall into this category.
- Doing independent sales and/or marketing for someone else, selling or marketing a product or service you do not provide personally, and taking a big commission. If you don’t know how to do the actual work yourself, you can hire people to do it for you very inexpensively.
- Coaching, meaning advising *individuals* on how to solve a specific problem or get a certain result, all done online.
- Consulting, meaning advising *companies* on how to solve a specific problem or get a certain result, all done online.

- A done-for-you or done-with-you coaching service that shows people how to do a specific thing. This is more scalable than traditional coaching (though it is more complex to start and do).
- Selling information products such as books, ebooks, educational audio, courses, or videos. It can range from business advice, to travel writing, to teaching people how to install speakers in their cars. You likely have some piece of knowledge within you that a niche market would love to hear all about and pay for.
- A small business with 95% of all of its functions outsourced to non-employees and where 100% of the work doesn't require you to be physically located in a certain place.
- Continuity programs, such as newsletters, online magazines, coaching programs, members-only websites, paid internet forums, training courses, SAAS (Software As A Service), or even hard products. You can get creative and profitable with this. One website I know sells a "pasta of the month" program where customers are automatically billed every month and regularly receive some new exotic pasta and sauce. Another guy I know sells a monthly newsletter for, get ready for this, \$3500 a year! His newsletter is highly niched in the oil industry.
- Building a strong social media brand and then selling things you believe in to your audience. These can be things that you develop yourself or you can sell other people's stuff.
- Affiliate marketing. Selling other people's stuff and taking a commission.
- Selling software or an app you develop, have developed, or buy the rights to. This is always location-independent.
- Real estate investing. You must be very careful about keeping everything location independent, however. This means using competent property managers to operate your rental properties.
- Tech-based businesses, including those in the cryptocurrency space, are almost always location-independent.
- Writing, copywriting, or editing of any kind, in ways AI can't (or can't yet) perform. Years ago, Tim Ferriss profiled an American living in Panama who had a twelve-year-old daughter making \$500 a month writing blog posts for various clients she found on a freelancer site, using mostly Wikipedia as her information source. So come on, if a twelve-year-old girl can make \$500 a month in an Alpha 2.0 business, you probably can do better.

- Location-dependent businesses where you contract out the location-dependent part. People will sometimes say to me things like, “I’m an electrical contractor. I can’t be location-independent!” Yes, you can. You can get customers in any city or region you want, then hire local contractors in the customer’s city to do the hands-on work using their phones to guide them or verify their work. Even better, you can start a business consulting other electrical contractor companies on how to improve in areas you already do well.
- Any work that can be 100% performed and delivered online or via traditional mail. This covers a huge range of services; IT, research, virtual assistant work, administrative, financial, fitness, and a thousand other things. It doesn’t even have to be an online business! For many years I had a profitable company that helped small on-site IT firms get more clients. The entire business was based around direct mail (snail mail) and telemarketing, all of which I outsourced. There was never even a website for it, and it worked great for a long time. (The only reason I stopped doing it was because of the pandemic, but again, I was just fine due to my other companies.)

You can get even more creative with some really wild ideas that actually work. I once knew a woman who sold used women’s underwear online. She got all of her girlfriends to give her their used panties, then she sold them online to perverts at huge profit margins. Laugh all you want; the last time I spoke with her she was making big bucks and was only working about 15 hours a week. (Yes, women can have Alpha 2.0 businesses too, and many do. That’s why when I refer to an Alpha 2.0 business, I remove the word “Male” from the term.)

I once worked with a guy who had a full-time job with a large phone company but who also had a complete Alpha 2.0 business on the side. His business was selling and installing phone systems for hotels. He did very little of the work himself yet he had no employees, instead using subcontractors for everything. He only worked one day a week on his business; about seven hours every Saturday. He made as much money from these seven hours as he did from his 40 hours working his day job, and it was all location-independent.

One of my students built a brand on YouTube regarding trading advice. He started selling courses to his audience, and he now makes six figures a month, is 100% location-independent, only works about two hours a day, and he’s not even 30 years old yet. Another one of my students started a tech marketing

company and just sold it last year for \$9 million, and he's only in his early forties. A woman in one of my programs started an Alpha 2.0 business in the financial sector doing the exact same thing she was already doing in her full-time job and was able to *quit* her job in less than four months. We had numerous graduates from our 90 Day Business Builder program ([90daybizbuilder.com](http://90daybizbuilder.com)) make thousands of dollars from their new Alpha 2.0 companies in just *a few weeks*, starting from scratch, having never had a business before.

Many good books describe businesses that fit nicely into the Alpha 2.0 lifestyle. Books like The E-Myth Revisited, The 4-Hour Workweek, The \$100 Startup, Millionaire Fastlane, \$100 Million Offers, and many others are great places to see exactly how businesses like this are created and maintained. These are all medium to high-income businesses that require very few hours per week to maintain and can usually be done from anywhere in the world without any employees. *Just make very sure any business you start adheres to all eight of the above Alpha 2.0 requirements since many popular online business ideas do not.*

In the next chapter, I'll show you exactly how to start your first Alpha 2.0 business.

## Chapter 27

### Profit From A New Business In 90 Days Or Less

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*The opportunity lies in the problems that others ignore. Find a niche, address it with a solution, and scale fast.*

Jack Ma

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January, 2021.

“Whoa, wait a minute,” I said, “Say that again.”

Brandon and I were on a Zoom call. I had been coaching him for just a few weeks on starting his new Alpha 2.0 business. He had a full-time job as a technical writer that he hated. He had started an Alpha 2.0 business on the side giving online marketing advice for a certain type of restaurant, a tricky thing to do right in the middle of the pandemic when restaurants in many parts of the country were being shut down. I hadn’t talked to him in a while and he said something significant but just brushed by it quickly.

“Oh,” he said, “Yeah, I got my first two clients last month.”

“That’s great!” I said. “How much did they pay you?”

“The first one paid me \$1400 and the second one paid me \$900 but both of them are on three-month contracts so more is coming this month and next month.”

“And how many weeks passed between when you started your business and when you got that second payment?” I asked.

“Let’s see,” he said, calculating, “Seven weeks.”

“And how much total did you spend starting the business?”

“Oh, just some internet fees. Less than \$200 I think.”

“So you’re telling me,” I said, “Within seven weeks of starting your new business, with only \$200 spent, you were paid \$2300 at almost 100% profit, with another several thousand coming. Right?”

“Wow, yeah,” he said, “It sounds cool once you say it that way.”

He and I had already calculated how much monthly income he needed to quit his job. Exactly four months after this conversation, he did, and now he’s a free man. He was just 30 years old.

Here’s how to do the same thing.

## **How To Start An Alpha 2.0 Business And Make Money In 90 Days Or Less**

I’m about to give you the exact instructions on how you can start your own Alpha 2.0-compatible business which will set you free. I will also show you how to be profitable in three months or less. You can start this business on the side, in addition to your current job, and then quit your job as soon as your new business starts making consistent income. This is exactly how millions of people have started businesses like this, myself included.

If you already have a business you can use this structure to convert your current Prison-based business into something Alpha 2.0-compatible so you can live a freer lifestyle.

### *Step 1: Set Aside At Least 15 Hours Per Week To Work On This*

You don’t need to quit your full-time job to start this business, but you will need at least 15 hours per week to accomplish this. 15 hours per week is a minimum; 20 hours is better and 30+ hours is even better. The more time you put into this per week the faster the money and freedom will come.

### *Step 2: Determine A Very Narrow Niche*

If you want to get from zero to the money fast, you only sell things to an extremely narrow niche and refuse to sell to anyone else. Selling to “anyone in the world who wants X” is extremely difficult, raises the odds of failure, and takes much longer to get to the money.

If you really want to sell to the entire world, you can always do that once you’re making at least \$85K/year location-independent and living a free life with no job. For now, to get free and profitable as fast as possible, you need to niche, and niche as narrow as you can.

When I say this, people often worry that their niche might be “too small.” You can’t niche too much! Here’s a true statistic from my life: *I have never seen a tiny, narrow niche that wasn’t big enough to make a seven-figure income from.*

The more you niche:

- The easier it is to get customers.
- The higher prices you can charge.
- The more referral business you will get.
- The fewer customers you need to hit your income goals.
- The easier it is to locate prospects.
- The cheaper it is to advertise and sell to the niche market.
- The faster you will be perceived as an expert.
- The less competition you'll have.
- The less customer turnover you'll experience.
- The less hard you'll need to work for the equivalent income of the person who isn't niching himself.

With all of these massive advantages, it is literally stupid to not niche.

Most people don't understand what the word "niche" means. It means an *extremely* small and narrow segment deep within an industry or demographic. "Health care" is not a niche. That's an *industry*, and a huge one at that. Neither is "doctors," "lawyers," "tech," or "fitness." These are not niches! These are huge, broad industries. Similarly, "single mothers" or "men between ages 25 and 45" are also not niches. These are broad *demographics*.

An example of a niche would be "podiatrists in private practice nearing retirement." Now *that's* a niche. See how specific and narrow that is instead of "doctors?" Another example would be "professional male piano players over the age of 45". That's a niche, rather than saying "musicians" or "middle-aged men," which are not niches.

Your niche can be a narrow type of individual (called business to consumer, or B2C) or a narrow type of business (called business to business, or B2B). Either is acceptable and I do a lot of both. Do whichever one is more exciting to you (though B2B is often easier and more profitable, so if you don't care, try to go the B2B route).

### *Step 3: Discover The Niche's Biggest Problem*

Most new business owners look at themselves and what they're good at or what they like, and then project this out into the marketplace. "I'm good at computers, therefore I'm going to sell computer services!" "I lost a bunch of weight, therefore I'm going to help people lose weight!" "I'm an accountant, therefore I'm going to help people with their accounting!"

This is usually a huge mistake and explains why more than 80% of new businesses fail quickly.

Instead, a much faster, easier, and safer way to make money quickly in a new business is to find the niche's biggest problem and help them solve or alleviate that problem. This is completely irrelevant to what *you* want to sell or do. I know this is a difficult pill to swallow, but the reality is that no one gives a shit about you, your skills, your interests, or your experiences. These things can sometimes assist you, sure, but what people care about are their own problems, especially their biggest problem. *That* they give a shit about, and that's what they'll spend good money to fix or improve.

So once you select your narrow niche, do some research and find out what your niche's biggest problem is. Discovering their second biggest problem is also useful.

What if you don't know how to solve their problem? No problem! You can contract hire specialists, technicians, admin people, or subcontractors online very inexpensively who know exactly how to solve the problem. You get the customer, get paid by the customer, then pay your contractors to solve the problem, make sure they do a decent job, and then take the profit.

Alternatively, you can help your niche solve their second biggest problem; often that works just as well.

What if you can't fully solve their problem 100%? That's okay because you can probably *alleviate it*. Think about your current biggest problem in your life right now. If I couldn't solve that problem for you but I could alleviate it by 60%, would that be worth some money you'd pay me? Of course!

#### *Step 4: Sell Coaching, Consulting, or A Service To Solve or Alleviate the Niche's Problem*

This is where you finally bring your skills, experience, and/or interests to bear, possibly. There are many ways to help a niche solve or alleviate its biggest problem, but I'm going to give you the very best one.

I listed lots of different types of things to sell in the prior chapter. While all of those things are Alpha 2.0 compatible, many of them are not good ideas for first-time businesses. For example, writing ebooks is fantastic and I've made millions selling books myself, but selling an ebook as your first business isn't a great plan because it's going to take you at least a year (at best) to outline it, research it, write the entire thing, proofread it, typeset it, getting on all of the sales platforms, and then market it. During that entire time, you're not making *any* money. Odds are you'll probably stop working on it because most people don't like putting in 12+ months of effort for zero pay.

Wouldn't you rather make several thousand dollars in 90 days or less? And perhaps quit your job in six months or less? You could honestly quit your job in half the time it would take you to write and self-publish an entire book.

It's the same for things like selling hard products, selling online courses, developing an app, becoming famous on social media, and so on. These things are all great and I've done many of them myself, but the problem is that these things take a very, very long time to get any real income. I'd rather see you make thousands of dollars in just a few weeks, and that's not going to happen with any of those ideas barring unusual exceptions to the rule.

Instead, what you want to sell in your first Alpha 2.0 business is coaching, consulting, or a service.

*Coaching* means you advise people one-on-one or in very small groups, remotely of course.

*Consulting* means you advise companies and/or organizations. I made millions of dollars as a consultant for decades before I ever made one penny online.

A *service* means instead of telling your customers what to do, you just do it for them. You can sell a personal service (B2C) or a business service (B2B).

Here's why coaching, consulting, or a service is superior to all of the other possible things you can sell in a first-time business:

- It takes minimal planning or prep time. It might take you six months to develop an online course but it might only take you two days to plan out a profitable service.
- It directly addresses the niche's problem, which is exactly what they want.
- It's high-margin and high-markup, meaning the profitability and profit margin on what you sell is sky-high when compared to things like selling hard products or developing an app, where there are lots of costs you need to incur pre-sale and post-sale. You have none of these costs coaching or consulting, and very little selling a service, which means all or most of the profit goes right into your pocket.
- You don't have to do the work yourself if you don't want to. You can outsource the work to technicians, specialists, or administrative staff.
- You can do all of it 100% location-independent. All the work you perform as a coach, consultant, or service provider will be 100% remote.

If you want to sell things like courses, apps, ebooks, hard products, and so on, you still can! Start your coaching/consulting/service business *first*, make some money, get a customer base, perhaps get a social media following, quit your job, get better at what you're doing, and *then* start selling courses, books, apps, and so on as new income streams. I did this and it worked very well.

#### *Step 5: Aggressively Market Your Service Via Paid or Free Methods*

We'll talk about the importance of marketing in a minute, but the final step is to tell everyone in your niche about what you're doing so they can buy from you.

If you have no money, you can do this using free marketing methods such as social media, videos, blogging, articles, cold calls, cold DMs, forum outreach, networking with your warm contacts, and joint ventures. I started Alpha Male 2.0 back in 2009 for \$29 and didn't spend one penny on any paid marketing or ads until the business was already making six figures, so free marketing works as long as you're patient, narrowly niched, focused on the niche's problem, and you put in the time.

If you have some money to spend, you can do this using paid marketing by running ads online, paying telemarketers, or other forms of paid advertising or marketing. Since you are narrowly niched, these ads won't cost you nearly as much money as those people trying to sell something to the entire world.

#### *Step 6: Quit Your Job When Your Business Reaches 40% Of Your Job Income*

Take a minute and calculate 40% of your after-tax monthly job income. Whatever that number is, as soon as your new business makes that amount per month three months in a row, you can now quit your job. Congratulations, you're now free to live your life and your Mission without reporting to a soul-crushing 9-5 corporate job!

Why not wait until it makes 100% of your job income? Because if you quit your job, suddenly you now have an extra 40 or 50 hours per week to put into your business. This is more than enough time needed to make up that remaining 60%.

If you have a lot of money in liquid savings, you could drop this 40% figure down to 30% or even 20%.

The beauty of this plan is because you're selling something high-margin to a narrow niche, you don't need very many customers to make a decent amount of money. People incorrectly assume you need hundreds or thousands

of customers paying you money before you can quit your job. Under the Alpha 2.0 business model, this is incorrect. As a consultant, you could possibly quit your job after getting just *two clients*. If you sell coaching or a service, you could possibly quit your job once you have perhaps 3-10 customers or less, that's it!

## Questions and Answers

Here are the most common questions or concerns I get when I describe this process, with their answers.

### *What if I pick the wrong niche or the wrong thing to sell?*

Then, using the information you've gathered up until then, you pivot to a slightly different niche or slightly different thing to sell and keep moving forward. It's no big deal and happens to entrepreneurs all the time. Various times throughout my business career, I've tried to sell things to certain niches and I failed, but, and this is a big BUT, I *always* learned things from the process that helped me pivot to something else that *did* make me money very fast.

A few years ago I tried to sell my audience a line of NFTs. This failed; I jumped the gun too fast and my audience wasn't yet ready for the technology (but they will be soon, and then I'll launch NFTs again and it will work). However, during that entire process, I learned that my audience wanted a certain type of coaching program. Using what I learned from the failed NFT launch, I launched that program and made a profit of \$400,000. I also learned that my audience responds very well to adult-oriented comic books as a branding tool, so I have big plans to capitalize on that.

Failure always equals lots of money as long as you keep iterating, pivoting, and taking action.

### *Why would anyone hire me? I'm new/never done it before/don't know anything.*

Several reasons.

First, you're going to position yourself as someone who only works in their niche. This builds a lot of trust. Think about it if you were on the other side. Someone is trying to help you get a particular result and will help anyone who asks, versus someone who doing the same thing but *only* works with people exactly like you, in your precise, specific situation. You'd be a lot more comfortable giving the second guy money than the first guy, right?

Secondly, you're not just selling some random bullshit you came up with, which is what most new business owners do. You're only going to sell something that solves a huge problem the niche is already having and is driving them crazy. The motivation to solve this problem is massive and increases your odds of a sale.

Thirdly, you can negotiate your fees on your first three customers if you're new. If they balk at the price, go ahead and drop it, even if you have to drop it a lot. (Just your first three clients though; after that, no price negotiations, you get what you charge and that's that.) Just make sure you get a good testimonial when you're done which will help get future customers.

*This won't work because I live in a shithole country where no one has any money.*

Incorrect, and you're not listening. This is a *location-independent* business, so it doesn't matter where you live. You can live in the poorest place on Earth, but as long as you have an internet connection (and you know you do), you can sell to people anywhere on Earth.

If you live in a lower-tier country, that's great! That means where you live is cheap! Sell to people or companies who live in expensive first-world cities like New York, Vancouver, London, or Tokyo who are accustomed to paying high prices. Get a small number of clients from these cities, then take these inflated prices they're paying you and live like a little king where you are in your super cheap country. It's called geoarbitrage and it works very well.

*I can't hire anyone to do the work for me because they might make a mistake/piss off my customers/screw up my company.*

If all you want to make is the Alpha Male 2.0 minimum of \$85,000 per year, then it is possible to do this all by yourself or close to it, so having that false attitude is probably fine.

However! If you want to make significantly more than \$85,000 per year, then that attitude is the wrong one to have and you need to wash that bullshit SP out of your mind as fast as you can. You're going to *have* to hire people (only virtual assistants or contractors, never employees!) to assist you in running your company, including doing things that are forward-facing (meaning your customers will see what they're doing) to get into the higher income levels. It's mathematically impossible to do it any other way.

Will your staff sometimes make mistakes? Yes. Will your staff sometimes make mistakes on the customers' end? Yup.

Do you know what you do when this happens? You apologize, fix it, and move forward, and no one gives a shit. I've had my staff in multiple companies make mistakes both internally and externally, and never once have I lost a customer because of it.

Stop being a terrified little LISG and execute, and you'll find that I'm right.

If you would like me and my team of high-income coaches to take you by the hand and walk you through the process of setting up your own location-independent Alpha 2.0 Business, even if you have no idea how to do it, where we *guarantee* you'll be profitable in 90 days or less, go to [www.90daybizbuilder.com](http://www.90daybizbuilder.com) to join our 90 Day Business Builder program. It's the most popular and successful program I've ever had available to the public, and it will work for you.

## Chapter 28

### Getting To High Income Fast

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*It is better to be a warrior in a garden than a gardener in a war.*

Chinese Proverb

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February, 2000.

“I just don’t understand how you did this,” my dad was saying.

We were having one of our regular breakfasts at one of our favorite places, a dirty truck stop that served omelets the size of campfire wood and cinnamon rolls the size of laptops, both of which I devoured with gusto. The cigarette ash served in the food always gave it that special yummy punch.

It was just me, my dad, and a bunch of smelly truck drivers in the place. My dad was looking over my profit and loss statement from the prior year showing my new six-figure income.

“I just don’t know how you did it this fast,” he continued, shaking his head.

Normally I would have been a smartass and bragged, but this was my dad, and there’s something about not being a braggart with your dad that’s hard to explain. You probably already know what I’m talking about. Being the fattest I had ever been in my life and monogamously married, I just shrugged and shoved another hunk of greasy hash browns down my throat.

My dad eventually got to six figures himself, long after I grew up and moved out of the house. It took him about 15 years of self-employment to do it, 30 years of working total. I had done it in 3 years of self-employment, 9 years working total.

I thought about something else my dad once told me, several years prior during the early 1990s. When I was working at a large bank and considering a move to another company, my dad warned me this would be a very bad idea.

“You don’t want a resume full of a bunch of jobs you only had for a year or two,” he had said, “That will look terrible to prospective employers and no one will want to hire you.”

I remember that advice making sense to me at the time, yet my real-life experience was the opposite. I had found that employers didn't give a shit at all how long you worked at a prior job, just as long as you had the experience they were looking for. Very quickly I discovered that the only real way to increase your income quickly when living the corporate employee life was to force yourself to go out and get a new job every 12-24 months.

Interesting. Here he was again, flabbergasted at not only my income but how fast it had increased.

Was his advice and confusion wrong? No, it was just 40 years out of date. Back in the 1950s, his advice about resumes would have been accurate. Also back then, any guy saying he was going to make \$100,000 a year, even if adjusted downwards for inflation, within three years of starting a business from scratch, would indeed have been laugh-worthy.

Times had changed. The 21st century had arrived, and nothing was the same.

## **The Importance of Marketing**

Every business has three elements.

# THE THREE ELEMENTS OF A BUSINESS



Sales, finances, and operations. You have to sell it, then you have to make the widget or perform the service and get it to the customer, then you have to track the money. All three areas are critical, and all three areas require some of your time to manage as a business owner.

The problem is most people who start a business are more excited about the widget they're selling or their stupid website than they are about actually selling. When the business is new, they get excited about the process of opening a business. They get pumped about things like their new fancy desk, the best equipment needed to film videos, and/or what bookkeeping system to use. They focus on their widget, fall in love with their widget, sleep with their widget every night, and spend all day working with their widget. In the end, their time and mental focus looks like this:

# THE TYPICAL BUSINESS



Perhaps the biggest mistake I see men (and women) make when running their businesses is that they spend most of their time, effort, money, and focus on non-sales and non-marketing tasks. Sales is scary, and marketing costs a lot of money with no guaranteed results (they think). But working on their widget, social media, website, or whatever is exciting and fun.

You've seen the stats that reveal that most new businesses fail within five years, often within two years. This is why. Business owners spend all their time on the areas of the business that cost money rather than make money.

If your goal is to stay in business and make lots of money to improve your lifestyle, your focus in business should look like this:

# THE IDEAL BUSINESS



It's perfectly fine to be involved with operations and finance as a business owner, especially during the initial phases of your business. But for every hour you spend in operations or finance, you should be spending two or three hours in sales or marketing.

This, in my opinion, based on the hundreds of companies I've worked with over my business career, is the number one reason for small business failure. Since the owner or managers of a business "don't like sales" or find marketing and promotion somehow sleazy or dishonest, they shy away from the one function of a business that keeps it alive, focusing instead on the "fun" parts of a business like working on their widget.

You must force yourself to spend the majority of the time in your business in the marketing aspects of it. You must overcome the SP you have in your mind about marketing being seedy or beneath you, or promotion being deceptive, selfish, or narcissistic. Your business can't survive without a strong sales and marketing focus. Think of it as a 1-to-3 ratio.

- For every one hour you spend in operations or finance, you should spend three in sales.
- For every book you read about finance or industry, you should read three books on marketing or sales.
- For every dollar you spend in operations or finance, you should spend three in marketing or sales.

A business can, and often will, survive a major problem or catastrophe in the operations or finance area, but it will probably not survive a catastrophe in the marketing area. I see it every day. There are numerous businesses in the Fortune 500 that waste a mind-boggling amount of money every year on stupid crap. We're talking hundreds of millions or even billions of dollars a year in pure waste, just like the government. Yet every year, these companies stay in business. Why? Because they have strong sales.

Now try to think of an example of the reverse. Name a business that stays alive year after year (without any bailouts from government or private equity) that has excellent operations and flawless finance but consistently zero or low sales.

See my point?

Focus on sales and marketing at all times.

## Don't Be Afraid to Charge Higher Prices

When it comes to setting prices, the age-old advice is to research your competition, find out who's charging low and who's charging high, and then price yourself in about the middle. Also, most new entrepreneurs usually believe that should charge really low prices when you're new because, well, you're new. Why would someone ever give you a lot of money when you're new?

That's all BS, or should I say, SP.

When you're narrowly niched, you can decide how much money you want and charge that, even if it's considered "high" by other standards.

At one point I was one of the highest-priced consultants on a per-hour basis in my industry in my entire city, yet my calendar was full of appointments anyway. If I had been charging low or medium rates, I would have been a fool. I provided a very high-quality service, was very easy to work with, had a good reputation, was decently niched, and focused on marketing and sales. Charging high prices was no problem at all.

When I started selling dating books for men online, my books were the second highest-priced books in the entire dating industry, and yet I made more money selling those books than most guys who had *much* larger audiences than I had, sometimes as much as five times more.

Charging higher prices works.

Yes, there are sometimes external factors that prevent you from doing this. Sometimes, based on industry or economic conditions, you may have no choice but to keep your prices low or mid-range. Fortunately, these situations are rare. At one point during an economic recession, I indeed had to cut my consulting rates, but it was a temporary situation and soon I raised them back up to where they belonged.

The bottom line is that there are many businesses out there that are doing very well, even during poor economic times, while still charging high prices. During the economic troubles of late 2008 through 2010, as horrible as the economy became, I continued to see mobs of people lined up at Starbucks to buy their five-dollar coffees and tiny eight-dollar sandwiches. I'm sure you saw these people also, or were perhaps one of these people yourself. What does that tell you?

Here's the rule of thumb: *the prices you charge must make you a little emotionally uncomfortable*. If you are 100% emotionally comfortable with the prices you're charging, your prices are too low and you need to raise them. On the other hand, if you look at your prices and immediately react, "Holy shit! There's no WAY anyone in my niche could afford this!!!" then yes, your prices are probably too high and you should lower them a little. However, if you look at your prices and think, "Man, I don't know. These prices seem high. I'm not sure about this," then *that* is the sweet spot and *those* are the prices you need to charge.

You are 100% justified in charging "high" prices provided:

- You are narrowly, narrowly niched.
- The thing you're selling directly helps solve or alleviate the biggest (or second biggest) problem the niche has.
- You're treating your customers well.

## Always Keep Overhead Low

This is a tricky one. I've screwed this one up more than once over my business career. Once was when I first started my business and overspent on startup costs. The second time was when I got married. I allowed my Mission to drift by letting my wife at the time guide many of my financial decisions. A third time was recently when I expanded one of my companies too quickly and didn't pay attention to key metrics. (The good news is that you don't have to be perfect to be an Alpha Male 2.0. As I talked about in the LISG section, I make huge mistakes all the time.)

Numerous times I have worked with companies who complained when I handed them an invoice for a few thousand dollars, only to see them the very next week purchase a \$10,000 leather couch for the reception area or a \$14,000 first-class plane ticket to Asia for one of their mid-level employees. I have seen brand-new start-ups making zero income purchase desks for every employee that were several thousand dollars each, rent ridiculously expensive offices, or spend hundreds of thousands of dollars on big, complicated, frilly websites that never made one dollar in revenue. I have seen companies pay six-figure salaries to people who sat around and accomplished virtually nothing, and if you've been in the corporate world long enough, you've seen this too.

I've seen Fortune 500 companies do this, but I've also seen small businesses do the same. Hey, if you own a company like Apple that grosses \$383 billion a year and you want to waste money on a bunch of stupid crap, then I guess go ahead. However, as an Alpha 2.0 with the goal of long-term consistent happiness, you can't do this.

You must be absolutely ruthless, and I mean ruthless, about where you spend your money in your business. I already relayed the story about how I shut down my office, dumped all of my employees (though nicely), and started working out of my home. For almost two decades, my entire business infrastructure has been a single room in my home, a single laptop, and a cheap laser printer on the other side of the house that I seldom use because I run a paperless office. That's my entire business empire.

I want to be the one spending the money I earn, not my business. The more money I spend in my business, the more money I have to make, the more hours a week I'll have to work, and the more accounting work my staff or I have to do. Screw that.

One of your eternal and over-arching business goals should always be to maintain extremely low business overhead. I love the example of Michael

Dell, founder of the Dell computer company. For the first several years of the business, even after they were making good money and had many employees, he still would not purchase any garbage cans for any employees. Instead, he had them line cardboard computer boxes with garbage bags.

To this very day, I do the same thing. The “garbage can” under my desk is the big cardboard box that I used to ship some stuff to Dubai over four years ago.

This technique goes hand-in-hand with niching and a marketing focus. If you have a narrowly niched, high-margin business where you are focused on marketing *and* you’re keeping expenses low, you have instantly eliminated 95% of the reasons why people go out of business.

Think about that for a minute.

### **Refuse To Sell Anything Unless It's High-Margin**

The *markup* or *margin* of the items you sell is one of the most critical business decisions you can make and yet virtually no one considers this when they start a new business. It’s completely shocking and to this day I’m still surprised that few people give a lot of thought to this.

Margin means profit margin or the difference between how much a widget costs you as the business owner to the amount of money you sell to the customer. If you sell something for \$110 to the customer but that item cost you \$100, that’s a 10% margin.

The margin of what you sell will determine:

- The number of widgets you’ll have to sell to hit your income goals. Higher margin = fewer items needed to sell, lower margin = more items needed to sell.
- How hard you’ll have to work at your company. Higher margin = less work, lower margin = more work.
- The amount of customer service and bookkeeping staff and systems you’ll have to employ and manage. Higher margin = less staff, lower margin = more staff.

I used to work with a guy in the dairy industry who hated his life. Why? Milk has about a 6% margin. This means people in the milk niche work extremely hard for very little money. The only way they can make a lot of money is to scale the shit out of what they’re doing to sell to thousands upon thousands of customers a week... not an easy thing to do. Talk about stress!

On the flip side, my first business was consulting. Instead of 6% like milk, the markup on consulting can be literally 1,000% or more. If I sell a consulting contract for \$40,000 and I need to hire a few subcontractors to help me fulfill the contract, costing me \$5,000, that's an 800% markup. A little different than milk's 6%, don't you think? I've closed many deals like this. When I sell an ebook online for \$67, my only cost is the 3% credit card charge, which is about \$2. All the rest is profit, meaning a markup of, get ready... 33,500% (33.5 times my cost). Yes, there were costs incurred when I first had to publish the book, but my profit from the initial sales of the book paid those off for me a very long time ago. Today, my only direct cost is that \$2.

*When you only sell high-margin items, you get far more money on far less time and work.*

This means you must absolutely refuse to sell anything unless it's high-margin. I get offers for business deals all the time, but I almost always refuse because the margin of what they're selling is too low. Why the hell would I want to sell something like lawnmowers at a 30% margin when I can sell things like software, membership services, consulting, courses, ebooks, coaching, and so on for thousands of percent margin?

My working minimum is that I don't want to sell anything for a bare minimum of a 3X markup, though 10X or more is ideal. So if it costs me \$100, the market must be willing and able to buy that thing for *at least* \$300, and even then I'll try to find a way to boost that margin through things like up-selling and back-end sales. If I can't sell that thing for at least \$300, I won't sell it and I'll look for something else to sell at a higher margin.

Only sell items that have huge margins or markups. Never sell anything else. You'll be much happier that way.

## Use All the Other Techniques in This Book In Your Business

One of the great advantages of being an Alpha Male 2.0 is that many of the techniques and principles overlap into many different slices of your Seven Life Areas. For example, many of the mindsets and techniques of dating and relationships directly apply to business success, and vice versa.

As just one easy example, when you get outcome independence down, not only will you suddenly find it much easier to attract women into your life and keep them there, but you will also find it much easier to do things like get new customers and negotiate favorable business deals.

Almost everything we've talked about in this book can be directly applied to business for fantastic gains even though they may have been originally described in different SLA contexts. This includes:

- Confidence. You'll close sales faster and more often if you're more confident. You'll also be able to close bigger deals and get higher-paying customers.
- Masculinity. Generally speaking, most men and women in business will be more apt to do business with you if you clearly exude masculinity. As just one example, there are studies that show bald men exude greater business leadership potential than men with hair.
- Financial freedom. The less pressured you are by your finances, the more picky you can be with the type of work, niche, or customer you choose to engage with.
- Social freedom. The less socially inhibited you are, the more options you'll have in your life for financial gain.
- Abundance. The stronger your abundance mentality is with money, the easier money will flow into your life. It's very hard to noticeably increase your income when you think making money is hard or that rich people are evil.
- The Happiness Change Curve. This is crucial when starting any new business venture or project. Rarely do you get to the big money before some short-term pain first.
- Overcoming SP, OBW, and Six Societal Values. I've already talked about how dangerous it is to base your career around what others want for you instead of what you want.
- Not being a LISG. LISGs will think about starting a business forever but will never actually start one or stick with it long enough to make any money. Not being a LISG means more money in your pocket and freedom in your life.
- Your Code. Your odds of consistent, long-term high income go up if your career is aligned to your pre-defined Code.
- Your Vision and Mission. This puts greater purpose in your work, motivating you to work harder and better, and helping you persevere through the rough times.
- Your goals. Empirical data has repeatedly shown that people with written goals make more money than people with no written goals.

- Improving your time management. This, and more specifically your daily focus, will help ensure you get the right business tasks done at the right times.
- Jealousy management. More than once, I have seen otherwise capable men damage their own careers and income potentials because of problems in their personal and business lives directly caused by jealousy.
- Understanding women's differences from men. In selling to, working with, negotiating with, and collaborating with women in a business context, understanding their hidden differences will give you an edge over other men who do not.
- Emotional control. Keeping the positive emotions in and the negative emotions out will keep you focused and motivated in business (though a little temporary frustration to help boost a sense of friendly competition might be okay; technically that's not "negative").
- Physical attractiveness. Empirical evidence has shown that better-looking people tend to make more money. One of the biggest reasons I lost weight was because I knew I had a very real financial incentive to do so.
- Fashion. As above. The classier you look, the more money you'll likely make.
- Alpha 2.0 relationship parameters (low number of rules, low drama, etc.). Business drama is just as stupid, useless, and destructive as relationship drama, if not more so. You will make more money over your working lifetime if you spend more time focusing on real work instead of wasting time dealing with workplace drama.

All of those above items can and will help you in your business life. It would be useful to re-read this book a second time once you finish it and keep in mind all the business and financial applications you can apply using many of the concepts above, including the woman ones.

This is why being an Alpha 2.0 is so wonderful! Every new skill improves your life exponentially and in a multifaceted way. Most men learn a skill and apply it to just one of their SLA. As an Alpha 2.0, you can often apply that newfound skill to three or four areas, if not more.

## Chapter 29

### Dominating Your Finances to Maximize Your Lifestyle

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*The purpose of money is to create the environments in which you can experience the things that money cannot buy.*

Fredric Lerhman

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February, 2007.

It was over. I had made up my mind that my marriage needed to end, or at a minimum, needed a serious break.

I had known for quite a while that a divorce was likely. I had been purchasing gold coins and storing them in a private safe that only I knew about. It was my “divorce emergency fund” if I ever needed it. Well, the day had actually arrived, and now I needed it.

Because of the American government’s insistence on printing billions of dollars whenever it needed more money, I knew gold would rise in value over the years, which is why I had been quietly buying it for a few years. I hadn’t had the gold very long; most of it was fewer than two years old.

At my computer, I swallowed hard as I pulled up current gold prices. For a separation, and likely divorce of minimal drama, I would need some quick cash to pay a moving company and put a deposit down on an apartment, not to mention paying the expenses of supporting two households for a while. I needed cash, outside of a bank checking account where the wife could access it.

Damn, I really needed my gold to be up in value!

Having purchased most of the gold at around \$370 an ounce, I crossed my fingers as I read the data on the screen. Then I leaped out of my chair with a war cry of victory as I saw that gold was now \$620 per ounce. A staggering 40% return on my investment! While there were many problems

I experienced moving out and getting a divorce, living costs weren't one of them. While many divorced or separated men I knew had their separations force them into financial chaos, debt, and even bankruptcy, the profits from my gold investments ended up financing my entire separation.

February, 2021.

I hit "Sell" on the screen. I smiled as a huge six-figure amount, that I did zero work to make, poured into my checking account.

I had already made a nice hunk of money from Bitcoin in late 2017 when I sold it at \$15,000 after I had bought it at \$2300. I didn't sell all of it though, and kept about 10% of the total. Once Bitcoin crashed a few months after that (as it always does), I bought back a bunch at about \$6200. And now, here I was four years later, selling the bulk of my Bitcoin at a staggering \$51,000. While everyone was freaking out about the pandemic, I smiled as I made a 722% return on my investment, for the second time in a row. (As I type these words, I'm about to make another huge Bitcoin profit yet again.)

I moved from the USA to Dubai shortly after that. I was able to pay for 100% of my international moving expenses plus an entire *year* of rent for my new Dubai apartment all from my Bitcoin profits. Talk about moving out of the country in style!

Not bad for just a few minutes of work.

## Managing Your Money

Making money is one thing. Managing it is something completely different.

In modern society, beta males (and most Alpha Male 1.0s who surrender to monogamy) hand their money over to their wives, who usually spend it with wild abandon on more expensive-than-necessary cars, homes, vacations, clothing, and the biggest one of all: toys and activities for the kids. During my first marriage (TMM) I was guilty of this myself.

Alpha Male 1.0s tend to be better at handling money, but not much. They often spend money on "big stupid guy stuff" like garage workshops, boats they rarely use, big expensive trucks, and way-too-expensive hobbies.

Assuming they have money to invest, almost all men invest in things The Prison tells them to invest in, like 401Ks and the stock market. Every ten years or so, like clockwork, these same guys freak out as they see double-digit losses in their investment portfolios whenever a recession hits. Other men, usually younger guys, will dump buckets of cash into exciting investments like

cryptocurrency when it's on its way up, then lose it all when it crashes a few months later.

On top of that, since the divorce rate is well over 76% in the Collapsing Western World and since only 3% of married couples include a man with enough balls to get a prenuptial agreement, even capable and intelligent men get financially raped in divorces with stunning and depressing regularity.

Once, while working at one of my client's offices, a close work friend of mine, a man in his mid-fifties, actually started to cry while sitting at his desk as he was describing his recent divorce to me.

"I was planning on retiring in two years," he said with water forming in his eyes, "I had all the money invested and it was in the bag. Now, because of the divorce, I have to work another 16 years."

He was planning on retiring at age 57, but because his wife fell out of love, left him, and took half his money, forcing him to liquidate retirement assets and pay penalties and taxes, he now had to work until he was 73.

I know another guy who was very Christian. Per his Christianity-based Societal Programming, he did as his religion instructed, got traditionally married at age 19 to the first girl he had sex with, and proceeded to have five kids with her as quickly as possible. For a while, he made it work and everyone in his traditional right-wing social circle applauded him as a good man and father. However, because long-term monogamy doesn't work and because we don't live in the 1950s anymore, one day when he was 28 years old he discovered his wife was having an affair... with another guy from their church no less.

After much chaos, pain, and horror for himself, his kids, and the entire family, he got divorced. At age 30, with an average income, he is now forced to pay child support for five kids to his ex-wife who is now living with the guy she cheated with. If he doesn't pay it, he goes to prison. He basically fucked, probably for the rest of life.

Oh, and the cheating ex-wife and her new boyfriend still go to the same church where they are respected members.

I know another guy who had a 50/50 business partner. For a while, they made decent money together running their profitable business. Over time, profit started dropping and he couldn't figure out why, but everything seemed okay, so he ignored it. After about two years, this really started to bug him, so he worked with an external bookkeeper and went through the company accounting to see where they were losing all of this cash.

To his shock, he discovered that his partner had set up four LLCs, pretended they were vendors, and was shuttling thousands of dollars a month to these fake suppliers. His partner was ripping him off to the tune of hundreds of thousands of dollars a quarter.

In the end, had to shut down his entire company, fire everyone who worked there, spend three years in court, and almost file for bankruptcy.

I could fill the next 25 pages with examples of men I know who had their entire financial lives completely destroyed because they didn't take basic precautions to save and protect their cash. You don't want to be one of these guys.

In this chapter, we're going to discuss how you manage your finances for maximum freedom, maximum benefit, minimal unpleasant work, and minimum risk from external factors outside of your control. Making a lot of money only to lose it to taxes, debt, divorce, inflation, women, dishonest partners, or recessions is not Alpha 2.0.

## **Living a Low-Cost Lifestyle**

In a previous chapter, we discussed keeping your business expenses low. Now we're going to expand that concept to the rest of your life.

In Chapters 1 and 25, I laid out a list of minimal lifestyle items you should have access to in your life, such as a decent place to live, a few decent outfits, the ability to travel occasionally, and so on. To live a low-cost lifestyle, you acquire these lifestyle trappings and then *stop*. That's right. You stop worrying about increasing your lifestyle beyond that point.

Once you are out of debt, have a decent place to live, some decent clothing, a decent car (unless you live in a downtown area where you don't need one), the ability to travel, and a few of the other items we discussed in those chapters, that's all you need in most cases. You can stop spending. All the rest of your money, beyond your monthly living expenses, should go into your business, long-term investments and savings, and, in my opinion, charity.

I spent most of my twenties with some SP-based thoughts that I wasn't successful unless I lived in some massive five-million-dollar home or drove a \$140,000 Mercedes. Wow, was I wrong! At one point in my marriage, I did indeed live in the most expensive neighborhood in my state with a huge house.

Don't get me wrong, I liked the house, but it didn't make me happy. Having a mortgage that big stressed me the fuck out. Even back then, one of my big goals was to pay off my home mortgage and live mortgage-free, but with a mortgage that big, it seemed like something insurmountable.

If you have one or two specific items that are expensive but that you are really, *really* passionate about, then go ahead and get those once you can easily afford them. If you've spent your entire life fantasizing about driving a Lamborghini, constantly think about Lamborghinis, spend time test-driving Lamborghinis, have pictures of Lamborghinis all over your home, and are really into cars as a hobby, then it probably makes sense to buy a Lambo when and if you get to the income levels where you can afford one. But you don't then go off and buy a super expensive watch and super expensive house too. Just stick to things you really, truly want in your heart... but then *stop there*.

If you want to get rich, please do it. I always wanted to be rich when I was young and today I do pretty well, so yeah, having money is great. Regardless, I'm telling you right now that as long as you have the minimal lifestyle items described earlier, you do not need a multimillion-dollar home, a six-figure car, shirts that cost thousands of dollars, a \$180,000 watch on your wrist, or a private jet. Likely, these things will not make you significantly happier than living a zero-debt, location-independent, \$150,000-per-year lifestyle or so.

I'm also not saying you need to live a minimalist lifestyle or live like a monk. For a few years before I left the USA, Pink Firefly and I lived in a 3,800-square-foot home on top of a mountain with a monthly rent of \$4,000. In Dubai, for quite a while we had a five-bedroom house in a gated community that I rented for almost \$9,000 a month. I semi-regularly fly business class on 14-hour international flights which cost anywhere from \$6,000 to \$10,000. When PF and I go out to dinner in Dubai, we go to some of the nicest restaurants in the city so our bill for food and drinks is often \$250-\$300 just for two people.

However, you need to remember two things. First, I can easily afford this stuff based on my income. Living in the big house during my first marriage stressed the hell out of me because, while my income was technically high enough to pay for it, it wasn't that much higher than what I needed to feel at peace with the expense. Today I make far more money so these expenses don't bother me.

Secondly and more importantly, there is a mountain of cool shit I could buy that I don't. I don't even own a car and I probably never will. Yet, I could go down to the auto dealership and buy a three-million-dollar Bugatti right now. I have, literally, three pairs of pants and about six shirts, and I wear sweats, shorts, and a T-shirt almost every day of the week, yet I could, right now, purchase a home with two gigantic walk-in closets just for me and fill them with the most expensive and fancy name-brand clothes in the world. And so on.

Why don't I do these things? Because these would be stupid expenses. My money and assets don't belong in some horrendously depreciating asset like a fancy car I parade around on social media like a douchebag. It belongs in *real assets*, like my businesses and my long-term investments. I'm both long-term happier and safer because I've made these decisions.

### Live in a Low-Cost Area

I know several people who live in tiny apartments in downtown Manhattan, San Francisco, or Tokyo. In many cases, their entire home is smaller than my living room even in Dubai (which is cheaper than all of those cities by far, contrary to popular belief). When I'm in Paraguay I spend less than \$1,000 a month on a huge three-bedroom apartment in a brand-new, high-tech skyscraper in the nicest neighborhood in the entire country. I love these people who live in tiny homes in ultra-expensive cities, but their lifestyle choice makes zero sense to me.

If for some reason you must live in an ultra-expensive area like New York City, London, or Tokyo because you truly love it, then that's fine, especially if it's part-time or temporary. Do your best to live there only as long as you need, and while there, go out of your way to live as simply and cheaply as possible.

If you own an Alpha 2.0 business, your income will be location-independent. That means you have the freedom to live wherever the hell you want. There are some very cheap places to live in the world. If you live just two hours outside of a moderate-sized city, you can often live in a huge house for less than \$30,000. You can move to places like Thailand, Paraguay, or the Philippines and quite literally live like a little king on what would normally be a meager income in the Western world. We'll talk more about how to do this in Part Six of this book.

I know of a few guys who do things like live in super-cheap Thailand but work with clients in super-expensive New York. SP and the Prison view these guys as strange, perhaps even losers. I consider these men the smartest guys in the universe.

Google "cost of living comparison calculator," possibly adding "international" at the end, and let that be the start of your research. Get the facts and make a battle plan. Take your location-independent income from your Alpha 2.0 business and move to an inexpensive location where your money will be double, triple, or even quadruple the value it would be in some large collapsing Western city. If you currently live in a high-priced area, one of your primary goals should be to relocate to a low-cost region unless your

Mission absolutely forbids it or unless you make so much money you can barely feel the monthly expense.

The lifestyle gains by doing this are tremendous, not to mention the reduced stress of not living 24/7 in a big, busy city.

Here's my example, and it's only an example. I have a high location-independent income so I can live anywhere in the world I want, including in the best neighborhoods in ultra-expensive places like Paris, New York, Sydney, or London. Instead, I choose to live in Dubai, which is far less expensive than all of those places (and has zero taxes), and then I spend several months a year in my second home in sleepy Paraguay, one of the least expensive countries to live in the world, to relax and get away from the city hustle.

### **Don't Worry About Keeping Up with the Joneses**

This may sound strange coming from a guy whose last name is Jones, but busting your ass to keep up with the "Joneses" is a destructive idea for the freedom-loving Alpha.

An outcome independent man doesn't care if his neighbor or some guy on social media drives a cooler car than he does, or if his brother has a nicer house than he does, or if his buddy just bought a cool boat, especially if they went into debt to get these things, which they probably did.

If you're the typical American who grew up in the suburbs like I did, you likely have some powerful SP that compels you to constantly buy more and bigger stuff; a better house, a better car, a better lawn mower, whatever. You need to get to the point where if someone ends up with some shiny new keeping-up-with-the-Joneses item, it doesn't even register with you. Whenever I see one of my buddies end up with an item like that, I shake my head at the stupidity of all the debt they're accruing; unless they purchased the item with 100% cash; then I have great respect for their accomplishment, but I still don't want to buy the same item.

I have lived most of my life in the suburbs, and let me tell you something: the damn suburbs are an entire culture of keeping up with the Joneses. It's all about how nice your lawn is or how big your boat is compared to the other people on your street. Back when I was in my first marriage, my wife at the time was very stressed out about how the neighbor's grass looked nicer than ours, how so-and-so had a nicer fence, and how so-and-so's kids rode nicer bikes than ours. By embracing conformity (one of the Six Societal Values), this was a huge concern for her and she spent a lot of time worrying about this kind of thing. Even my current wife, Pink Firefly, gets a little uncomfortable

when she hangs out with her rich girlfriends when they have cars that are a little nicer than hers. Millions of men all over the world feel like shit because of douche Alpha 1.0s they constantly see on social media with their cars, boats, watches, and private jets.

This stupid, childish shit is 100% guaranteed to make you less happy. So be outcome independent and stop giving a shit about other people.

As I type these words, I'm working out of a temporary one-bedroom apartment where I sleep on my couch despite my high income. I don't care at all, I actually kind of enjoy it, and I don't care if other people think it's weird.

Screw the Joneses! Let them stress out about working 50 or 60-hour weeks for the rest of their lives at jobs they hate and going into debt to buy stupid crap. You have a life to live, a Mission to accomplish, and happiness to experience.

### **Don't Borrow Money – Stay Out of Debt!**

The average consumer has four credit cards, which is up from 3.5 when I published the first edition of this book in 2014. That's just credit cards; the average US student loan debt is over \$54,000, which is up from \$33,000 from this book's first edition. The average American has over \$90,000 in debt. The average Western European's debt (with much lower incomes than Americans) €37,000 and the average Australian's debt has gone up 11% just from last year alone(!). 41% of Americans admit to not being able to pay their bills on time, which is up from 27% from the first edition of this book.

I could go on and on with depressing stats from the Collapsing Western World but I think you get the point. People are destroying their financial lives and happiness with debt, and it gets worse every year. I won't even get into the topic of government debt, which is even more catastrophic.

Looking back over my business and financial history, I can tell you for a fact that every major financial or business problem I have ever had in my life was because I had too much debt. Most people, especially most business people, will tell you the same thing. And yes, this includes my divorce and the 2008 economic crash. These events would have been ten times easier had I not had the debt load I was carrying at the time.

You simply can't achieve and maintain freedom, abundance, or long-term happiness if you choose to go into debt. I realize how alluring debt can be. I realize that it does solve a lot of short-term problems and can be emotionally satisfying in the short run. Believe me, I know. It's like the sirens luring Odysseus to the rocks.

Beating the debt game involves several steps, all of them easy to explain but emotionally tough to do:

1. Resolve today to never, ever, ever borrow money for any reason ever again unless it's to purchase real estate or net cash-flowing assets (I'll cover that in a minute). Yes, that means no car loans. Yes, that also means no student loans. That also means no borrowing money from mommy and daddy. I don't care if the interest is low, or tax-deductible, or if the payments are deferred, or whatever. Debt is debt. Resolve today, as part of your Code, that you will never buy anything unless you already have the cash saved to do so. If this means driving around in an embarrassing piece of shit car for three more years while you save up to get a new one, that's what it means.

Remember that if you're following the advice in the business chapters, you'll be making \$85,000 location-independent or more at some point soon, so this isn't as bad as it sounds.

2. Set up an emergency fund to cover any unusual problems that arise in your life. I'll describe exactly how to do that in a minute. Just doing this alone will boost your financial confidence. Knowing you've got money ready to go in case the car or roof suddenly needs repairs or an unplanned medical bill pops up really helps. Most importantly, having this cash reserve will help fight the urge to borrow money when you have a sudden emergency.
3. Set a goal to pay off all of your debts, including your home mortgage if you have one. The most Alpha men on the planet are men who have zero debt and who live in a completely paid-off house. That's the club you want to join as fast as humanly possible.

The fastest way to get out of debt is to cut back on frivolous monthly expenses and dump all that cash on your debts, starting with the one with the smallest balance. When that's paid off, move to the next largest balance, and so on. Most middle-class people can become completely debt-free within two to five years just by doing this on their current incomes.

### *But What About "Good" Debt?*

When I talk about living a zero-debt lifestyle, I sometimes get pushback regarding the distinction between "bad" debt and "good" debt. Some people say that "never" having "any" debt is "bad advice" because there is "good" debt and "bad" debt, therefore people should have "good" debt and not "no" debt.

Likely, 100% of the debt in your life right now is bad debt, meaning this distinction is completely irrelevant, you need to ignore it, and you should pay off all of your debt as fast as you can.

That being said, technically speaking there is a very rare type of “good” debt that is okay to have. I’ve used this good debt myself on occasion. I define good debt as debt that has *both* of the following criteria:

1. It is backed by an asset (like real estate, investments, a corporation, etc.) valued at least double the amount of the debt. So if you have a mortgage on a house that’s worth \$400,000, your debt on that mortgage is no more than \$200,000 at the very most. If your debt is more than 50%, it’s now *bad* debt because you’re horribly exposed to the next real estate crash or rescission, which is coming with 100% certainty.
2. The debt-backed asset cash flows real profit to you every month. Your home where you live doesn’t make you any monthly income, so that doesn’t count, making your home mortgage *bad* debt. If instead, you own a rental property where you profit \$500 a month from the rent after all of your expenses, then that mortgage is good debt... provided it’s less than 50% of the value of the property. This means that if you have a rental property that *costs* you money every month (negative profit) but you’re keeping it because “it will raise in value someday”, that is *bad* debt because it’s debt that’s sucking money from your life instead of adding to it.

As I said, the odds of any of your debt (or debt you’re possibly thinking about incurring soon) being good debt as defined above is very low, making this argument useless.

Pay off all of your debt.

## Live a Low-Tax Lifestyle

There is a dark reality in the Western world. As a Westerner, the biggest expense of your entire life, bigger than your home, bigger than your education or your car, bigger than your spouse or even your kids, will be **taxes**. Because of this, as a self-employed Alpha Male 2.0, you need to become an amateur tax expert.

Right after I left high school to go into the business world, I read about a few hundred books on business, sales, finance, customer service, marketing, and *taxes*. Why were taxes in there? I had no desire to become an accountant,

so why was I spending time learning about taxes? How boring! It was because I knew then what I just told you: taxes are the largest financial expense of your entire life. *You must learn how to legally pay the minimum amount of taxes required by law.*

For better or for worse, approximately 95% of tax deductions and loopholes are written for companies, not individuals. Just by owning a small business, you can take advantage of all kinds of tax benefits you can't as an employee. Add to that all the taxes you can save by internationalizing your lifestyle (which we'll talk about in Part Six of this book), and you can save a massive amount of money on taxes as compared to the typical person in the Prison.

Just like there are expensive areas in the world and inexpensive ones, there are high-taxed areas and extremely low-taxed areas. You need to live in a low-taxed area. If you don't currently live in one, you need to move to one as soon as you're able.

You don't necessarily need to leave your country to do this (though leaving your country is usually better). Years ago, I lived in Portland, Oregon where I paid all kinds of sky-high municipal, county, and state income taxes. I simply moved 20 minutes north, right across the river to Vancouver, Washington, where there was no county tax, no state income tax, and no municipal taxes. The only downside is that Washington had a sales tax and Oregon did not. No problem; whenever I bought stuff, I just drove 10 minutes across the Oregon border and bought it there and paid no sales tax.

My six-figure income instantly went up 13% by making this simple move, and that's not including the lower cost of living I enjoyed. It was a huge benefit for such a small change.

But it got even better. In 2021 I moved away from the Collapsing USA, which is one of the highest-taxed nations in the history of the world, to Dubai in the United Arab Emirates, a country that had zero income tax, zero payroll taxes, zero corporate tax, zero capital gains taxes, and zero property taxes. A few years later they added a 9% corporate tax on certain corporate income over \$103,000 per year, but that's still a pittance as compared to the USA's, Europe's, and Australia's 30% combined corporate tax in most states and provinces. My total tax burden dropped to 5% of my total income. Moreover, I now live in a city that is far superior to any Western city since in Dubai we have zero crime, zero trash, zero homelessness, zero wokeism, better infrastructure, better technology, happier people, and better schools.

If you don't like Dubai, which isn't for everyone, there are legal tax havens all over the planet you can take advantage of and I'm sure you'd like one or two of them. Long-term, you simply must live in a low-tax area if you want to facilitate a high-income, low-expense, free lifestyle.

### **Never Combine Finances With A Woman**

I already covered this in great detail back in Chapter 19, but it bears repeating. Never co-own any debts, assets, leases, or accounts with any woman, even if you live with her, love her, and/or she's the mother of your children. Never live with a woman in a romantic or sexual context unless she has signed an *enforceable* cohabitation agreement or prenuptial agreement, following all the protocols I laid out in Chapter 19. The only time you can move in with a woman without doing these things is if you live in a non-Western country that doesn't have or enforce any alimony, palimony, or communal property laws.

### **Never Co-Own A Business You Consider A Primary Income Source**

I already covered this in Chapter 26, but to be clear, any business you own that you consider a primary source of income should be 100% owned by you and no one else. Never go in with a 50/50 partner on a business like this. What you can do instead is to each set up your own corporation or LLC, then write up a contract regarding which company will do what type of work, then one company collects the money from the customers and pays the second company 50% (or whatever) of the revenue, gross profit, or net profit on an exclusive but non-binding contract. This way, if there is a disagreement down the road, you can simply replace your partner with a different vendor and your company continues without any problems.

It's acceptable to have equity partners in other companies that you consider side incomes or side-businesses, just not any company you consider "primary" in your life.

### **Always Have A Cash Emergency Fund**

As I already mentioned, save up or set aside an emergency fund of \$1,000-\$2,000 (or the non-American equivalent) to cover any emergencies if they come up, then put all of your extra income on your debt until you're debt-free.

Once you have no more debts (other than maybe a home mortgage if you have one) then divert the funds you were placing towards your debts toward your emergency fund, and save up 6-12 months of expenses. *Do not invest in*

*any investments until you have this cash fund of 6-12 months of expenses first.* Keep the emergency fund in either a bank savings account (my least favorite), real cash in a safe somewhere (better), in a solid, safe money market account (even better), or in a safe international non-Western bank (best, but only for advanced investors). Don't put this cash in anything else; no stocks, no cryptocurrency. Just cash in your local currency.

It doesn't matter how much money this saved cash makes in interest or that you're "losing money because of inflation." Some people may criticize you that having that much cash stored just as cash is stupid and that it should be in the stock market or cryptocurrency or something else so it earns more interest. Incorrect. This is not an *investment* (we'll talk about those in a minute). This is a *savings account*. It serves a completely different purpose.

Now, no matter what happens in your life, even if you lose all of your income, you'll have 6-12 months to figure it out. It creates massive peace of mind and does help in cases of emergencies. I've quoted stats on my blogs that more than 45% of Americans, including those who make over \$100,000 a year, couldn't come up with a \$1,000 cash in an emergency. Other Western countries are in similar situations. No wonder modern-day Westerners are so stressed out all the time!

My personal standard is that I always have at least eight months of liquid cash stored somewhere, no matter what else is going on in my life, good or bad. This not only makes me more confident and happy but there's been two or three scenarios in my past where this money *really* saved my ass.

### **Once You Have No Debts And A Good Emergency Fund, Invest**

Investing is a massive topic. There are a myriad of books, articles, and websites out there on how to invest your money. I'm not going to give you any specific investment advice here, nor am I qualified to give such advice. That being said, I have *never* lost any money in my investment portfolio in any calendar year *in my entire life*, and *I am the only man I have ever met over the age of 30 who can say this*. So I can give you a general overview in regards to investing under an Alpha 2.0 framework.

First, do not engage in any investments if you have any debt. Instead of investing, you need to be paying down that debt until it gets to zero. If you already have investments *and* some debt, you should immediately pull cash from those investments and pay off your debts with it right now. Yes, I'm serious. Think about it; would you go to a bank and borrow \$20,000 just to put that \$20,000 into an investment like the stock market? No? Well, that's

exactly what you're doing if you have investments while having debts at the same time. Yes, I realize you might pay a penalty for doing this, depending on the investment. Doesn't matter. Having debt does far more damage now and long term than any penalty you might pay.

Second, do not engage in any investments if you don't yet have 6-12 months of cash saved in an emergency fund.

Once you have zero debt (other than *maybe* a home mortgage if you have one) *and* your 6-12 months saved up, then, and only then, can you start investing in stocks, bonds, real estate, crypto, or whatever. Not before then!

The main thing about investing is that you must actually do it. I know too many men in their thirties, forties, fifties, and beyond who have no money invested or saved anywhere. This is ridiculous. You've worked for decades on end and have no money saved? Absurd! What happens if you get into an accident and can no longer physically perform your work? What if you have a health problem that does the same? You simply must save a percentage of your income throughout your working lifetime. There is no avoiding this.

You don't have to save a lot. You can start with a goal of investing 5% of your income, and slowly work your way up to 10%, eventually getting to 15% or more. If 5% seems like too much right now, then start with 1%. The point is to *start*. Don't be an idiot and put this off. Don't expect friends, family, or the government to be around later in life to help you financially because you didn't bother to invest. As I already described back in Chapter 7, governments are already technically bankrupt all over the Collapsing Western World, including and especially the Collapsing Trifecta of the US, Canada, and Europe. **They are not going to help you when you're old. You'll have to help yourself.**

The best advice I ever heard about investing, advice I took to heart, is to *never* lose money. Not "make a lot of money." Not "maximize returns." Not "invest in your 401K." Nope, your goal is simply to never lose money. When you re-orient your entire savings and investment plan around never losing money, it forces you to invest in things that are boring and conservative. Investments that are "sexy," like stocks, options, and crypto, are rarely investments where you'll never lose money. My late grandfather made several million dollars over several decades investing in... wait for it... municipal bonds. That's right, municipal bonds. Boring, right? Not fun like office buildings or Ethereum; just stupid old bonds. He never lost money. Because he was smart.

If you want to invest in risky, sexy investments, you can, but you need to ensure that's only a percentage of your total investments. I've made a lot

of money in Bitcoin and various other oddball things but they were only a percentage of my total portfolio, most of which is in safe, boring stuff.

My secondary goal is to try to get reliable, repeatable, annual returns that are at least 3% above real inflation rates. That way, I don't need to always be looking for that special investment that will get me a 25% or 300% return. 7-15% returns, depending on inflation rates that year, are just fine with me, as long as I never lose money.

I strongly suggest you do the same. There is nothing Alpha about venturing into old age with no money because you were too lazy to invest, or because you were too full of SP and invested in sexy investments and lost money, or because you got financially raped in a divorce because you were too lazy, needy, or beta to get a prenup when you knew you should have.

## When to Spend Money

Much of the advice in this chapter may make the Alpha 2.0 sound like a financial tightwad. That's partially true, in that the Alpha 2.0 is careful and methodical about avoiding SP which will cause him to waste or lose his money. This doesn't mean he doesn't enjoy his money or spend it on pleasurable things.

Here are some ways you should spend and enjoy your money:

- Nice clothes. If you love nice clothes, go for it and buy some. Nicer, higher-quality clothing makes you look better, feel better, and increase your confidence. The clothing will also last longer, causing you to buy less clothing and rendering a good investment.
- Travel. As we'll be discussing in later chapters, the Alpha 2.0 is a man of the world (if he wants to be). He goes wherever he wants, whenever he wants. If you want to fly across the world to new and exciting places, spend the money and do so. That doesn't mean you need to stay at \$500-a-night hotels whenever you travel (though you could), but you should have no guilt about spending \$1500-\$3000 every few months on a big international trip. Some of the greatest joys and richest experiences of my very full life were, and are, due to international travel.
- Quality items you use daily. You should always think cheap but the one big exception to this is when you're purchasing something you use every day. In that case, spend some money and get the highest quality you can afford. The mattress you sleep on every night shouldn't cost less than \$800. The chair you sit on every day in your home office

should be very good, so if you have to spend \$300 or \$600 or more on that, go for it. That's money well spent. The same goes for things like your laptop, phone, shoes, and razors. For daily-use items, spend the extra cash and get the best. Plus, again, doing this often ends up being less expensive in the long run because these things will last longer and have fewer problems.

- Rewards and events. A great way to stay motivated with your goals is to promise yourself a special event you will treat yourself to if/when you accomplish a big goal or even a mid-term goal. This can be anything from a classy dinner at a posh restaurant to a weekend retreat at the beach. As long as you don't do it all the time, and as long as you're attaching it to real-life goal achievement, occasionally treating yourself with your money can be a smart thing to do. It ensures the child part of your subconscious mind will keep you working hard so you can get more "prizes."
- Outsource drudgery. I never do yard work. I never edit my videos or podcasts. I never clean my home. I never washed my car when I owned one. I never buy my own groceries. I always ensure someone else does these things. Depending on when in my life it is or what the particular task is, either my MLTRs or OLTR are doing these things for me or I pay someone a small amount of money to do them. With today's technology and marketplace, you can cheaply outsource all grunt work from your life. There is no reason to not make use of low-cost providers to streamline your life unless you're extremely cash-strapped at the moment. It increases your happiness and gives you more time to focus on your Mission. Taking precious time away from your Mission or your key Seven Life Areas to mow your own lawn or scrub your own toilets is dreadful time management.
- Donate to charity. This is more my personal opinion than an Alpha Male 2.0 requirement, but I donate a percentage of my income to charity every month. One of my biggest financial goals in life is to increase this percentage. As a monarchist libertarian who strongly believes there should never be any government payments or welfare services to any individuals or companies for any reason, I believe it's important for me to walk my talk and support quality charities that I believe should be the ones helping the poor instead of bloated, corrupt, collapsing governments stealing people's money (and calling it "taxes") and then wasting most of it on stupid shit. But those are

my reasons. Speaking more generally, donating your time or money to responsible, charitable causes you believe in does wonders for your happiness, self-worth, and abundance mentality. If you're not donating either your time or your money (or both) to a charitable cause regularly, I believe you're missing out on one of the greatest and most fulfilling experiences of life.

- Cheap thrills. Regularly spending money on inexpensive but highly enjoyable activities is perfectly okay. Before 2017, going to the movies was one of my biggest hobbies. I went to the movies almost every week, 52 weeks a year. I enjoyed movies immensely so the eight or nine bucks it cost me every week was no big deal. (Of course, due to Western cultural collapse, Hollywood doesn't make good movies anymore and hasn't for many years, so I canceled this particular hobby several years ago, but the example is still a good one.) When the weather is nice, hiking and camping bring me huge amounts of personal pleasure. Once the equipment is purchased, the costs of doing this are often almost zero. I also really like sex obviously, and while I get that for free from my wife and some of my FBs, I also get some from sugar daddy game which costs me a little money, and that's fine based on my income, as I already described back in Chapter 23. There are probably several things you have access to in your life that make you happy but cost very little. In your local area, there are likely many enjoyable, low-cost activities like local concerts, stand-up comedy shows, kart racing, or even bungee jumping. Find them, and do them often!

## **Part Six**

**Your World**

## Chapter 30

### The Golden Lining

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*We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten.*

Bill Gates

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May, 2019.

“Here is a picture of my wife,” I said to her, showing her my phone. Her eyes went wide as she saw the picture of Pink Firefly and me from our last trip to Miami.

“Wow,” she said, “She’s really pretty! Does she like girls too?”

“Eh, not really,” I said, “Unfortunately.”

We both sat on the futon in my “office” which was where I saw my FBs on the side since I agreed to not have random women over at Pink Firefly’s and my shared home. The 24-year-old blonde sitting next to me I had only met one other time, our first meet at a pizza restaurant where neither of us ordered any food. Here she was now, hopefully ready to have sex on our second meet. She seemed relaxed and confident with good body language, so I figured my odds were good.

“I told you we have an open marriage, right?” I asked her, “That my wife knows what I’m doing?”

“Yeah, you mentioned it,” she said like it was no big deal, “My best friend has an open relationship with her boyfriend.”

“Really?”

“Yeah. She says she likes it because they don’t argue like most couples do. She doesn’t have sex with a lot of guys but her boyfriend always has sex with another girl.”

“Well,” I said, “That’s usually how it works. Women aren’t like men so they don’t need to do that stuff as much as men do.”

“Yeah, that’s exactly what my mom said when she dated her last boyfriend. They were open too.”

I blinked.

“They were?” I asked, somewhat surprised.

“Yeah. They dated for like four years and they both seemed happy with it. They only broke up because he had to move away for work and she couldn’t follow him because she has kids here.”

I shook my head, both in happiness and in surprise. I couldn’t believe it. This was now the third woman who had told me this kind of story in just the last few months. Back in 2007 when I started on the non-monogamy path, convincing women, any women, even young women, to do non-monogamy was a fucking nightmare. They would always give me the standard SP-based bullshit excuses like, “If you find the right guy, monogamy works great,” or “If you share the same values, then marriage can work,” or “That’s disrespectful! I would never do that. That’s not a real relationship. I should be enough!”

But these days, I didn’t need to convince any women at all. Most women I talked to about non-monogamy were perfectly fine with it, often thought it was a good idea, and many already had friends or family members who were already doing it.

It was a stark, 180-degree difference between 2019 and 2007. Such a huge cultural shift in just 12 years. I still couldn’t believe it. It made my entire woman life so much easier, more enjoyable, and far less work.

We did have sex, and she became a non-sugar baby FB for two years until she moved to Canada. She even had sex with me a few times while Pink Firefly watched us. My wife is into that. Yes, I have a rough life.

## The Golden Lining

In prior chapters, I’ve talked about some pretty bad news regarding the state of the world. Indeed, there are some really bad things happening out there, and it’s critical to be aware of them instead of being blinded or deluded by SP, OBW, or the 6SV. That way you can avoid all the problems people in the Prison experience regularly.

That being said, there’s some good news too. *Very* good news, and there’s a lot of it. There’s a silver lining to the dark cloud of Western collapse, economic decline, cultural decline, and rising socialism and authoritarianism. It’s better than a silver lining... it’s a *golden lining*.

Despite all the problems of the modern-day world, there remains one extremely positive fact:

**While Western society is on the decline and has become more strongly anti-male, because of technology, globalization, and more liberal cultural attitudes, an Alpha Male free of Societal Programming can more easily live a financially and sexually free lifestyle now than at any other time in human history.**

One of the strangest of modern-day paradoxes is that in one of the most anti-male periods of history, men can live the greatest, freest existence. This is something too many men forget. Yes, the West is collapsing before our very eyes, and it's horrible, and there's nothing we can do to stop it (as I explained in detail in Chapter 7). Yes, society is now feminine-focused and we live in a post-masculine world, at least in the West.

But guess what? You can simply choose to not participate. Remember, the Prison can only harm you if you choose to not break free of it. Men, or at least the few who choose to, can live more like true men now than at any other time in history if they have the willingness to shed their SP and OBW.

You might think men could be more Alpha Male in the Middle Ages where we could just slaughter our enemies with a sword, or during ancient Babylon where men could have huge harems of young wives. Untrue. The historical reality is that true Alpha status was a very rare thing in those ancient times, only achievable by the nobility or the very wealthy. If you were born a peasant, and 95% of people were, you could not be an Alpha 1.0 or 2.0 no matter how strong, smart, tough, or confident you were.

Many traditional men lament the loss of eras like the 1950s when, they say, "Men were men and women were women." I'm about to show you how difficult the 1950s were for men who wanted to have their own businesses and not be corporate slaves. Plus, how easily do you think it would have been in the 1950s for a man like me to date and have sex with multiple attractive women for years on end, including women 30 years younger than me, without ever having to marry any of them and never getting any of them pregnant? There was no effective birth control back then and if you had sex with a woman, you had to marry her, as just two examples.

Today, any man can choose Alpha 2.0 status if he wants it bad enough. Moreover, the quality of life experienced by even a low or middle-class modern-day Alpha 2.0 is orders of magnitude superior to even ultra-wealthy Alpha 1.0s of bygone eras.

No, today is the day. Though it may not look like it from a distance, our time is now!

Here are the three factors that make this true despite the current collapsing, anti-masculine orientation of the Prison.

### **Factor One: Technological Growth**

People have looked up to business leaders such as Lee Iacocca, Jack Welsh, Phil Knight, Steve Jobs, and Elon Musk. These men are impressive, no doubt. Yet the businessmen I tend to stand in awe of are those rags-to-riches guys who made it decades ago before computers, the internet, virtual assistants, or even calculators. Guys like J. Paul Getty and Andrew Carnegie. Those guys utterly astound me.

I think of my grandfather who started a small insurance company all by himself in the early 1950s.

First, just a few years before that, he fought in World War II where he was drafted into the Navy and forced to murder Japanese soldiers while also narrowly avoiding getting killed himself on several occasions. He went through all of this horror when he was just 18 and 19 years old. I'm pretty sure you didn't have to do anything like that when you were 18. Or ever.

Then he started his own business. Could he run some ads on Facebook to get customers? Could he start a YouTube channel? Nope. There was no web marketing, no SEO, no pay-per-click, no social media, no eBay, no Amazon FBA, and no mobile phones. Television was around, but it was brand new and there was usually no way to advertise locally. Instead, he marketed the only way he could, by picking up the phone and calling hundreds upon hundreds of people and physically going places and knocking on hundreds of doors.

He had no computers or calculators, so had to do all of his financials *by hand* with a pencil and a piece of paper. Not only did he have no email, but he also had no fax machines and no Federal Express, so whenever he wanted to send a piece of communication to someone, he had to wait an entire week for a response. Imagine that! Waiting a week to send a one-page document to someone!

There were no temp agencies back then and no outsourcing websites where he could hire cheap labor from Bangladesh. So if he needed any help whatsoever, he had to somehow come up with and risk the money to hire full-time W2 employees.

As a business owner myself, I simply can't imagine what a nightmare starting a small business would have been in the 1950s or earlier.

Today, because of the inexpensive, Star Trek-like technology at our fingertips, starting a business that makes money fast is extremely, almost ridiculously simple. Chris Guillebeau of *The \$100 Startup* fame has profiled thousands of people who started a small business for just a few hundred bucks and who quickly got to the \$50,000 per year income bracket or more. Tim Ferriss has profiled many other people making very large incomes on very low hours worked per week. People in our 90 Day Business Builder program (90daybizbuilder.com) often make thousands of dollars in pure profit within just *a few weeks* of starting from zero.

Before the internet age, this kind of thing was impossible. The time, effort, and infrastructure required to start even a small business was gargantuan, even back in the 1980s when I was in high school. Breaking free of the 9-5 corporate grind and starting even a very small business was far beyond the logistical abilities of the vast majority of the population. Even if you could get one started, you had to bust your ass, for years if not decades, before you started to see any extra money in your pocket.

My dad started his own business in the late 1970s and worked very hard at it, even though he hated it, for well over a *decade* before he started seeing any real money for himself and my mom. That's how things were "back in the day."

Today, it's simple. Throw up a free or almost-free website, set up a free PayPal account, and start talking to people in your niche using email, forums, social media, video, blogs, and so on, all of which are free or close to it, and you're on your way.

These are just the business applications. Contrary to popular belief, your woman life is also easier today. As I talked about in Chapter 22, a lot of younger men are under the mistaken impression that dating or getting laid today is almost impossible unless you're a "Chad" Alpha Male 1.0 on social media and that it was so much easier to get laid before things like Instagram and Tinder ruined it for all the beta males.

Uh, no. Take it from someone who lived many decades before the internet was even a thing, much less social media or online dating. As recent as the 1990s, if a man, even an Alpha Male wanted to go find a woman to have sex with, he had to take a shower, get dressed appropriately, throw on some cologne, drive down to a loud, crowded bar, navigate through the massive amount of other aggressive, high-testosterone, cock-blocking men who were directly competing with him, and then spend hours upon hours hitting on girls, hoping to get *one* date, and do this over and over again. Does that sound like fun to you?

If he didn't know any game techniques, he had nowhere to go to learn them. He was completely on his own. There was no internet and no books at the bookstore for men on how to get laid. Trust me, I know, because I looked for them back then! The best he could hope for, if he was very, very lucky, was to know a "natural" (i.e. a guy who was naturally good at getting girls) and ask him for advice, hoping he'd be nice enough to share any.

And dating multiple women all at the same time? Ha! Forget about it. Unless you were a super-famous celebrity or rock star, women didn't do that back then. Even in the sex-soaked 1970s, even attractive super-players had to promise monogamy if they wanted to keep having sex with the same girl over and over again. Sure, some guys cheated, but that's a nightmare as I've already described earlier in this book. No one lived the harem lifestyle that I and thousands of other men in the Alpha Male 2.0 community easily live now.

Today, because of technology, I can, quite literally, press a few buttons on my phone while sitting at home in my underwear, and I'm having sex with new women, often within just a few hours of actual work or less, for zero to 27 dollars at the most (unless I'm doing sugar daddy game). And I can date as many women as I want all at the same time without ever having to hide it.

Holy shit, today is so much better!

## **Factor Two: Globalization**

When my grandfather needed help with anything in his financial life that cost money, he had only one option: hire an employee. Then do all the paperwork, suffer through all the management overhead, set that employee up with an office and a desk and office supplies, listen to that employee bitch and complain, and stress out every two weeks to meet payroll.

Today, the Alpha Male 2.0 doesn't need to worry about any of that. If I need any help, all I need to do is go to any number of outsourcing or subcontractor websites, describe what I need to be done in a few sentences, click a button, and people from all over the planet bid as low as possible to do my work for me. I simply pick the lowest bidder who has the highest satisfaction rating, wait a day or two, and then pay the guy in amounts as low as \$20 for a high-quality, professional job. No management, no paperwork, no taxes, no office supplies, no office furniture or offices, no Human Resources department, no government agencies, and no lawsuits.

Geoarbitrage, the art of taking advantage of different price points for different products and services across national borders, has allowed those

in the Western world to get a huge amount of fast, high-quality service for literally pennies on the dollar from non-Western emerging market countries.

Just two weeks before I typed these words in the first edition of this book, one of my business clients required a high-tech database programming job done at one of their offices. They asked their usual local provider how much it would cost and how long it would take. The provider came back with a quote for \$2500 and a time frame of three weeks.

"Hold off on that," I told the president one Friday morning, "Let me see if I can do better."

He agreed to let me try. That evening I posted their job on an outsourcing website and put in a maximum budget of \$500. By Saturday morning my request was full of bids. By the afternoon I selected a database programmer in Pakistan who said he could do it for \$100. I immediately paid \$100 into an escrow account (only be released to him when I was satisfied with his work) and told him to proceed.

24 hours later, on Sunday afternoon, he was done. On Monday morning I called some of the employees of the client company and had them test everything to make sure it worked. They did, and everything worked fine. I released escrow and paid the programmer.

What a typical Western company said would cost \$2500 and take three weeks, some dude in Pakistan did in fewer than 24 hours for \$100, with the equivalent level of quality. Even better, later that Monday I told the president of my client company the project was already done and that I was sending him a bill for \$500. He was happy as can be since over the weekend a project was completed he was thinking would take three weeks, and he only needed to pay \$500 instead of \$2500. I was happy because I made \$400 (\$500 minus the \$100 I paid the programmer) for about one hour of work. The programmer in Pakistan was happy to get \$100 in US dollars, which is a lot of money where he lives, and for the fact I gave him a perfect five-star review on the site, something that will help him get future work. It was a win-win-win situation.

This kind of story happens in my businesses all the time. The business Alpha of the Western world has incredible money-making and time-saving leverage that men of the past could only dream of.

I've also talked about the fact that I only pay 5% in total taxes on my income, instead of the typical American who pays 51-70% in total taxes via taxes he sees (like income tax and payroll taxes) and taxes he doesn't see (like when he buys gas at the gas station – gas tax, or when he pays his rent – property taxes). I do this by taking advantage of international laws and logistics that were not available or feasible to men 50 years ago.

How does globalization relate to your woman life? As you may be aware, for about 15 years now there's been an entire subculture of men on the internet who travel abroad to have sex with attractive women far more easily in non-Western countries than in their current left-wing collapsing Western nations. I've never traveled to another country just to have sex with women since I already have harems set up in all of my flag countries. However, I have taken advantage of geoarbitrage when doing sugar daddy game in poorer, non-Western countries. A super-hot 23-year-old girl in a Western country might set you back \$400, but the equivalent hot young girl in a less economically developed country might only cost you \$80 and she'll be ecstatic to get it. Moreover, the odds are pretty good that she'll be nicer, less stressed, and/or more sexual than the Western girl. If you wanted to settle down with a girl like that, her expectations of gifts and lifestyle are likely going to be far less than a Western woman.

To be clear, I'm not a Western woman-hater and I don't mean to demean Western women; I love Western women, always will, have dated and had sex with dozens of Western women, have many Western women as FBs right now, and I'm even married to one. I'm just saying that Western women, just like Western men, live in a high-stress, unhappy, collapsing, hard-left-wing, post-masculine culture, and are thus likely going to reflect those values at least somewhat. Whereas many (though not all) non-Western women usually don't live in places like that and are likely to not reflect those values.

### **Factor Three: Increasing Liberal Attitudes**

When I went to high school in the late eighties, which was not that long ago, my school had about 1500 students. A grand total of three girls got pregnant during my four years of high school. If you do the math on that, that means that one teenage girl out of 438 got pregnant (2625 students total over four years, divided by half to get the number of girls, divided again by 3 to get 438). In all three cases, these three girls were suddenly pulled out of school and whisked away to... somewhere. I don't know where, because we never saw any of these girls again.

Why did so few girls get pregnant? Why did they vanish from school when they did? Because back then, the culture did not approve of single mothers, especially teenage single mothers. Having a baby when you were a teenage girl back in 1987 was considered horrifically terrible and embarrassing by all involved.

Fast forward just 25 years later. I was on a first date with a 19-year-old girl who had just graduated high school. We were talking about teenage girls having kids. She didn't have any kids, but she remarked that out of her core group of seven girlfriends she went to high school with, five of them already had babies or were pregnant. All of them were 19 years old or younger. One out of 438 to five out of seven.

I was shocked. This woman was from a typical, suburban, mostly white high school, and five of her seven friends already had babies. Many high schools today, including upper-class suburban ones, have attached daycare centers to watch the babies of teenage students. Today, according to society, having a baby when you're a teenage girl is a perfectly acceptable thing. By the late 2000s, the statistic was that 34% of American teenage girls would have at least one pregnancy by age 20. (Today I believe this stat has gone down a little because many young people in the Gen Z/Zoomer generation have decided that they don't like having sex and would rather stay home alone and play on their phones all day, but that's another aspect of Western collapse we can discuss at another time.) Many 18 and 19-year-olds I have dated in the past as FBs or MLTRs had kids, and in all their cases, their moms happily took care of their babies for them while the girls went out and did teenage stuff like hanging out with friends, having sex, and smoking weed. A little different from the 1980s when these same mothers were horrified at their teenage daughters having babies, ripped them out of high school, forced them to stay home, and made them do all the work of raising the babies themselves.

What a change! In just two decades, American culture has done a complete 180 on the concept of teenage girls having babies. Just a short time ago, single motherhood was the mark of a tramp, loser, or a slut. Today, single mothers are applauded on TV, in movies, politics, and yes, in schools. Single mothers are now considered to be "strong, independent" women who are "taking charge" of their lives.

Every year collapsing Western culture becomes more socially liberal, even when conservative political parties or leaders are (temporarily) voted into high office. This means culture regularly accepts things that just a few years earlier would have been shocking, disgusting, and vehemently opposed. Many of these trends are indeed negative and destructive to society, like single motherhood and increasing breakups and divorces. However, other liberal trends are fantastic and benefit us Alpha Male 2.0s, like sex on first or second dates and tolerance of non-monogamous relationships.

Here are a few examples of things, both good and bad, that Western culture now tolerates or embraces that it didn't before:

- Teen motherhood
- Single motherhood
- Interracial dating
- Older men dating much younger women
- Older women dating much younger men (“cougars”)
- Non-monogamous relationships
- Open marriages
- Nudity on television
- Nudity on social media
- Non-married live-in couples
- Common law marriages
- Cheating
- One-night stands
- Non-lesbian women having sex with other women
- Online dating
- Casual sex
- Porn, including porn addiction
- Porn-like content services (like OnlyFans)
- Prostitution (legal or otherwise)
- Sugar daddies/sugar daddy game
- Friends with benefits
- Sex on the first or second date
- Men who never date women or never have sex (examples: “incels” “MGTOW” “black pill”)
- Divorce
- Having multiple marriages over a lifetime
- Women having children from multiple men (and men having kids from multiple women)
- Transgender/non-binary people
- Transgender women playing in women’s sports (and vice versa)
- Teenagers (and even children) surgically changing their genders
- Socialism, Maoism, Marxism, and communism being considered good things
- Actors, comedians, and television personalities becoming heads of state

- Strong, powerful female characters regularly outshining masculine leading characters, even in their own movies or TV shows
- And so on

Every year Western society becomes more tolerant and accepting of these things than it was the year before. Most of these things used to disgust and enrage people just a few years ago, and now many of these things are an accepted norm. Some are even celebrated. The ones that aren't completely yet accepted soon will be. And there will be more crazy things society will add to the list as time goes on. Just watch.

Social conservatives will fight in vain to stem the tide of these things, but they will continue to fail no matter how hard they try. Conservative commentator Joseph Farah once noted that conservatism simply can't win in the long term no matter what happens, since it's a system based on failure. In any given year, even if right-wingers work extremely hard, score some major victories, and hold back 80% of the left-wing agenda, that's a great year for right-wingers, yet the left still won. Left-wingers still got 20% of their agenda accomplished, while the conservatives got 0%. This is why despite elections to the head of state and years-long rule of many right-wing heroes like Trump in the USA, Johnson in the UK, Bolsonaro in Brazil, Morrison in Australia, and Milei in Argentina, all these societies still became more left-wing at the cultural level during these men's time in office.

The progression towards social liberalism is inevitable whether you like it or not.

Many of these left-wing changes in the culture are indeed terrible news *for society*. They are pushing down the accelerator to Western collapse and will cause a lot of pain and suffering for millions of people, both now and in the long term. There's no question about that if you're looking at the situation objectively and rationally regardless of your personal political views. (To repeat, I'm a true-blue monarchist libertarian so I disagree with the woke left *and* the modern-day American right on almost every political issue.)

So yeah, society is screwed, but here's the good news. *You are not society*. You are an individual with 100% control over your life. You are an Alpha Male 2.0 or can be one if you choose. While some of these changes might be terrible news for society, many are absolutely fantastic news for the Alpha 2.0.

These days I can openly date multiple women while having all of them know I'm doing that, and they continue to date me anyway for many years. I can talk to women openly about things like never getting legally married or

using prenuptial agreements, and most women, even those over the age 33, nod their heads in agreement instead of getting offended and angry as they would have just 20 years ago. As a man in my fifties, I can date and/or have sex with women as young as 18 to 23 just as easily as I can date women my age and virtually no one gives a shit. I can openly tell people that my wife gets turned on by watching me have sex with other women in front of her, and everyone, from hardcore feminists to right-wing Trump worshippers thinks it's cool. I can openly practice and talk about the concept of FBs (friends with benefits, only having sex but not dating) and everyone thinks it's just fine, and many women have no problem being one, even if it's not sugar daddy game and they're not getting any money. When I tell men or women that I'm divorced, it's not a red flag at all and they don't care (because most of them who are over the age of 35 are divorced too!). If I tell women I'm meeting for dating purposes that I'm married, as long as they're under the age of about 33 the vast majority don't care at all and have sex with me anyway. Some of these girls actually *like* that I'm married and often are more turned on by me *because* I have a hot wife.

If I had been a man in the 1950s, 1980s, and even 1990s, damn near all of these things I'm describing would have been impossible no matter how "Alpha" I was.

Moreover, this stuff gets easier every year. Here are just a few comparisons between today and when I started my Alpha Male 2.0 life in 2007.

- In 2007, I had to work extremely hard to get women to date me for more than about six weeks in a non-monogamous relationship where they knew I was having sex with other women. Today, it's easy, and the vast majority of my relationships last many years.
- In 2007, it was damn near impossible to get women to admit that long-term monogamy didn't work and that men would just end up cheating on them or boring them to death. Pro-monogamy SP was everywhere. Today, often women will bring up that monogamy doesn't work before I do, and I rarely have to "convince" any woman that monogamy doesn't work long-term. They just agree.
- In 2007, it was tremendously difficult to get women as young as 18 to 23 to date me even though I was only in my mid to late thirties. Much younger women with much older men was not a thing back then, at least not in the Western world. I was able to pull it off, but I had to go on a massive number of first dates with lots of women this age to just

get one to agree to do it. As time went on, this got easier even though I got older. By the time I was well into my forties, dating women that young was easy, and this was before sugar daddy game. Today it's even easier, with or without sugar daddy game.

So not only is an amazing Alpha Male 2.0 lifestyle easier to do today than ever before, but for every year that goes by it gets even *easier*. As Western society continues to crumble and as the left and the right uselessly scream at each other as they both go down with the ship, you'll be sitting in your amazing, happy, free life, taking advantage of the collapse (which I agree is sad) instead of getting angry about it every day like some outcome dependent beta male or Alpha 1.0 screaming from his bars in the Prison.

The choice is yours.

## Chapter 31

### Internationalizing Your Life

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*No man has found himself in a position similar to mine. The dominions of kings are limited either by mountains or rivers, or a change of manners, or an alteration of language. My kingdom is bounded only by the world, for I am not an Italian, or a Frenchman, or a Hindu, or an American, or a Spaniard—I am a cosmopolite. No country can say it saw my birth. God alone knows what country will see me die. I adopt all customs, speak all languages. You may, therefore, comprehend, that being of no country, asking no protection from any government, acknowledging no man as my brother, not one of the scruples that arrest the powerful, or the obstacles which paralyze the weak, paralyzes or arrests me.*

The Count of Monte Cristo

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April, 2006.

After many years of fantasizing about it, reading about it, dreaming about it, and learning about it, I was finally there.

I leaned out of the Star Ferry, an old but sturdy green boat, as the sun bore down upon me and the sea air whistled through my hair. I could not keep the big dumb smile off my face and the excitement from my eyes as I looked up from the harbor to see some of the tallest skyscrapers in the world tower over me. More sleek, high-tech, and modern than anything New York, Chicago, or London had to offer.

It was Hong Kong, the freest country in the world, a historic success story about what free men can do. A barren rock with no resources of any kind just a few decades earlier, it was now the number one economy on the planet, with a business climate that rivaled New York, technology that rivaled Japan, and good food that rivaled anywhere.

This was my Mecca, and this was my pilgrimage, my first visit to the greatest city on Earth. Sailing across the harbor on that perfect sunny day, looking up at the majesty of what man can accomplish, it was Star Wars, Blade Runner, The Fountainhead, my birthday, Christmas morning, and going to church all at once. So many years of wanting to be in a place like this, growing up in a small suburb of a quaint and unimportant city. This place was one of the few fulcrums of the world of man, and here I finally was, quite literally a dream come true.

I clung to the side of the ship, leaning far out over the water, surveying the shorelines of both sides of the Kowloon peninsula and Hong Kong island, drinking it all in, I did my best to imprint the experience into my memory forever. I didn't want the moment to end. I wanted to feel like this forever. For the first time in my life, I was in a place that felt 100% right, 100% compatible with the universe around me. It was at that moment, thousands of miles from my homeland, that I decided to live my life congruent to the man I was, no matter what price I had to pay. It was at that moment I knew my life would never be the same.

That event was a turning point in my life that began a lifelong journey across the entire planet, to numerous countries and over 100 cities. And my journeys continue to this very day.

### **The Entire Planet Earth Belongs to You**

Likely, the only reason you live in the country you currently live in is because you happened to have been born there or because your parents moved you there when you were young. In either case, *you don't live in the country of your choice, you live in a country that random fate has selected FOR you.*

Is the country that random fate picked for you the best country *for you?* Maybe, but maybe not. Maybe you'd be happier in a different country or at least a different region. Or, maybe you'd be happier staying in your current country but spending several months a year in a second or third country that you enjoy.

It is impossible to live a full life and to acquire all the necessary ingredients for such a life, by relying on just the city or country random fate selected for you to live in. Over the horizon, in lands far from yours, in cultures much different or perhaps quite similar to yours, lies fulfillment, excitement, richness, perspective, wealth, spirituality, love, sex, lower cost of living, lower taxes, happier people, politics that more accurately align to

your values, and a better place to raise your current or future children if that's something you want.

Maybe you live in one of the Collapsing Trifecta nations (USA, Canada, and Europe). Everything I talked about in Chapter 7 about Western collapse you see every day with your own eyes. You see it getting worse every year. You know, or feel in your heart, that the West's days are numbered... because they are.

Maybe you live in a stagnating Western country like Australia, New Zealand, or Israel. You feel the worsening economies, the higher taxes, the more authoritarian government, and a slowly growing American-like anger with the people you know... or even in yourself.

Maybe you live in a poor country. Every day you see decay, garbage, and your family living in squalor. You know there is a better life for you.

Maybe you live in a good country with a strong, growing economy and/or a culture you like, but you want to diversify your international options to make more money, protect your money, or live a more exciting life.

Maybe you don't dislike your country at all and are very happy to stay there forever, but there's *one big thing* that bothers you about your country. Whatever that one big problem with your country is, whether it is its taxes, politics, women, weather, currency, or anything else, you know there's a way to solve that problem if you could just spend a little more time outside of your country to other nations that don't have that particular problem.

Once you are 100% location-independent, something interesting to your mindset. It makes you realize that up until now, 100% of your universe is the country where you live. It suddenly broadens your vision to the entire planet Earth as a place to live and exist rather than just the single country where fate randomly placed you without your input. You realize that you can now take advantage of the 196 countries in the world instead of the one you happen to live in now. Whereas before you lived in a mini-prison of your country, location independence frees you.

First, you need to understand why your current country sucks, and then you need to know how other countries outside of your current nation can help you live a more free, happy, and safe life.

## Your Country Sucks

That's right. Your country, the one you were born in and/or now live in, sucks. I don't care which country it is. It sucks.

Did I just upset you? Good. I've just demonstrated some extraordinarily powerful cultural SP buried deep within your mind.

All your life you have been told that your country is the best. You've been told your country is the:

- Nicest
- Fairest
- Strongest
- Most peaceful
- Most honorable
- Most moral
- Most hardworking
- Most caring
- Most progressive
- Or most something

As a result, you have very powerful, and very false, SP in your mind telling you that your country is somehow special and that all other countries are inferior, at least in some ways.

It's bullshit. I don't care which country you were born in or live in, I can point out several major, serious problems with it. There are 196 countries in the world, and every single one of them has huge, and I mean huge, problems, downsides, and disadvantages to living there 12 months a year. A long time ago, there were some "good" countries left in the world. Many years ago, the USA, Hong Kong, Australia, Switzerland, Argentina, and a few other countries were good. No longer. All of these countries suck now, and there are no good countries left in the world.

For you to think that your country is somehow special, different, or better than all the other countries in the world is not only false and juvenile, but it also keeps you from great happiness by gaining the advantages that you can only get from other countries that do certain things better than your country.

If every country in the world sucks, and they do, then why bother to look at any other country besides the one fate randomly stuck you in? *Because, while all countries suck, some countries suck less than others.* If you put a gun to my head and forced me to choose, I would rather live in, for example, Japan than, for example, Somalia. But Japan still sucks. It just sucks less than Somalia.

Once you get your location-independent income from your Alpha 2.0 business, your next job is to assemble a small number of countries, say 2 – 4 (or more if you want) to utilize as "flags." All of these countries will suck on

their own, but as a portfolio of flags, they will make your financial life, woman life, social life, recreational life, and even perhaps your other SLA awesome beyond belief.

This does not mean you need to *live* in 2 – 4 countries. You can live in one country most of the year just like any other normal person. Or, you may choose to live in two countries (as I do) or even three or more. The other flags you have you don't live in but instead use for various other purposes. This system is completely customizable to what you want. Here's how.

## **The Four International Levels**

There are four levels to living an internationalized life, and you can choose the level that most accurately reflects your goals, desires, age, and current lifestyle. The levels start at Level 1 and the higher the levels go the more advantages you get but the more complicated and costly they become. I live at Level 4 but most Alpha 2.0s will only want Level 1 or 2. While I personally recommend at least Level 2, there is no right or wrong level to use; it's all up to you.

### **Level 1 – Offshoring**

This is when you set up a bank account, corporation, and/or an investment or two in a country outside of your own. That's all you do. You don't set up anything else. You don't move to or even travel to any other country (other than for temporary vacations) and just stay where you currently live 12 months a year. It's by far the easiest of the four levels but the advantages are greatly reduced.

Offshoring some of your banking, your business, and/or certain investments offer these benefits:

- Asset protection
- Increased financial privacy
- Safety from your current government
- Easier access to do business or invest in foreign currencies
- *Maybe* some *minor* tax benefits

### **Level 2 – International Backup Plan**

Level 2 is when you set up a fully developed international backup plan in a country far away from your current one. This way, if any problem ever occurs in your current country, like a depression, economic collapse, coup d'état,

pandemic, government crackdown, war, or natural disaster, while everyone else in your country is screwed, you just leave and go to your backup country and your life continues without any problems. In the collapsing world in which we live, the odds of any of these problems, especially in Western countries, are extremely likely throughout your lifetime.

To me, in this era, it is absolutely insane to not have an international backup plan. People who don't have one (which is 99% of everyone in the Prison) are just sitting around waiting for a catastrophe that is almost guaranteed to happen at some point in the next few years or decades. These days, not having an international backup plan is like never having any medical insurance or never wearing a seatbelt when you're in a car.

You can also use your backup plan as a multi-stage plan. You can set up your backup plan in a country you want to move to someday, but not quite yet. You get everything set up there so you can later decide to easily move there at your convenience. It also acts as your insurance policy in the meantime.

An international backup plan involves these steps:

1. You find a second country, ideally far from your own, that you like. It needs to be a country that offers residency without having to move there or invest a lot of money. (Examples: Mexico, Armenia, UAE, and Paraguay.)
2. You get legal residency in that country. This way if there is ever a problem (like another pandemic), they are required by law to let you in even if they turn away all other visitors and tourists. With your new residency ID card, you can now do things like rent an apartment, purchase real estate, start businesses, and open bank accounts there. You can also stay there for as long as you want and never need to worry about leaving because of an expiring visa.
3. You set up a bank account in that country with a debit card and deposit some cash in that bank in their local currency. Now you can operate economically in that country without any problems.
4. You pick your favorite city in that country and spend a little time there, learning the lay of the land, such as the good areas, the bad areas, where to get things like groceries, where the good restaurants are, where the best dating opportunities are, and so on.
5. Optionally, only if you want to and can easily afford it, you rent a year-round apartment or house there so you have somewhere to go and/or store your stuff when you're not there. If you don't want to rent a place,

you can instead rent a storage unit there so you can leave things there whenever you visit, and make some contacts with real estate agents so you can get an apartment or house fast if you need to.

6. Optionally, you can date some women there and set up some long-distance FBs whom you see every time you go there.

Now, if there's ever a problem in your current country, you can be in your backup country within 72 hours, they have to let you in, you'll have money there, and you'll know exactly where to go and where to stay.

Having an international backup plan gives you these benefits:

- All the benefits in Level 1
- An insurance policy against anything bad ever happening in your current country
- A base of operations outside of your current country where you can easily visit whenever you want
- Massive peace of mind
- Usually have the opportunity to get a second passport there

### **Level 3 – Multi-Home**

Level 3 is just Level 2 with one additional big step. Instead of using your country as a backup plan, you actually live in your second country several months a year. You have two homes (or three or more if you want to get really crazy), one in your current country and one in your second country. Some people rent out their homes when they're not there and some people don't; that's purely up to you. You can even have a permanent year-round home in one country and just stay in an AirBnb or equivalent in your second country for several months at a time, using your year-round storage unit to leave things in that country when you leave.

The key to Level 3 is that you don't spend more than 181 days per year in any one country. This way, you don't get taxed by either country, since most countries will only tax you if you stay there more than six months a year (though there are certainly some exceptions to this, like the USA and Australia). So if you have two homes, you spend six months in your first country, take a week's vacation in another country, and then spend another six months in your second country. No country has you for more than 181 days a year, making you a tax resident of nowhere.

By doing this you will *dramatically* lower your taxes, in some cases down to zero percent(!). Even if you hold a passport in particularly horribly taxed countries like the USA, you can drop your taxes down to a fraction of what they currently are with some proper planning. These tax savings often more than pay for the cost of your travel and can even cover the cost of your second home.

Another huge benefit of Level 3 is that you can have amazing weather all year round. Stay in your first country when the weather there is good. When the weather starts to get crappy (too cold or too hot) you go to your second home that has the opposite climate, so the weather there is great while the weather in your first country is bad, then go back to your first country when it switches again. I do this myself; most years I'm in Dubai from October to about May when the weather there is sunny, cool, and amazing. Dubai's summer, which is June through September, is extremely hot, so that's when I go to Paraguay, which is experiencing its "winter" during those same months. It's barely a "winter" there because it's usually around 75 degrees Fahrenheit, sunny, and beautiful. Then I go back to Dubai in October. Result: Unlike most of humanity, I have amazing, near-perfect weather year-round.

Having a multi-home setup offers you these benefits:

- All the benefits in Levels 1 and 2.
- Significant tax savings
- Perfect weather year-round

## **Level 4 – Five Flags**

The highest level of international lifestyle is Five Flags. It's the one that has the most benefits, gives you the most freedom, and provides you the most protection against taxes, recessions, governments, and Western collapse. However, it's also the most complicated and expensive, meaning it's only for those Alpha Male 2.0s who are hardcore serious about their freedom and make at least \$200,000 a year. I've been living Five Flags for several years now and I love it beyond words.

Five Flags is so important that I've devoted the entire next chapter to it where I describe it in detail.

## **Objections**

Here are the most common objections I get when talking about internationalizing your life, along with their answers.

*Traveling to other countries is too expensive.*

First, a lot of people vastly overestimate the cost of traveling internationally. The most expensive part of international travel is the plane ticket since you can get lodging for very cheap with a little planning just about anywhere. However, if you hunt hard enough, you can find a plane ticket that will take you damn near anywhere in the world for less than \$1200, sometimes as low as \$500. If you travel regularly and use the correct credit cards (paying off the balances every month so they don't become debt), very quickly you'll be racking up so many frequent flyer miles that most of your travel will be free.

Second, you're likely to save a massive amount of money on taxes; this will often more than pay for all of your travel expenses.

Third, remember that your goal should be to make at least \$85,000 per year in income while keeping your debt, taxes, and monthly expenses low. If you're doing this, covering the costs of traveling internationally will be no problem at all, especially when combined with the above two items.

*Offshoring your business and stuff like that is only for rich people. People with normal incomes don't get any benefits from doing this, and probably can't afford to do it anyway.*

Incorrect. While I agree that people with lower to middle-class incomes won't benefit much from full-on Five Flags that I will describe in the next chapter, self-employed people or contractors with incomes as low as \$40,000 a year will indeed benefit from Level 1 or Level 2 and sometimes even Level 3.

You can get full, legal, permanent residency in countries like Mexico or Paraguay for less than \$5K-\$6K. A few other countries cost just a little more. That is doable by anyone with a middle-class income.

*This is pussy shit! I'm not going to cut and run like some coward! I'm going to stay and fight for my country! That's what a real man does!*

If you really believe this, you need to stop right now and go back and re-read Chapter 7, and do so very slowly. Countries in the Collapsing Trifecta, especially the USA, can not be saved at this point no matter who you elect, what movements you start, or how loudly you or people like you scream on social media. It's mathematically impossible.

"Staying and fighting" for a country you already lost and that can't be saved is foolishly irrational at best and idiotic at worst. I know your emotions

are raging about this, but that's OBW, and I've already talked about, OBW-based feelings are not objectively and factually accurate to the real world.

If you want to stay on a sinking ship and drown with everyone else just because you loved what the ship used to be 30 years ago, then go right ahead, but you're clearly insane. I'd rather you live and be happy, but that's me.

I've compared modern-day "stay and fight" right-wingers to the old Japanese soldiers they found on small islands in the South Pacific in the 1960s. These guys thought World War II was still being fought and that they still had a chance of winning, when in fact the war had ended over 20 years ago and they lost.

As I talked about back in Chapter 9, shedding OBW and SP and looking at the world as it really is instead of as you want it to be can be a painful process, but you must do it if you want to be long-term happy.

*You can only get legal residency in a country if you live there for a few years.*

Incorrect. In countries like the UAE, Armenia, Paraguay, Mexico, and several others, you can get full legal residency without ever having to live there and even without having to go there very often.

It's true that in most countries in the world, you have to live there to get legal residency. Simple, don't choose those ones.

*I like my country and I don't want to move away.*

Fine, don't. Choose Level 1 or Level 2 and stay in your current country.

While I have my personal opinions, no one is saying you have to leave your current country.

*Americans have to pay taxes even if they move out of the country so there's no point in doing any of this for them.*

Incorrect. While the Collapsing USA is the only nation in the world (besides Eritrea which no one cares about) that forces you at gunpoint to pay taxes to its government even if you leave the USA and never go back (shit, and people still think the USA is a "free" country), the first \$126,000 you earn per year is 100% tax except if you do it correctly. That means if you make less than that, you're going to pay zero taxes to the USA. If you make more than that, you can still deduct that amount from your taxable income. Plus, this \$126,000 figure increases every year. Plus there are other things you can do to legally save money on taxes beyond that if you're international.

*I would love to do this but I have no idea where to start or what countries I would like.*

Go to Calebjones.com. We have courses there on how to pick the best country for you, as well as services to get you residency in your favorite country. I have articles and videos that can also help you.

*I would love to do this but I have small children.*

Then home-school them and bring them along with you. Many families have done this. Also, many countries outside of the Collapsing West have better schools than the USA\Canada\Europe does.

If you can't do this because have small kids and are not still with their mother, then yes, that's a valid excuse for not leaving your country completely, but you can still do Level 1 or 2 and then move out of your country when your kids grow up.

This is what I did. I waited until my kids were grown and out of the house before I completely left the USA, but I still was internationalized well before then.

*What about my family??? If my country collapses while I'm safe far away and they're still there, then they'll be in trouble! I can't abandon them!!! That's mean!!!*

Take them with you. I know people who have brought their parents or siblings along with them. It works out fine.

If they don't want to go, then that's their decision. They're adults and can make their own choices. If you show them that their country is in trouble long term and they ignore that and choose to stay, then that's on them. Saying it's "mean" to leave them doesn't make any sense. What's the alternative? Go down with the ship with them?

You're in a burning house. Your elderly dad is sitting on his chair in the living room.

You say, "Dad, let's go! The house is burning down!"

Your dad replies, "Fuck you! This is my home! I'm not going anywhere!"  
"But Dad," you scream, "You're going to die! The house is burning down!"  
"No I won't!" he yells back. He refuses to leave.

So what are you going to do?

Are you going to knock him out and physically force him to get on the plane with you to move to another country? No.

Are you telling me you're going to stay in the burning house and die with your dad because you love him? That sounds pretty stupid to me.

I would do my absolute best to convince my dad to leave, showing him all the facts and data and how great it would be long-term for him, but if he still refused to leave, then I would leave, because I want to live. And if he later died (figuratively in this case), that would be sad, but I did what I could and he made his own decision.

I'm not going to (figuratively) die for my bitchy mom, stubborn dad, asshole brother, pussy-whipped best friend, or whomever who doesn't want to leave their collapsing country. You shouldn't either.

*Other countries are dangerous! I'll get kidnapped, killed, robbed, or raped if I go there!!!*

I'm going to assume you're an American because, in my experience, only Americans make this nonsensical and inaccurate excuse.

You are incorrect. There are at least 23 countries that are safer and have less crime than the Collapsing USA. (I know, because I live in one of them, The United Arab Emirates, where we have essentially a 0% crime rate.) There are an additional 30 or so countries that are safer than the USA depending on the region you live in inside those countries. Remember that you would never choose to move to a high-crime area in any country to live in, right?

Crime rates, including violent crime, have been rising in the USA since 2019 and get worse every year as the USA gets closer and closer to collapse. Recently, the murder rate alone jumped 24% in just one year. The USA is not the safe place it used to be and will continue to get worse.

It is absolutely hilarious to me when people who live in Chicago (for example) say they would never live in a place like Mexico (for example) because Mexico is "too dangerous," when in fact most of Mexico is statistically safer than most of Chicago!

Only in America...

## Chapter 32

### Freedom On Steroids - Five Flags

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*Not one country in existence today has had the same borders and government for as long as two hundred years. The world will continue changing. If everyone saw himself as a citizen of the world rather than of his town, city or country, the world would be a more peaceful, better place where success in all forms is abundant and available to all.*

Jim Rogers

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February 9th, 2021.

The Emirates flight attendant scanned my ticket and said, "Welcome back, Mr. Jones."

"Thank you," I said, with one of the biggest smiles on my face I had ever had in a life full of smiles. It was a smile she couldn't see because of the mask on my face that the US government required me to wear for literally no scientific reason. But that didn't matter. Even though I was wearing the stupid mask and it was 3 am I was so excited I could barely contain myself.

I hoisted my backpack and took three steps toward the doorway leading to the jet bridge that led to the aircraft. But then I stopped. I slowly turned around and looked back. I was in the terminal of Seattle-Tacoma International Airport. It hit me right then and there that these were the last steps I would ever take as an American resident.

I would still be an American *citizen* since I still held an American passport, at least for now. But in about 15 seconds, I would no longer be an American *resident* ever again.

Never again would I live in this once formerly greatest country in the history of the world that had slowly, over about two decades, descended into madness, chaos, authoritarianism, economic bubbles, and the highest taxes

in the history of the planet. Rising crime all over the country. Entire cities full of homeless people. \$17 trillion in consumer debt. \$28 trillion in government debt, rising faster under President Trump than any other president in human history even before the pandemic. \$80 trillion in unfunded government liabilities that the taxpayers would have to pay for. Left-wingers screaming about 42 different genders and how it was sexist to say that men couldn't have babies. Right-wingers orgasmic about a wall that would never be built and completely furious about a football player who wouldn't kneel. Everyone terrified if someone nearby coughed. The FBI controlling the social narrative via Twitter. China controlling the social narrative via TikTok.

This was not the country for me. Not anymore.

In just a few seconds, the Collapsing USA would never be my concern again. Instead, my new country was not a country at all, but instead, a portfolio of several different countries that I carefully selected to make me the most money, charge me the least amount in taxes, survive the collapse of the West the best, provide me the best women, the best weather, and the best lifestyle logistics in the world, and make me one of the happiest men to ever live. Dubai, Hong Kong, Paraguay, Mexico, Armenia, Panama, Singapore, Cambodia, and several others.

In just a few seconds, no single country would ever again control me, my life, my destiny, my money, my relationships, or my future. This was a day just as important as that fateful day back in 1996 when I quit my last job and started my first full-time business. That day, I was free from a job. Today, I was free from the confines of an individual collapsing society and government. I had finally achieved **ultimate freedom**.

## Five Flags

Five Flags, or Level 4 of internationalizing your life, is the single strongest way to minimize your taxes, maximize your freedom and personal sovereignty, maximize your long-term safety and security, and maximize your travel mobility all at the same time. It is indeed Alpha Male 2.0 freedom on steroids.

Unlike Levels 1 – 3, Five Flags is not a system for everyone, and not even for all Alpha Male 2.0s. It's complicated, expensive, and requires time, travel, effort, and money to establish and maintain. Doing the entire Five Flags system only makes sense for location-independent Alpha Male 2.0s who are already making around \$200,000 a year in self-employed income or close to it.

If you're not at that level yet, you can implement parts of Five Flags without doing all of it, or you can set Five Flags as a goal (as I did many years ago) and work towards it.

If you already make low six figures and have location-independent income, then Five Flags should be something you should implement immediately, especially if you live in the Collapsing West. It will transform your entire life into something far better.

Five Flags has several requirements that must be met before you can do it. These include:

- 100% location-independent income. If your location is location-dependent, Five Flags isn't possible.
- Your own business or businesses. Five Flags doesn't work for employees, even remote ones.
- A decently high income, at least low six figures. Otherwise, the costs and effort involved may not be worth the tax benefits.
- A willingness to travel internationally *a lot*, at least for 12-18 months, while you set everything up.
- A decent level of patience and outcome independence. In the initial stages, you'll be dealing with a lot of government bureaucrats, paperwork, lawyers, and accountants, all of whom can be a big pain in the ass.
- Several advisors/experts who can help you through the process. You will not be able to do all of this yourself. (We can help you at [calebjones.com](http://calebjones.com).)

Once you've met those requirements, you can set up your Five Flags structure. This structure is a portfolio of five or more "flags." A "flag" in this context means a country you designate to serve a particular purpose. Speaking in general, there are several different types of flags, including but not limited to:

- Living Flag – A country where you spend a lot of months every year (you can even have more than one).
- Passport Flag – A country where you have their passport (citizenship) but don't live there.
- Residency Flag – A country where you have residency but don't live.
- Backup Flag – The country that is your international backup plan as we discussed in the last chapter.

- Economic Flag – A country where you have a corporation or investments.
- Dating Flag – A country where you don't live full time but where you go often to date women or see long-distance FBs.
- Recreational Flag – A country you don't live in but visit often for fun or vacations.

You can have one or more of these flags. For example, you can have one Living Flag, two Passport Flags (meaning you have two passports), a Backup Flag, and two Woman Flags. You can design any system you want.

Five Flags is a specific structure of five of these flags arrayed in a particular way. I call these your Countries A, B, C, D, and E.

### **Your Country A**

This is a Living Flag where you live half or most of the year but where you are *not* a citizen, do *not* have a passport there, and *have no assets* there other than perhaps a day-to-day bank account for groceries and other basics. You do this for three reasons:

1. The government of Country A either can't or is less likely to tax you, because you're not a citizen there, only an expat resident. Every country is different regarding specific tax laws, but across the board, a country is far less likely to tax you or give a shit about your income if you're not a citizen there. This means that your Country A must be a country that does not tax your worldwide income even if you stay there for more than six months at a time.
2. The government of Country A can't ever confiscate your stuff. You have no assets there. Any assets you have are in other countries far away where your Country A has no power. I'm reminded of John McAfee, who wisely moved from the Collapsing USA to Belize. The problem is that he moved all of his assets and money there too. Then he proceeded to buy land and houses there (more assets). Everything was great until the government of Belize came in one day and seized every asset he owned. He barely escaped the country, lost literally everything, and had to start all over financially while in his sixties. Not smart. Had he followed Five Flags by not moving any assets there, not buying any there, and just renting his house, he would have lost nothing.

3. You are always subject to far fewer laws in a country if you're a non-citizen than if you are a full citizen. This means more freedom for you if you don't have citizenship in your Country A where you live (*legal residency* is okay, and needed, just not *citizenship*). As just one example, in my Country A, Dubai in the UAE, if I were a citizen of the UAE (which I am not and don't want to be) I would be forced by law to take the COVID-19 vaccine and would not be allowed to ever purchase alcohol. But because I'm a non-citizen resident, none of those laws apply to me, so I'm not vaccinated and I can buy all the booze here I want.

## Your Country B

Your Country B is the opposite of your Country A. Country B is the country (or countries, because you can have more than one of these flags) where you have full citizenship and a valid passport but where you *don't* live. You don't even spend a lot of time there, other than brief visits to do things like visit your family and pick up a few things you like that are only available there (if any).

Since you don't live there, your Country B isn't going to tax you. However, you can still use their passport for things like traveling, getting visa-free access to certain countries, opening bank accounts, and so on. It's the best of both worlds.

The one partial exception is, as always, the Collapsing USA, as I discussed in the last chapter, which will still tax you on any income you make past about \$126,000 a year (and going higher every year), but even then there are many ways to reduce this further if you don't live in the USA and limit your time there. So having the USA as your Country B is still acceptable, though in my opinion if that's your only passport you should actively work on getting some more.

Regardless of which nation is your Country B, ideally, you need at least two passports. This way if there is ever a serious problem with one of these countries (they go to war, they go bankrupt, they pass a bunch of unfavorable tax laws, they become more authoritarian, etc.), you've got a second passport as a backup.

There are several ways to get a second passport, but some are illegal and others are only available to the elites. For normal people who want to follow the law, there are three methods you can use to get a second passport:

1. You can buy it for a low six-figure amount. This is called “citizen by investment” and many Caribbean countries offer passports like this. This is the most expensive way to get a second passport but it’s also the fastest by far (it only takes 4-6 months instead of several years) and it’s 100% guaranteed.
2. If you have ancestry in a country, you can possibly get your citizenship that way. This is an extremely paperwork-intensive method and will take about 2-3 years, but it does work.
3. You can make the country your temporary Country A and de facto live there, spending most of the year there for several years. After X number of years (and every country mandates a different number of years and months per year you need to be there), you then can apply for citizenship. This is the cheapest way to get a second passport but it takes the longest by far. It will take anywhere from 3-15 years depending on the country.

To be clear, you don’t *need* multiple passports to make Five Flags work or to have a valid Country B. In most cases, you can just have Country B be your ex-home country. It’s just that multiple passports are strongly recommended.

## Your Country C

Your Country C is where you base your legal business entity (corporation, LLC, or similar) and at least one business checking account in that country attached to that corporation. You need to make sure you use a country with zero or low corporate taxes and that is at least somewhat friendly to foreign business owners.

This gives you several advantages:

1. You pay minimal or zero corporate taxes.
2. Where you live (Country A) and where you’re a citizen (Country B) has no power or authority over your business, protecting you from any governments, problems, tax laws, or lawsuits in those countries.
3. Your Countries A and B have no idea that business is there, adding to your privacy and asset protection. (Exception: Americans usually have to report it to the US government. Of course, right?)

Just like it’s a good idea to have two passports, ideally, at least in the long-term, you should have two Countries C. Banks can be finicky things in the era

in which we live, so if you have “main” Country C and a “backup” Country C, then if you ever have a problem with your bank or government in your main Country C, you just shift to your other country and have no disruption in income.

You never keep a lot of cash in your Country C’s bank accounts. Holding long-term assets would be for your County D...

## Your Country D

Your Country D (and you can have many Countries D) is the country or countries where you store your long-term assets and investments. You don’t want your assets in your Country A where you live and where they can be taken, nor in your Country B where they can tax them and/or confiscate them. You also don’t want them sitting in a bank in your Country C because banks aren’t good places for long-term asset holding. No, you want your assets in other countries where you don’t live, don’t have citizenship, and don’t do business.

By “assets” I mean anything that can be a long-term investment, including stocks, bonds, commodities, precious metals, real estate, and so on.

For your key assets, you need to make sure your Country D is stable and respects property rights. You also need to ensure they don’t tax any capital gains for non-residents (and most countries don’t). For more risky or speculative investments, you can choose any country you think will do well.

As always, the Alpha Male 2.0 follows the law, so if any laws in your Country A or B require you to report these assets, you do so. The good news is that most countries don’t care, and the few that do (like the Collapsing USA, as usual) often have many exceptions to certain assets you don’t need to report.

Now you can have protected assets that few (or no one) know about and you never need to pay any capital gains taxes.

If you have lots of assets, you want lots of Country Ds, not just one. Always diversify. Unless you have very few assets, don’t throw all of your assets into one Country D no matter how much you like it. That’s not sound financial management.

## Your Country E

Your Country E, which I consider optional, is a country or countries that has zero sales tax and zero VAT taxes on foreigners and has extremely low prices on certain things you purchase often. You use this country as a vacation

spot and/or where you buy your stuff, using our friend geoarbitrage once again to save a lot of money.

For example, buying electronics or computers in Singapore is shockingly cheaper than buying them anywhere in the Collapsing West. You can vacation to beaches in the Philippines to locations that are more beautiful than anything in Hawaii at one-tenth the price. Auto or motorcycle enthusiasts save thousands of dollars buying their auto parts in Japan than anywhere in the USA or Canada. If you're an older guy wanting to do sugar daddy game, you can apply your Country E to this as well, paying \$80 to a perfect ten woman instead of paying \$800.

The opportunities for your Country E are endless and really depend on you, the region of the world you live in, what you like, and your lifestyle. You'll save thousands upon thousands of dollars a year on stuff you'd purchase anyway.

## **What Five Flags Gives You**

Once you set up your Five Flags structure, you are, quite literally, one of the freest, most protected, most mobile, most private, and lowest-taxed human beings on the planet, more so than even most celebrities or billionaires. The advantages and benefits to you are so numerous that I couldn't list them all here, but here are just a few of the more obvious ones.

- Your total taxes drop to below 5%, and in many cases 1% or even 0% even if you make a six-, seven-, or eight-figure income. And this is all 100% legal.
- Supreme asset protection. Your assets are far more protected than they ever could be before. The odds of ever losing them to any government, ex-wife, or lawsuit drop to almost zero.
- Your mobility is massive; you can travel to pretty much any country in the world you want, usually without ever having to mess around with visas.
- Massive savings in your cost of living.
- Massive diversification options in terms of banks, investments, and currencies previously unavailable.
- No individual country in the world can cause you any major problems, ever, for the rest of your life. If any one of your flags goes bad, you just pivot to one of your others, and you continue on your merry way. It's like the international version of non-monogamy; just

like no one woman controls your sex life or finances, no one country, government, or group of stupid voters does either. Every time you hear news about how a particular country's taxes are going up, or they just elected a horrible new president or prime minister, or is increasing more socialist or authoritarian laws, or is going to war, or has bank failures or stock market crashes, or is suffering a horrible recession or depression, or is cracking down on cryptocurrency, or a new pandemic breaks out, or whatever, while everyone else is freaking out, you barely give a shit and your happy life continues (and if any of this stuff happens in your Country A where you live, you just leave).

If you are interested in setting up your Five Flags life for minimal cost, go to [calebjones.com](http://calebjones.com). We have many services there that will get you started, and they're lowest prices on the internet in the international space.

## **Part Seven**

**Your Realm**

## Chapter 33

### When (And When Not) to Have Kids

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*I'm at that age where half of my friends are having babies and the other half are really drunk. So, the ones who are really drunk are like, 'I don't have a baby!' And the ones with babies are like, 'I need a drink.'*

Tig Notaro

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February, 2001.

I sat at the dining room table with my two children. My daughter was three, my son nine. While their mom was busy in the kitchen, the three of us were giddily unwrapping our Valentine's Day chocolates.

My son and daughter were each given a small heart-shaped box of chocolates, while I, Big Daddy, had a huge, two-pound, double-layer box. As we all started stuffing our faces, I was reminded about how when I was young, my siblings and I would trade our individual candies after our Halloween hauls. We would trade the candy we didn't like for the candy we did. If you played your cards right and were a good capitalist, you could end up with a pile of candy you liked, rather than a pile of some candy you liked and some you did not.

"Hey!" I said to my kids, "We should trade our chocolates. So we can all end up with the kinds we like." After all, some of the chocolates I had I wasn't crazy about, and I was sure it was the case with my kids as well.

"Do you want to trade?" I asked my son.

"Naw," he said, "I like all mine."

"How about you?" I asked my daughter, "Do you want to trade?"

Her big brown eyes went wide as she said, "Okay, Daddy!"

She then proceeded to climb down her chair, walk over to me with her tiny box of chocolates, place her box before me on the table, and with a big smile, pick up my huge box of chocolates, and then walk away.

As I watched her dumbfounded, my son started bursting out laughing, crying out, “You got screwed, Dad!”

Seeing my two pounds of chocolate slowly vanish down the hallway carried by a very happy three-year-old with a major score, I got up and went after her. I then had the very awkward conversation of explaining to said three-year-old that Daddy didn’t mean to trade the entire box when he said “trade.”

With my son still laughing his ass off in the background, my daughter scowled at me as I gently handed her back her tiny box and retrieved mine. It was quite apparent that despite Daddy’s big words, he was clearly ripping her off somehow.

In the future, I tried to remember to explain myself better when conveying capitalistic concepts to three-year-olds.

## Raising Kids as an Alpha 2.0

As you might expect, living the Alpha 2.0 lifestyle, with its many aspects that directly contradict the SP, OBW, and 6SV of The Prison, presents unique challenges when it comes to raising kids as opposed to living the societally-approved life paths of the beta male and Alpha Male 1.0. Betas and Alpha 1.0s have their significant challenges as we’ve already discussed, so living the life of the Alpha 2.0, even as a father of children, is still a much more desirable path. Yet, we must address the unique needs and situations that arise as an Alpha 2.0 father.

In this chapter, we’re going to specifically address the parameters of when an Alpha 2.0 should have kids if he wants them, and perhaps more importantly, when he should *not* have children. Having children is a much more complex issue today in the era of the Collapsing West, so having kids at the wrong time or under the wrong conditions will create chaos and problems for all involved, especially you, regardless of how skilled or loving you are as a father. Unfortunately, this chapter is going to contain some bad news for you if you intend on having children, especially if you want them soon. As always, I’m here to relay to you the objective reality as it is in the modern world, regardless of your false SP or OBW regarding your desire to have kids.

## Things You Need To Understand About Having Kids Before You Have Any

As I talked about back in Chapter 3, a lot of Societal Programming that is now false used to be true a long time ago. The only reason it’s still around is that people haven’t updated to the new realities. Examples of this would

be things I've already mentioned in this book, such as, "It's better if you go to college" or "No one will hire you if you have lots of one or two-year jobs on your resume." These things used to be true. Today they no longer are but millions of people still believe them because they haven't bothered to update their brains.

Unfortunately, having kids is in this category. Back in the 1950s, having kids was a fantastic idea for men at all income levels.

- Raising kids was extremely inexpensive and taxes and cost of living were both low, so financially it was an easy thing to do, even for lower-income men.
- The vast majority of men were married and the vast majority of women were stay-at-home moms, meaning that a man had someone else to take care of his kids full time, his wife, from age zero to age 18, without having to worry too much about it.
- Divorce rates were extremely low, so that wife was pretty much guaranteed to be there until the kid moved out of the home, and kids weren't fucked up emotionally by watching their parents go through divorces and breakups.
- Crime rates were low. There were no smartphones, social media, violent movies, video games, or internet porn. Smoking weed, smoking meth, or shooting heroin wasn't a thing. Neither were things like teen pregnancy, teen abortion with no parent notification, sex traffickers, school shootings, child molesters, teen suicide, teens becoming transgender, kids being forced to take addictive drugs like Ritalin or Adderall, or little boys in schools getting severely punished by teachers because they made gun sounds with their fingers. So raising kids was very easy and parents never had to worry about any of these things.
- When kids went to school, they were taught the core competencies, like reading, writing, history, math, and so on, and not much else. Teachers never discussed any left-wing political views or sexual topics with children, including high school students. Parents were able to mold and shape their children's views on these things themselves without any interference from the school system whatsoever.

Now let me ask you a question, and be honest. Is any of that true today? The answer is, of course, no. Yet, *almost everyone in society pretends all of that stuff is still true like it's still the 1950s*, and that therefore raising children

is always a good idea and isn't difficult at all. Everyone, including mothers, fathers, grandparents, girlfriends, wives, and traditional conservatives constantly scream at men today to "have kids, have kids, have kids!" They don't acknowledge or even bring up any of the numerous problems I just listed that modern-day men will have to wrestle with for decades on end if they have children today during the Collapsing Western World of the 21st century.

Given all these facts and data regarding the world today, here are the rules for Alpha Male 2.0s having kids. Get ready, because you're probably not going to like it.

### **Rule 1: Having Children in the Western World is Only for Wealthy Men**

Here are some stats to brighten your day.

- According to the most recent studies, in the USA it costs an average of \$310,000 to raise a child from age zero to 18. Other Western countries are similar. This is an average that includes lots of low-cost, lower-class regions of the country where likely you don't live, meaning this number is actually higher. This number also does not include any costs after age 18 like college and kids living you with past age 18 (which most young adults do now; it's now common for children as old as 30 to still live with their parents).
- This cost jumped up 21% between 2016 and 2021 when inflation rates were lower than they are today. This means by the time *you* have kids (assuming you don't have any yet), this cost will be much more expensive, shooting up to the half-million dollar range. By the way, that's per kid, so if you want two kids, double that number. If you want three, triple it.
- If your kid goes to college for a four-degree (which they shouldn't, but that's a discussion for another time), that's going to cost anywhere from \$111,760 to \$230,280 in total college costs. If your kid is dumb enough or SP-brainwashed enough to go to college, you'll likely pay at least some of that on top of all the other expenses we've talked about here. Moreover, these are the costs *now*; they sharply rise every year, so if you have a baby now you need to inflate these costs by another 18 years. And again, these are the costs *per kid*, not your total costs.
- None of these cost figures take into account all the taxes you'll have to pay for child-related expenses throughout their lifetimes, pregnancy expenses, or any other expenses required for your children after they

leave the home. This is not just college, but other post-high school education, birthday and Christmas gifts, bailing them out of financial problems, helping them buy their first home, helping them support *their* children, and so forth. Believe me, the expenses for children continue for a very long time after your kids turn 18 and move out.

- On top of all this, modern-day, Western, helicopter-mom, kiss-kid's-asses cultural expectations regarding raising children have massively driven up the costs of raising them. Take birthdays as just one example. In the old days, if your kid had a birthday, mom would go get ingredients and the store and bake him a cake. Cost: \$1-\$2. Several years/decades later, mom got busier, so she started buying pre-made cake mixes instead of her own ingredients because it saved time making the cake and she wasn't a very good cook. Cost: \$3-\$4. Years later, moms stopped making cakes altogether and just bought a ready-to-go cake at the store. Cost: \$18. Years after that, a cake wasn't good enough, and now birthdays meant full-blown events, such as going to a kid's play center, movie theater, or pizza restaurant, renting out a room for several hours, and putting on a mini-event. Cost: \$120. And none of these costs include the cost of presents. So what was once about a dollar is now \$120. Take this dynamic and multiply it by about 20 different aspects of raising kids in the modern era (Christmas, religious events, graduation parties, iPhones for the kids when they're old enough, family reunions, or even just having a few friends over). If you live in the Western world with a Western wife and have a Western kid, these are the expectations she and your kid will have, and you will have to pay (or deal with a shitload of drama about what a cheap-ass you are).
- In the Western world with +76% divorce and breakup rates, don't forget that you are required by law to pay child support to your baby momma for all of your kids until they are 18-21 years old. As I talked about earlier in this book, you will, quite literally, go to prison if you fall behind on these payments even if you can prove in court that it's not your fault. The judge will simply quote family court policy, "Your ability to pay does not affect your obligation to pay," and then throw your ass in jail. Just as importantly, *none of the prenuptial agreement, cohabitation agreement, or separation of finances techniques I discussed in the marriage chapters will protect you from paying child support.* You have to pay that no matter how you structure your marriage/relationship and there's no getting around it in the Western world.

I could go on, but I think you get the point. After 40+ years of voters of both political persuasions all over the Western world consistently voting for the lesser of two evils, resulting in skyrocketing prices, higher taxes, overinflated education costs, and cultural event-creep expenses, society has now removed the basic act of having children away from average-income men.

Decades ago, even lower-income men could have multiple kids and be able to afford it with no problem. Today, the only men in the Collapsing Western World who can easily and correctly educate, raise, protect, and nurture happy, high-functioning children are *wealthy* men, meaning men who are multi-millionaires and/or men who make strong six-figure or higher incomes.

This is the bottom line: if you live in the Western world and plan on staying in the Western world for the rest of your life, you should not have any kids until you make a strong six-figure income or have several million dollars in net worth. Even the Alpha Male 2.0 minimum income of \$85,000/year isn't near enough to raise kids in the West. Not today.

If you ignore this advice and have kids anyway, you will suffer 20 years or more of stress, problems, angst, debt, and chaos, and that's if you *never* divorce or break up with your baby momma. If you ever do, and statistically speaking you will, add to that massive court costs, attorney fees, emotional anger like you've never felt in your life about not being able to see your own kids, and possibly even jail time.

If you don't really want kids, you probably don't mind anything I'm saying, but if you do (or already had kids recently) you're probably freaking out right now and coming up with all kinds of bullshit SP-based reasons why you're "different" and you can "make it work" even if you're a low or average income guy or that I'm exaggerating the costs somehow (which I'm not; I'm just quoting stats, look at the footnotes section of this book for links to the sources or do your own research and you'll find the same things).

I will extend an olive branch and give you the one exception to this rule where a lower or average-income man can have kids without being wealthy. That is this: start your Alpha 2.0 business, get location-independent, move out of the Western world to an inexpensive country, settle down with a local woman who lives in that country, and have kids *there*. \$85,000/year isn't nearly enough to raise kids in places like the modern-day USA, Canada, Australia, or Western Europe, but it's plenty to raise one or two kids in places like Pakistan, Vietnam, Bolivia, or the Philippines. If you're attracted to foreign women in lower-cost countries like this, even better, and you've got a win-win.

If you are not interested in doing this and are hell-bent on staying in the Collapsing West for the rest of your life, you'd better make a hell of a lot of money before you impregnate anyone.

If you don't take my advice on this, you'll regret it.

## Rule 2: Delay Having Children for as Long as Possible

This rule goes hand-in-hand with rule number one.

You should avoid having any children until you have achieved your big dreams in life. Having kids is a massive commitment that lasts 20+ years, and takes a huge amount of time, resources, energy, emotion, and money away from you, your Mission, and yes, your happiness. I'm not saying to never have kids. I have two myself. If you want to have kids, have them, provided you can afford them. I'm saying put in the years, or decades, required to achieve your big life goals, and *then* have your kids. *There is no rush.*

If you already have kids, change this rule to "Don't have any more kids" or at a minimum, "Delay having any more kids for as long as possible."

The world is full of great examples of high-achieving Alphas who purposely delayed having kids until they accomplished their big goals in life. Men like Arnold Schwarzenegger and Matthew McConaughey purposely waited until they were 40 years old before they started having kids. David Letterman waited until he was 56. Wall Street legend Jim Rogers waited until he was 62.

One of the dumbest things men do is have kids too soon. I made this mistake myself, having kids at age 25. I should have waited at least another 10-15 years at least. I made things work, but I delayed and severely damaged both my Mission and my big life goals by having kids too early. If I could wave a magic wand and do it all over again, I would have, without question or hesitation, had my same two children, but when I was 45 years old instead of 25.

If you currently have no children, you should set it in stone right now that you will never father any children under any circumstances until you turn 35 at the very soonest, age 40 or older is much better. Putting your goals, dreams, and Mission all on hold during the prime time of your twenties and early thirties just to crank out some kids is a terrible idea for a man pursuing an Alpha 2.0 lifestyle (and remember our Mission parameters from Chapter 12 about not designing a Mission that relies on just one or two other people).

Oh yes, I can already hear your SP-based excuses screaming in protest. "*But I don't want to be some old man in my sixties who can't throw a ball when my kids graduate high school!*" Then here's a thought: make one of your core

goals to be in excellent health as an old man so you can throw a ball around when you're sixty. Liam Nesson, Sylvester Stallone, and Denzel Washington, as just three random examples, are all in their seventies. Do any of these guys look like they would have any trouble whatsoever throwing a ball around with a 20-year-old son? Go watch some 1990s Sean Connery films when he was pushing 70. Did he look like he would have any trouble whatsoever doing this?

Then why won't *you* be able to do this at that age? Especially considering by the time you're 70 there will be all kinds of anti-aging technologies not yet developed that will make you even younger. I'm only 51 right now, but seriously, watch me when I'm 75; I'm going to have plenty of energy. You should too.

As an Alpha Male 2.0, you should already have the goal of being young, spry, vibrant, and healthy in your post-60 years anyway.

The next excuse I sometimes hear is when men point out to some of the sky-is-falling medical news about how older fathers have slightly higher odds of passing on birth defects to their children. If you dig into the numbers behind this, you'll realize this is just 2% Rule bullshit. The odds of a healthy "non-old" man producing birth defects in his children are often a fraction of one percent. That means that even if they were to double or even triple because you're older, they're often still just a fraction of one percent, well within the 2% Rule. Even if you were to father children in your sixties, your odds of giving your children birth defects are minuscule. A recent Cambridge University study concluded that "*paternal aging does not affect the risk of miscarriage and increased paternal age on its own is not an indication for prenatal diagnosis since the absolute risk for genetic anomalies in offspring is low... there is no clear association between adverse health outcome and paternal age.*"

If you're still worried, for around \$1000, you can have your sperm frozen and stored at a sperm storage facility. Frozen sperm lasts indefinitely. Normal, healthy children have been created by sperm that had been frozen for over 25 years. So go get your young sperm frozen and use that to have children later in life after you've accomplished your big goals and made a lot of money or have left the Western world. The time and expense to do that will be far less than it would be to crank out some kids before age 35 when you're not anywhere near ready.

Bottom line, wait until you're at least age 35 or 40 before you even think about having kids. Don't make the mistake I made, and that too many other men make every day.

### Rule 3: Only Have Kids if Your Desire to Do So Is an 8 Or Higher

I'm about to give you the second biggest reason why modern-day men get completely bushwacked later in life when they have kids, outside of the fact they can't afford it which is the first reason.

I've spoken with hundreds of men over the past 15 years regarding the topic of dating, women, marriage, and having kids. Whenever I ask men of all ages who don't have any kids if they ever want to have kids, I almost always get answers like this:

*"Uh, I don't know. I guess."*

*"I'm not sure."*

*"I don't know."*

*"Uh, maybe. I guess it depends."*

*"I haven't really thought about it."*

*"I've thought about it but I'm not sure yet."*

*"I mean, I guess I could."*

(As you can tell, none of these men have ever sat down and developed their Vision as we talked about in Chapter 11. If they had, they'd absolutely know the answer to that question.)

Here's what almost always happens to these "I don't know" guys. They eventually find a girl they like, fall in love with her, get stupid and needy, settle down with her, then she demands kids. Because he "doesn't know" or "doesn't care" or "hasn't really thought about it," he says, "Uh, okay," and they proceed to have a kid or two (by accident or on purpose, it's about 50/50). They're really happy for a little while when the baby comes, and then for the next 15 years the guy goes through all kinds of hell *because the stupid bastard had kids when he was never 100% gung-ho about having kids in the first place.*

As I think I've already made very clear in this chapter, having kids is one of the biggest, most expensive, most time-consuming, most risky, most complex commitments you will ever make in your entire life, far more so than settling down or marrying a woman (you can always just divorce them!). You don't do something of that magnitude just because your current temporary girlfriend stamps her little foot and demands it or because your mom is making you feel guilty about wanting grandkids.

You should only have children if you are *super* excited to be a dad and can't fucking wait to have kids. This means your desire to have kids on a scale from 1 to 10 is at least an 8. If it's a 7 or below, and it is for the majority of men interested in the topics this book describes, *you should not have any kids*. If later your desire rises to an 8 or 9, then have them at that time if you can afford them.

What if your desire never goes above a 7? Then guess what? You never have kids, and that's okay. I'm not some right-wing conservative screaming at you a bunch of false Societal Programming about how you owe it to humanity or your society, nation, or race to have kids. Society can take care of itself and society is not your responsibility, especially a collapsing one that can't be saved. Many men would be perfectly happy never having kids and you might be one of them.

To repeat, I'm not against having kids; I have two myself. I'm against *you* having kids if you don't really, really want them badly and/or you can't afford them.

#### **Rule 4: Avoid Legal Marriage – Remember You Can Have and Raise Children Without Being Legally Married!**

I mentioned this in prior chapters but it's so important it bears repeating. "I must get legally married to have kids" is pure SP. You are more than able to move in with a woman you love, have children with her, and raise your children with her, all without ever legally marrying her. Legal marriage is not required to have and raise children no matter what a lot of women (and conservative men) say.

Just because you want kids does not mean you should suddenly forget that legal marriage is simply another false, anti-man, societal construct created by the rulers of the Prison. Having kids should not automatically expose you to all the legal, financial, and drama deathtraps that modern-day legal marriage represents.

#### **Rule 5: Create and File a Legal Parenting Plan Before Any Pregnancy**

I mentioned this before as well but I'll get a little more specific about it now. If you live outside of the Western world you can skip this step, but if you insist on staying in the Western world and having kids there (meaning you make a lot of money!), this step is critical.

Once you've determined that you are at the right age and wealth level to have kids, and you've found that special woman to share them with, you need to write up a legally-binding parenting plan before you get anyone pregnant. A parenting plan is a legal document you and your special lady sign that spells out issues such as parenting, visitation, and custody. It prevents or mitigates any future disputes or custody battles you may have with the mother of your children down the road in case of a breakup or divorce. If a breakup ever occurs, you simply refer to the parenting plan, and that's what happens. No argument or legal battle is needed.

To be clear, this parenting plan only covers *custody* and *visitation*. It does not cover *child support*. Regarding child support, you will pay whatever your state or provincial government forces you to pay and you have no choice in the matter.

Every state, province, and country has its individual laws regarding parenting plans, and some states/countries have more legally enforceable parenting plans than others. Research the laws in your area or consult with a family attorney and find out how to acquire the template or form, fill it out, get it signed, and if necessary, get it filed with your local government. Make sure a notary is present when you and her sign it so she can't later say you forged her signature.

### **Rule 6: Get a Paternity Test Before the Child Is Born**

Once again, if you live outside of the Western world this step is optional. It's required if you have kids while living in the Collapsing West.

You may have already read about the huge percentage of fathers out there who are unknowingly not the biological fathers of their children. The percentages I've seen range from 18% of fathers to 29%, depending on the region, meaning that this is not a 2% Rule risk. Remember, *long-term monogamy does not work*. Women can and do cheat on their husbands and boyfriends, more now than ever before in human history. I have had dozens of FBs who had boyfriends while I was seeing them, and some of these women practically were begging me to impregnate them.

The last thing you want to do is waste your life raising or paying child support for a kid you thought was yours but wasn't. I've seen way too many men find out years later that their kids weren't their kids, and by then it's legally too late to do anything about it. Even if they get divorced, even if DNA tests prove they are not the father, they're stuck paying child support for those kids for the next 18 years, or they go to prison.

I don't care how much you love your special lady. I don't care how much you trust her or think she's "different from all the other girls." You need to get a DNA paternity test that conclusively shows you are indeed the father. And no, I don't care if it upsets or offends her. She already knows the kid is hers. She's not the one who risks going to prison for child support for a kid that isn't her own. Let her know you're going to do this before she even gets pregnant; she'll be less agitated about it if she knows it's coming.

The best way to do this is to get what's called a non-invasive prenatal paternity test (NIPP). When she is seven or eight weeks pregnant, they just draw a little blood from her and take a cheek swab from you. You can even get a home kit and do it yourself. You'll know in a week if the baby is yours with 98.9% accuracy, and now you can relax. An NIPP will cost you about \$800 which will be the best \$800 you'll probably ever spend. (And if you are concerned about that cost, you can't afford to have kids yet and you are proving the point I made at the start of this chapter about how wealthy you need to be to have kids.)

### **Rule 7: You Can't Be the Primary Caregiver**

This is going to be another tough one with some men. It's going to fly in the face of a huge amount of SP and OBW in your psyche. It's also going to be politically incorrect in our current strong-woman, post-masculine world we discussed back in Chapter 6. Regardless, it's one of the most critical concepts you'll learn in this book if you plan on having children.

As I explained way back in Chapter 1 when discussing Freedom of Action, while an Alpha 2.0 can have children, an Alpha 2.0 can't be the primary caregiver of such children. It is literally impossible to be a free man, to live your life as you choose, to diligently pursue your Mission, to focus on your goals, to have sex with whomever you like, to travel the world and live your life, if you have to be home by 5:30 pm every night to change diapers or help kids with their homework.

If you insist on choosing that lifestyle, or more likely, submit to a woman who demands you surrender to that lifestyle, then an Alpha 2.0 life is going to be impossible for you, at least until your children get much older. At the very best you'll be a domesticated Alpha 1.0.

If you didn't want to hear that, you're probably coming up with all kinds of excuses to invalidate what I just said, but what I just said is accurate. You cannot live an Alpha 2.0 life if you choose to submit to regular caregiving responsibilities to small children. It renders Freedom of Action impossible.

Can you still achieve *aspects* of the Alpha 2.0 lifestyle? Sure. Can you live the actual lifestyle and reap all the benefits of long-term happiness from such a life? No.

This doesn't mean you can't be an integral part of your children's lives every day. Having the woman be the primary caregiver does not mean that you're "never there" or "do nothing." It doesn't mean that your special lady is constantly slaving over a hot stove and dirty diapers while you're out having sex with cheerleaders. Of course, you will help out all you like, and you will spend lots of time with your children if you choose. The point is that you have the *option* of doing so or not doing so.

Let me repeat: none of this means you're an absentee father. You can still live with your kids and care for your kids daily and probably should. It simply means that their mother must handle the vast majority of the regular "grunt work" tasks involved with raising young children.

As we briefly covered back in Chapter 1, the Alpha 2.0 father has two options:

- Not living full-time with his children.
- Living full-time with a woman or nanny who has agreed to cover 90% of the regular grunt work needed in raising a child.

Here was my example. When my kids were young, after my divorce from my first wife, I had my daughter every weekend and I never saw any women on Saturdays or Sundays so I could be a dad. I also had her most of the summer in addition to most holidays. My son was already in high school and had a car at that time, so he visited me often whenever he wanted. When my son went off to college (which FYI was his decision, not mine) and my daughter turned 16, she moved in with me full-time and lived with me for about three years before she moved out with her boyfriend and I married Pink Firefly. These three years were fine because teenagers take very little hands-on time to raise. (I'll cover exactly how to raise kids in the next chapter.)

This way, I spent a large amount of time with my kids and got plenty of dad time, yet I still had a huge amount of time away from my kids to pursue my Mission, get my strong sexual needs fulfilled, enjoy my life, travel, and work very hard. It was the best of both worlds in many ways.

The other way to do this is the method recommended by people like Kevin O'Leary and many other Alphas, and that is to only have kids with a woman who agrees beforehand that she will be responsible for about 90% of the grunt work required to raise the kids, especially when the children are smaller. I'm not saying their mother spends 90% of the *time spent* with the kids. You can

spend as much time with the kids as her, if not more. I'm only talking about the *grunt work*.

You know what grunt work means: cooking for them, cleaning after them, helping with homework, driving back and forth to football practice, changing diapers, folding clothes, and other oh-so-fun parental drudgery that women sign up for when they decide to have kids.

Optionally, if you can afford it, and hopefully you can if you take my advice, you or your OLTR girlfriend/wife can hire a nanny (live-in nanny or one who frequently visits) who handles most or all of the grunt work as well.

The modern-day SP method of men raising kids involves a 50/50 split of this grunt workload with the mother. It's a system where, when the baby starts crying at 3 am, your wife elbows you in the head and commands, "Your turn! Get up!" That kind of arrangement is perfectly fine for beta males. It might also satisfy all kinds of politically correct SP in people living in the Prison, as well as make for some funny moments in TV shows and movies, but it's not going to cut it for the Alpha 2.0.

If that arrangement sounds unfair to the mother, remember that I said you only have kids with a woman who agrees with this system *before anyone gets pregnant*. You make this part of the OLTR Talk that I described back in Chapter 19. This means before she becomes your OLTR, when you sit down and discuss all the negatives about being with you long-term, you add this item to the list. You will love her, financially take care of her (if appropriate), and give her the children her SP and OBW crave. In return, she understands that she (or a nanny she is responsible for managing) handles most of the grunt work involved in raising the kids, while you work on your Mission. She can still work and generate her own income if she likes, via a full or part-time job or business (preferably a stay-at-home Alpha 2.0 business; again, women can run Alpha 2.0 businesses too!).

If she refuses this arrangement and having children someday is important to you, she does not qualify for your OLTR and you need to look elsewhere. (That, or you surrender to a beta or Alpha 1.0 lifestyle and have the standard 50/50 workload arrangement with her where you have very limited freedom for the next 15-20 years.)

I realize this arrangement may sound offensive to certain people with modern-day SP, claiming that it's a throwback to the 1950s. It might be in some ways, but that's not why you're doing this. You're doing this to maintain Freedom of Action, one of the core Alpha Male 2.0 requirements. 1950s or not, if you are responsible for 50%, or even 30% of the regular child-rearing tasks

for your kids, especially when your kids are small, Freedom of Action is going to be impossible. Your Mission will suffer, as will much of your happiness. Studies have shown that men lose testosterone when they are involved in day-to-day child-rearing tasks for babies or small children so there's science behind what I'm saying.

### **Rule 8: Take Full Responsibility as a Father for at Least 18 Years**

This one is more of my personal opinion rather than a hard Alpha Male 2.0 standard, so you can take it in that light.

You should take 100% full logistical responsibility (within the parameters of rule number seven we just discussed above), emotional responsibility, and financial responsibility for all children you bring into this world until that child is at least 18 years old. Going around the world creating babies you can't afford and/or children you can't spend a lot of time raising because you're far away most of the year is a pretty shitty thing to do. Kids need dads. They need dads to be there regularly and often. You're going to create a bunch of broken children who grow up to become broken adults.

This means:

- Paying child support and/or other necessary finances to support the child for the first 18 years of life, whether or not you are still with the mother, like the mother, or are even in contact with the mother.
- Being there to support the child whenever you are needed (within reason).
- Being a resource to the child, a support system for the child, and a source of guidance, advice, and moral support.
- Spending lots of time, regularly, with the child to nurture growth. This means you can't raise a kid "long-distance" where you only see the child two months a year or whatever.
- Always showing through your words and actions that you love the child unconditionally. We'll discuss this in the next chapter.

Fathers who partially or fully abandon children they chose to bring into the world, either financially or emotionally, are scumbags in my opinion. (Note: I am not talking about fathers who were tricked into pregnancies by evil women.) The broken world in which we live has too many of these men already. Alpha 2.0s make the world a better place by achieving long-term happiness by pursuing their goals and becoming better men. As we discussed

back in Chapter 1, they are not barbarians who trample over other people or make the world a worse place, especially not by bringing children into the world for other people to worry about.

### **Rule 9: Limit Your Children's Access to the Other Women in Your Life**

Living the Alpha 2.0 lifestyle means you will be dating, having sex with, and being in relationships with several different women in addition to your child's mother. This is a good and wonderful thing. However, presenting your small or teenage children with a constant merry-go-round of women flying in and out of your life is not a good idea at all. Children require consistency, structure, and stability. You demonstrate the exact opposite of that if you present to them a constant flow of new women all the time.

Despite my pro-non-monogamy sexual stances, I am deeply saddened for children who have parents, be they male or female, who constantly introduce them to a new boyfriend or girlfriend every few years. Even worse are the people who move the new girlfriend or boyfriend into their homes, often with kids of their own, live with them for two or three years, then kick that person out, only to shortly later move in another new boyfriend/girlfriend and repeat the entire process. I've known kids who have gone through this four or five times by the time they're teenagers. This is horribly damaging to children on many psychological and emotional levels.

Despite the dozens of women I dated in FB and MLTR relationships, including some serious ones, while I was raising my kids, I made sure not to move in with a new woman until my youngest child was 18 years old. I didn't want my kids to see me move in with a woman, then move out, then move in with another one.

Along those lines, I did not allow the vast majority of women I dated back then to meet or even go anywhere near my children. My rule was that a woman must be in my life consistently for at least eight months or so with zero problems *and* survive The Verbalization Point before I even thought about introducing her to my kids in any way. That woman had to prove to me, through her actions and not her words, that she was going to be a long-term and consistent presence in my life.

You should do the same, at least when your kids are under the age of about 15. If you don't have an OLTR, date and have sex with all the FBs and MLTRs you want. If you have an OLTR, have sex with as many FBs on the side as you like. At the same time, think very carefully about giving your children

access to any of these women until and unless one of them shows you with her actions that she's going to stick around long-term and in a low-drama way.

Implement at least a six-month rule. Limit access to your children only to your OLTR or a long-term favorite MLTR who has strong OLTR potential. Mid to low-range MLTRs and FBs should not allowed to spend time with your kids.

## Chapter 34

### Raising Children As An Alpha Male 2.0 Father

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*Beat them all! Do more than survive, my son, as I have survived.  
Live! Be true to the callings in your heart.*

Zaknafein  
R.A. Salvatore's *Homeland*

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Summer, 1998.

I was on the side of my house moving some boxes when I noticed a large hole at the bottom of the wooden fence gate. I cocked my head sideways. That hole wasn't there just a few days ago. Immediately I knew that the culprit was either my son or one of his friends.

My son was seven years old at the time. A while back he had come into my life with his mom, and now he was my son. He called me Dad and spent no time with his biological father. He was a very extroverted, high-energy boy so in his younger years, he was a handful. I loved him very much and still do. His energy brought a vitality to my life I had never known.

I was reasonably convinced this same vitality was the cause of this large hole that had been smashed into my fence.

Later that day I sat him down on the couch and had a little father-son chat. It became a wonderful lesson in parenting, kid-logic, and kid-speak.

"Do you know anything about that big hole in the fence on the side of the house?" I asked.

"Nope," he said with a smile.

"Are you sure?" I asked again, this time my voice more grave.

His face darkened. He said nothing, only shrugging his shoulders guiltily.

"I know your mom didn't do it," I said, "I know I didn't do it. Your sister can't even walk yet, so I'm pretty sure she didn't do it. Are you sure you know nothing about it?" I glared at him like an angry god from Mt Olympus.

“Well...” he squeaked, “Um. Well. My friends.”

“Your friends what?” I said in a low voice.

“Well, my friends. You know, we were playing.”

“And?”

“We were playing.”

“Yeah, I got that part. Are you saying one of your friends did it?”

“No.”

“Okay. Then who?”

“Well, we were playing guns.”

“Okay. That’s cool but that still doesn’t explain anything.”

“Well, we were playing guns and we were shooting each other.”

“I figured that.”

“Well, the fence was closed, and we needed a hole to shoot through.”

Ah. I nodded, already knowing the rest of the story. “And?” I said.

“Well, we didn’t have a hole to shoot through.”

“Yeah?”

“So... I made a hole.”

“How?”

“I kicked it.”

“You kicked a hole in my fence,” I stated flatly.

“Well,” he said shrugging, “We needed a hole to shoot through.”

Glowering as I was, I tried not to laugh at the thought of my son kicking a hole in the fence so he could shoot one of his friends with his toy laser gun. It’s exactly something I would have done when I was seven.

## Parenting

I have two children. As I type these words, my son is in his early thirties and my daughter is in her mid-twenties. Being a location-independent Alpha 2.0 himself, my son lives in Mexico, having permanently left the Collapsing West even before I did (good for him). He has his own online marketing company and has a high income. My daughter is an artist and still lives in the USA but plans on living abroad in a few years. My son became my son at age five when I married his mother, my first wife. My daughter came a year later. I love them both in a way that is hard to describe. I think about them often, speak with both of them regularly, and visit both of them in person at least twice a year. Children are indeed one of a man’s greatest sources of both joy and frustration. In this chapter, we’re going to discuss raising children under an Alpha 2.0 framework.

I do not in any way claim to be a parenting expert. I'm simply relating my experiences and techniques in raising two happy, successful children from birth to adulthood, most of that time under an Alpha 2.0 framework.

While I'm no expert and I'm certainly not perfect at it, I think I have been a successful father. Today my son is sharp, happy, and extremely charismatic. He has never had any trouble with drugs, alcohol, or hanging out with a bad crowd. He's a successful man and business owner and lives a location-independent lifestyle. He's a capable guy with a bright future. I couldn't be more proud of him.

My daughter is frighteningly intelligent, extremely perceptive, and sharply sarcastic. Her artistic skills are amazing, and even as a small child she was creating paintings that astonished everyone who saw them, and was writing short stories with complicated twist endings. Like my son, she is a dynamic person with a bright future. She has never been problematic with any of the garbage so many children, teenagers, or young Zoomers become involved in these days. No drugs, alcohol, pregnancies, or any of that nonsense.

So both my kids are, at least so far, decent success stories, at least in my admittedly biased opinion. I consider them on my short list of my life's greatest accomplishments. This chapter is about how you can raise children under an Alpha 2.0 framework so that they become independent and happy adults who are as free of SP, OBW, and the Six Societal Values as possible.

## **Beta Male Fathers**

As usual, what I'm about to say in these next few sections may be upsetting to you, because it's going to challenge some strong SP in your mind. Regardless, everything I'm about to say has been verified by studies, psychologists, and therapists the world over.

Since most men in the Collapsing Western World are beta males, most fathers are beta male fathers. Many children today spend their entire childhoods watching their beta fathers argue, cower from, and obey their strong mothers. Little boys and girls watch as their mothers bark orders to their beta fathers and have dads obey like slaves. Since their parents model their lives based on the Six Societal Values (conformity, security, control, drama, validation, and not being alone), little boys and girls watch endlessly as their mothers and beta fathers get into frequent fights (drama), go into debt and suffer financial upset to live a lifestyle that looks like their neighbors (conformity and validation), and boss each other around, often with much resistance (control).

Because of all this, little boys in these families grow up to be adult beta males, spending the rest of their lives being bullied by women, unable to structure lasting, happy relationships with women, and unable to take life by the balls and confidently stride forward in pursuit of their goals, much less a Mission.

Little girls in these environments grow up to be bitchy, angry drama queens, expecting men to kiss their asses and getting upset with men when that doesn't happen. They go on to often have children too early and outside of a stable relationship (because, no problem, mom and/or the government will help me take care of my baby!) and end up leaving the vast majority of men they get into relationships with via breakups or divorce.

## **Alpha 1.0 Fathers**

Some kids have Alpha Male 1.0 fathers instead. These fathers are loud, scary, and overbearing. They impose a myriad of all kinds of dictatorial rules and regulations on their children down to the minutest of details. I've seen Alpha 1.0 fathers do things like mandate that electronics will only be used from 5:30 pm to 6:30 pm, make their children write reports on daily activities, or determine the very specific shades of blonde or brown hair colors appropriate for their teenage children. Other Alpha 1.0 fathers make their teenage children sign huge, multi-page contracts full of "dad legalese" that would make an attorney faint. Divorced Alpha 1.0 fathers impose strict times of when their children are supposed to call them and update them on their activities, becoming enraged if their kids ever forget or don't make the call on time. Some divorced Alpha 1.0 fathers even force their kids to read to them over the phone nightly.

When the kids disobey, which is exactly what children's OBW forces them to do when too many rules are imposed upon them, Alpha 1.0 dads punish harshly, often screaming, threatening, lecturing, and/or physically assaulting their kids.

Little girls raised with overly domineering Alpha 1.0 fathers grow up to be adult women who fear men and find it almost impossible to ever trust men, causing all kinds of chaos throughout their lives and in their interpersonal relationships with men. This also includes platonic relationships with men at work, in their families, and in their social circles. Some of these women become overly submissive to abusive husbands or boyfriends.

Little boys with dads like this grow up with inferiority complexes, thinking they will never be good enough and never measure up to the perfection their

Alpha 1.0 fathers always demanded. This makes long-term happiness for these men extremely difficult to find as adults. It goes without saying that many men raised by Alpha 1.0s become Alpha 1.0s themselves, spending the rest of their lives regularly upset that people aren't doing what they command.

### No Father

All of these scenarios assume that two parents are present during the upbringing of the children. Since over 40% of births in the USA and 50-70% of births in Western Europe are to unmarried mothers and 42% of single mothers have never been married, in many cases, little boys and girls are raised with no father around, beta or Alpha. Then we have an even worse situation. Fatherlessness in society is a huge problem with massive negative repercussions and is one of the many reasons for Western collapse. Society has only just begun to pay the price for this.

Women raised with no father spend their entire adult lives looking to be endorsed by men, romantically, sexually, platonically, and at work. I'm sure you can imagine the problems and unhappiness this creates for these women, and have seen these problems play out in your own life.

Men raised with no father have it even worse. They often become more beta than even men raised by beta fathers, always seeking to be dependent on a strong female, just like they were dependent upon their single mother throughout their upbringing.

Men being raised by beta fathers, Alpha 1.0 fathers, or no father. It's all bad news. Is it any wonder why the entire planet is so full of beta males today?

### Alpha 2.0 Fathers

Alpha Male 2.0 fathers, like Alpha 1.0 fathers, are strong, confident, and masculine role models for their children. Unlike Alpha 1.0 fathers, they don't impose a lot of rules on their children, just a very short list of a few basic ones. They seek to raise their kids via example, not control. Alpha 2.0 fathers don't seek to dominate the child's mother, so children seeing any drama between their mom and their Alpha 2.0 father is an extremely rare experience, even if their parents are divorced or no longer together.

When kids violate the small number of rules imposed by an Alpha 2.0 father, the father punishes his kids swiftly, sharply, and fairly. However, he never gets angry or emotional about it, he never raises his voice, and he never physically hits them. His entire tone during punishment is a neutral

one; it's simply something that must be done, and then it's over, resuming the happy relationship between father and child. Alpha 2.0s never feel angry or disrespected because their children fail to adhere to his rules or standards. He knows his children are simply children, sets his expectations accordingly, and loves them regardless, both in thoughts and deeds.

Of course, Alpha 2.0s are human beings and are not perfect. Sometimes they can lose their cool with their kids just like everyone else, but these occurrences are rare and unusual rather than being regular, expected events. I'll never forget the only time I ever raised my voice at my son in anger when he was little. It was when my daughter was a baby, and he (at age six at the time) got upset and hit her. I told him to go to his room, but I said it loudly, in anger. Both he and my wife at the time looked at me with shock, since I had never raised my voice to him like that ever, and to my recollection, never have since.

Yelling, screaming, overbearing rules, and harsh punishments are either non-existent or extremely rare in your Alpha 2.0 parenting style. The four core concepts of Alpha 2.0 parenting are:

1. Not losing your cool.
2. Few rules, but swift, consistent, and fair punishments for violating those rules.
3. Leading by example, not by control.
4. Demonstrating unconditional love.

We're going to tackle each one of these. If you're a more Alpha 1.0 guy, you're going to have trouble with not losing your cool and not setting too many rules. If you're a more beta guy, you're going to have trouble with issuing punishments. Just about all men are going to have trouble with leading by example and demonstrating unconditional love.

## **Not Losing Your Cool**

Losing your cool in front of your kids is not cool, for you or the kids, and your spouse if you have one. Having your kids see you getting mad, raising your voice, or acting irrationally angry actually damages your credibility as both an authority figure and a role model. On the other hand, keeping your cool even when your kids are misbehaving, and even while you are punishing them, raises your children's respect for you in ways that no lecture, threats, or punishments ever could. I know that seems counterintuitive, but it really is the case.

My dad was an Alpha 1.0, though fortunately not an extreme one. When I was young, he was a stressed-out guy. He worked very hard at a business he hated for many decades. As a result of this and his troubled upbringing, he had a short temper. Like many Alpha 1.0 fathers, he flew off the handle often and got upset very quickly at very little things. After observing him do this many times with me and my siblings, I began to view him as almost a child, since the only other people I saw who would get visibly upset at little things were other children. It damaged my respect for him. Of course, since he was a big, loud guy who could and did punish me, I still feared him, but my respect for him as a father and as a role model was lessened.

Garnering fear from your children is easy. Garnering respect is not. Too many angry, stressed-out, or Alpha 1.0 fathers don't realize that all their efforts to induce respect from their children end up damaging that respect, gaining only fear instead.

I'm not saying that instilling a little fear is bad. As their father, your children *should* fear you *a little*. The reason women, especially single mothers, have so much trouble and angst around raising children is because kids don't fear their mothers (I'll demonstrate this in a minute). So a little fear is good. However, overdoing the fear at the expense of respect, admiration, and even love is never a good idea.

Not losing your cool with your kids means the following things:

- Not raising your voice to them in anger.
- Not punishing them because you happen to be upset at their behavior.
- Not punishing them because you've had a bad day.
- Not arguing with your spouse in front of your kids.
- Not arguing with any other adults in front of your kids.
- Don't ever physically hit your children. As we'll discuss in the next section, there are some extremely effective ways to punish your children that will make them suffer without you ever having to hit them or get upset with them.

In terms of specific actions you can take to facilitate these things, here are some examples:

- While punishing your kids, always keep a normal tone of voice and neutral expression on your face while doing it.
- *Think* before you punish. Are you punishing or raising your voice just because you happen to be pissed off, or because the child really deserves it?

- Make a rule with your OLTR wife that you will not argue with her in front of the kids. Develop a system with her where if either of you is upset at the other, you will either table the argument for another time if the kids are present, or you'll take it outside or to the other side of the house where the kids can't hear the two of you. Now remember, because she's a woman she's ruled by her emotions in the moment, so she will happily discard this rule down the road even if she initially agrees to it, so plan on this. You still need to set this system up and work with it as best you can. This may mean that when she starts screaming at you, you'll have to stop her if the kids are present or lead her into another room or outside. Get up and leave yourself, causing her to either follow you or stay but stop screaming and calm down.
- Come up with a specific type of punishment that is painful for the child and doesn't require any raising of voices or physical punishment; this includes spanking which is also a no-no. We'll talk about this in the next section.

## **The Importance of Punishment**

Lest you think that reading the above means you have to be a pussy father who never punishes your kids and always parents with a light hand, lets now switch gears and talk about how punishing children, sometimes very harshly, is absolutely necessary and a required component of Alpha 2.0 parenting.

As a parent, you have two primary long-term goals when it comes to raising your children:

- Demonstrate unconditional love for them.
- Teach them the universal law of cause and effect.

If you successfully do both of those things with your kids during their upbringing, you "win." Your kids will (likely) grow up to become happy, successful, fulfilled adults who have most or all their SLA functioning well.

If you fail to demonstrate unconditional love, your kids will grow up to be pussies, always seeking validation from others and having all kinds of problems in their relationships and work lives.

If you fail to teach them cause and effect, your kids will grow up to be lazy, frustrated, easily angered, despondent brats. They will sit on their asses expecting the world to do them a favor and will get upset whenever the world doesn't do that. Which, of course, it won't.

The way you instill the concept of cause and effect into a growing child is by rewarding the child only when he/she does well, and punishing the child when he/she does bad things on purpose.

In the Collapsing Western World, we now have two entire generations of people, the Millennials and Gen Z, who were raised by parents who didn't teach them cause and effect when they were young. Today, society is paying a severe price for this, and it's going to get much, much worse as these two generations age into positions of authority and as future generations like this enter the population.

Rewarding kids when they do well is a pretty easy concept. The problem is most parents in the modern era reward kids when they don't do well and even when they do poorly; the "every kid gets a trophy" concept American parents (mostly left-wing moms) introduced back in the 1990s when the collapse began. Just don't do that with your kids!

In this section, we're going to talk about the importance of punishments, which is a much more complex issue. Specifically, punishments that are harsh, but appropriate and fair.

### **Female Parenting vs. Male Parenting**

This is something you've probably seen many times, or perhaps experienced yourself.

Picture a woman in a grocery store, doing some shopping with her hyper little boy, Johnny. Johnny, being the typical high-energy little boy, is bouncing off the walls and driving Mom insane. Like most mothers, Mom follows the four-phase feminine parenting model of A) screaming, B) threatening, C) negotiating, and D) bribing. The problem is that she rarely *punishes*.

First, Mom starts *screaming* at Johnny. "Johnny! Stop! Stop it right now! Johnny??? I said stop it!" She does this for about five minutes, over and over again and gets more and more upset. It doesn't work. Johnny doesn't fear his mom, since he knows mom screams a lot but never punishes him. She's all bark and no bite, as Johnny figured out by the time he was about three years old.

As Mom gets angrier, she goes to phase two and starts to *threaten* Johnny. "Johnny! If you do that one more time, I'll take your Xbox away as soon as we get home! I am so serious right now!" Since Johnny knows mom rarely follows through with these kinds of threats, he ignores her and keeps right on being a hyper, inappropriate little shit.

So then mom enters the next phase. She starts *negotiating* with Johnny. She attempts to logically reason with him as if he were an adult. "Johnny? Are you making good choices right now? Johnny? Remember what we talked about for when we go to the grocery store? Are you behaving like we talked about?" Of course, this doesn't accomplish anything either. Johnny is six. He could care less about something that happened a few hours ago, much less a conversation from a few weeks ago.

When this fails, assuming Mom isn't hopelessly furious by now and completely losing her cool, she tries to *bribe* Johnny. "Johnny, if you stay quiet until we're all done shopping, I'll let you pick out a candy bar when we get to the checkout stand." This is the first smart thing Mom has done. Sometimes it works, sometimes it doesn't. It depends on the day, what Johnny ate for lunch, Johnny's mood, how much Ritalin was shoved down Johnny's throat, and the alignment of the planets.

Let's say it still doesn't work, and Johnny is still bouncing off the walls. Now Mom really loses it. She starts screaming in the grocery store, creating a scene. Maybe she even slaps Johnny in the mouth. I've noticed the only way mothers punish children is by slapping them. The statistics show us that mothers are far more likely to physically strike their kids than fathers. The problem is they always do it when they (the mothers) are angry with their children, which introduces anger and unfairness into the interaction, just like an Alpha 1.0 would.

Now let's paint a slightly different scenario. Let's say that fortunately for Johnny, he's one of the 40% or so of kids who actually has a live-in dad. Let's also say that Dad happened to be on the other side of the store when Johnny started acting up. For the sake of this example, let's also say that Dad isn't a total pussy like most of today's dads are.

Dad returns to Mom and Johnny. He sees Johnny misbehaving and his distraught mother.

"Johnny is not behaving," the exasperated mom says to Dad.

Dad turns slowly to Johnny and glares at him with eyes of steel.

Instantly Johnny shuts up. Instantly.

Dad never needed to scream, yell, argue, threaten, negotiate, or bribe. Hell, Dad didn't even need to say anything. One look was all that did it.

Why did this happen? How could Dad accomplish in two seconds what Mom couldn't in 15 minutes of drama?

It's because Johnny knows that, unlike Mom, Dad actually *punishes*.

Johnny does not want to be punished.

That's just an example. I'll give you a real-life situation that occurred more than once back when I was in my first marriage and my kids were small.

Sometimes I'd be in my home office in the evening working. While this was going on, my wife at the time would tell the kids "Okay guys, bedtime!" Then the kids would proceed to give their mom all kinds of hell. Running around, laughing, ignoring her repeated commands to go to bed, making up excuses to stall for time, they'd pull every trick in the kid playbook. Mom, in typical mom fashion, would scream at them over and over again to no avail. She would yell, threaten, negotiate, bribe, and all that other crap, anything but punish, and as usual it wouldn't work. The kids would not go upstairs to their bedrooms.

Finally, after 15 minutes of this anarchy, she would come into my office, infuriated, and say, "Could you please put these kids to bed?!?"

I would smile and say, "Sure!"

Then I would walk out into the living room, and with a neutral expression on my face, I would say in a very loud, booming but non-angry voice, "In bed on the count of three or no TV all day tomorrow! ONE!"

Both kids would instantly stop in their tracks with terrified looks.

"TWO!"

Both kids would scream, dash across the living room, and run up the stairs.  
"THREE!"

Both kids would race across the upstairs hallway, run into their rooms, and leap into their beds.

Then I would look at her and calmly say, "There you go," then go back to my home office and continue my work.

I'm not exaggerating. This is exactly what happened many times. I accomplished in about five seconds what she could not do in 15 minutes of screaming. The worst that would sometimes happen is that one of the kids would whine and complain, perhaps even cry a little bit as they were going to their rooms, but they would still go.

Ease of parenting isn't the only reason for punishing when it's necessary. The more important reason is the teaching of cause and effect. If you want your kids to grow up to become happy, independent adults, you must instill in them this critical life concept. Specifically, I mean this:

**When you do good things, good things happen to you. When you do bad things, bad things happen to you.**

One of the huge problems with kids and young people today is that they grow up into young adults not understanding this basic reality. Kids in the modern era are growing up thinking they can enter the adult world with their hands out, while sitting on their asses, and get all of their needs and desires met. This is because of things like:

- Divorce
- Single motherhood
- An epidemic of beta male fathers
- Political correctness in schools
- The every-kid-gets-a-trophy practice
- Extreme left-wing messaging in the culture which supports most of the above items

Children in the Prison are constantly rewarded for no reason and are rarely punished when they do bad things on purpose. Oh, they're threatened and yelled at a lot, but not punished.

When you reward a child only when he/she does something good, and when you harshly punish a child when he/she does something bad, suddenly the child realizes, at a core psychological level, that he/she better focus on doing good things and avoiding doing bad, irresponsible, or harmful things. He/she then carries this forward into adulthood and becomes a great person who helps not only themselves but also the world around them.

The good news is that you don't have to wait until they're adults for this change to take place. Here's another real-life example.

My son is very intelligent. He always got good grades. However, when he was about eleven years old, he started hanging out with two buddies who were fun guys but complete losers. As a result, the power of conformity kicked in and his grades went from As to Ds. Back then I was still married to his mother, and his mom was in charge of grades and homework for the kids.

As you might expect, his mom did all the usual ineffective feminine stuff of yelling, bribing, negotiating, and threatening but never punishing, and my son's grades continued to decline.

One day he handed her his report card. It was filled with Ds. She absolutely lost it and screamed, "That's it! I'm tired of this! If you don't improve your grades, I'm going to put Dad in charge of your school work! And I'm going to let him do to you whatever he wants!" (Notice the beta-assumptive language of "I'm going to let him...," but I digress).

My son reacted in terror, "Mom! Nooooooo! Please! I'll do better! I promise!"

Of course, Mom relented, and “gave him another chance.” Still no punishments.

And of course, three months later my son brought home yet another terrible report card.

That day, responsibility for my son’s grades and schoolwork shifted to me. I made his mother promise me that I would not get any resistance from her whatsoever if/when I had to punish our son since I knew that watching their children get punished is a difficult thing emotionally for women to do, even if they know the punishments are necessary. I always maintained my rule of not arguing in front of the kids. While reluctant, she was fed up with our son’s bad grades, so she agreed.

I had a sit-down meeting with my son. I told him that I knew the only reason he was getting bad grades was because he wasn’t doing his homework. I was well aware of this phenomenon since as a child I sometimes received bad grades in school for the same reason. I told him that he had exactly one month to start doing his homework regularly. After 30 days I was going to speak to all of his teachers and get a full report on his missing homework assignments, if any, and get his current grades in all of his classes.

I told him that if any teacher reported any missing assignments, or if he was getting anything lower than a C in any class, I would remove all electronic devices from his room and lock them in the storage garage. That meant no phone, computer, PlayStation, stereo, or TV. All of that stuff would stay locked away until he brought his grades up. As I relayed all this I was calm, relaxed, and not mad. I was simply stating facts. I also told him the choice was his to make. If he wanted to continue to get horrible grades and have no electronics in his life, that was perfectly fine. I left the choice up to him. I was not issuing commands or orders; I was simply informing him of cause and effect.

You can probably realize the horror this instilled in him. Just picture a pre-teen with no electronic devices in his life! He told me he would absolutely, definitely get his grades up, and promised me that when I called his teachers in a month, they would give him a glowing report.

I simply smiled and said, “We’ll see.”

A month later I called his teachers. While he had improved a little, most of his teachers reported he was missing assignments and he still had a D in two classes.

That evening, my son, daughter, and their mom watched in reverent silence as I disconnected every electronic device from my son’s room and moved them, one by one into the locked storage garage. When I was done, his bedroom looked like a wasteland.

My son was never a natural reader, so from then on, when he had to go to his room for evening bedtime, he had literally nothing to do, often for hours. It was torture for him.

The result of all this? Within two months his grades went from Ds to As. I happily put all the stuff back in his room but reminded him that if his grades ever slipped again, Terminator Dad would “be back!”

From then on, his grades maintained an A average for the rest of his life, through high school and into college, where his GPA was 3.98, and that was with a dual major.

Punishments work.

## How to Punish Correctly

You need to follow a specific and consistent system for punishing your kids. Punishments must be:

- Swift
- Harsh
- Age appropriate
- Situation-appropriate
- Not involve any hitting, spanking, or raising your voice

The absolute best way to do this, which worked wonders on both of my kids, is a correctly executed “time out.” Time out is an old term these days, and most people either don’t do them or do them wrong. If you do them right, they work wonders. They will turn around problematic kids into wonderful, happy kids; but again, only if you do them right, since they’re very easy to do incorrectly.

Like women, kids crave attention. If you act like a woman and scream and yell at your kids, you’re giving them attention, and they like that. They’ll keep right on being bad so they can continue to maintain your attention, even if your attention is negative.

The ultimate punishment then, is to completely remove your attention from the child. That’s ultimate pain for most kids. They’ll hate it. It works for almost the same reasons a soft next (that we discussed back in Chapter 18) works on women.

There’s one exception to this. Some more introverted kids like being alone and love to do activities by themselves. Removing attention won’t work on these kids. They might even like it. I was like this when I was a kid. I loved

hiding out in my room all alone and curling up with a good book for hours. My two sisters, on the other hand, were normal kids who constantly craved parental attention. Often my sisters and I would be driving my dad insane with our childish crap. My dad would finally lose his temper and scream, “That’s it! All three of you, go to your rooms!”

My sisters would start crying, screaming, and protesting, not wanting to go to their rooms, but I would do a fist-pump and say “yes!” then happily run to my room, shut my door, and read a book. My dad’s traditional 1980s-SP method of child punishment (“Send them to their room”) did not work on me at all.

The correct time out technique solves this problem and works well on all types of kids, introverted and extroverted, high energy and low energy, boys and girls. My daughter liked being alone when she was little and my son hated it, but correct time outs worked like magic on both of them.

Here’s exactly how you do it:

1. Set up a child-sized chair in a room in your home where no one ever hangs out. This means a room like the kitchen or family room would not suffice. You also can’t use the child’s bedroom for this. Use a spare room, bathroom, master bedroom, den, or a baby’s room when the baby isn’t in there.
2. Set the chair up facing the corner of the room. Make sure no objects are within reach of someone sitting on the chair.
3. Get a kitchen timer with big numbers on it and set it by the chair.
4. When child is doing something bad on purpose, give them one warning. Just one. “If you keep doing that you’re getting a time out.” Don’t use the feminine method of giving the child a bunch of warnings. Just one warning, that’s it. Any more than one warning damages your credibility as an authority figure.
5. As soon as the child violates your one warning, execute the time out. Don’t get mad. Don’t yell or threaten. Just say, “You get a time out now. Let’s go.” If they scream or refuse, pick them up and move them yourself. Just make sure not to grab them harshly. The great thing about kids is that they’re small and portable.
6. Have the child sit on the chair facing the corner. Make sure no one else is in the room. Time outs will not work if there are any external stimuli in the room like other people, a TV on, or music playing. It must be empty of people and 100% quiet in this room.

7. Set the timer for one minute for every year of the child's age. So four minutes for a four-year-old, eight minutes for an eight-year-old, and so on. Place the timer on the floor where the child can see it but not be able to reach it with his/her arms or legs.
8. Tell the child, "As soon as this timer goes off, you can get up out of the chair and join us in the living room again. If you make any sounds with your mouth, hands, or feet, I'm going to come back in here and reset the timer all over again."
9. Then leave. No other discussion, even if the child tries to continue the conversation, which they probably will.
10. Do not re-enter the room during the duration of the time out and make sure no one else does either. Once the timer goes off, the child can get off the chair and join you again.
11. If during the time out period, the child makes any noise whatsoever, go back in, say nothing, reset the timer, and leave again. Do this as many times as necessary. It won't be very many times; kids learn fast, believe me. Note that I said *any sound whatsoever*. So if the kid says they need to go to the bathroom, that "counts" as a sound. Ignore his/her request, reset the timer, and then leave again. Other sounds that "count" would be if the kid kicks the wall or pounds a bookshelf. If they do that, reset the timer, and then leave. No discussion. Kids will use every trick in the kid playbook to get your attention during a time out. Be strong, don't fall for it, and stay the course.
12. Once the time out is over and you let the child return, ask the child this question: "Do you know why you got that time out?" Be sure to keep a calm, neutral expression on your face and a relaxed tone of voice. If the child answers your question correctly, just nod, drop the subject, and proceed with your day as if nothing happened. If the child refuses to answer the question or answers incorrectly, then tell the child exactly why he/she received the time out in one sentence (*not* an Alpha Male 1.0 lecture), then drop the subject and go on with your day. Do not get into a big conversation about this. If you feel a conversation is warranted, save it for another time, like later that day or the next day. Never "combine" time outs with other forms of punishments or lectures.

That's it! Using that method above, you now have a very effective way to punish your children harshly, but without getting mad and without hitting

them. Trust me, once you do this to your kids two or three times, they will think very carefully before crossing you again. Sitting in a chair facing a wall in a room with no people or TV for a prolonged period is extremely painful for kids, and they'll do whatever they can to avoid this in the future.

## Why Not Spank Or Hit?

You may be wondering why I recommend against any physical punishments for children, including spanking. There are several reasons.

First, the empirical data is overwhelming that kids who are physically hit by parents when they are little grow up to be adults who:

- Are more likely to commit crimes and go to prison
- Have an increased risk of substance abuse
- Have higher levels of anxiety and depression
- Are more likely to get into abusive relationships (especially women)
- Have higher divorce/breakup rates
- Have less cognitive development and more trouble in school and at work
- Have less emotional control
- Are more likely to hit their own children and keep the cycle going

Secondly, I think hitting, slapping, or spanking children is cowardly and weak. It's just way too easy for a vastly bigger, stronger adult to smack around a small child when the adult is upset. It shows a complete lack of both emotional control and outcome independence, two key Alpha 2.0 traits.

It's a fucking pussy move to hit your kids. It takes a strong person to *not* hit a child when you're really upset with them. It takes a weak person to slap the kid in the mouth or on the butt whenever you get upset.

It also shows that you know of no other way to properly punish your kids, and it shows that you don't have the balls to punish your kids in a way that removes attention, which is what kids really fear. The smarter your kids are when you hit them the less they'll respect you.

Thirdly, parents who hit their kids don't realize that hitting is attention. This is why hitting doesn't often work very well. Yeah, kids don't like physical pain, but they do like the attention they're getting while you're hitting them. Whereas kids hate the isolation of the time out and will move heaven and earth to get out of those.

Lastly, hitting your kids is completely illogical and sends all kinds of conflicting signals to your kids. I'm amazed when parents scream at little Johnny, "Don't slap your sister!" and then *slap Johnny*. What the hell? What kind of message is that? What kinds of conflicting, irrational, illogical signals are you sending Johnny? What kind of adult will Johnny grow up to be with you sending all of these strongly-conveyed illogical signals to him throughout his childhood? What do you think Johnny will think of you as he grows up?

It really is insane in a very real sense. Do you want your kids to grow up hitting people? Even worse, do you want your kids growing up to become accustomed to people hitting them? No? Then why are you hitting them? Exert some emotional control and be a good parent instead.

### **Leading By Example, Not By Control**

Rules are important for children. Unlike adults, children are not fully responsible for their actions, thus they shouldn't be accorded the same level of freedom that adults enjoy. On the other hand, parents imposing too many rules upon children create many unwanted side effects, including but not limited to:

- Causing kids to rebel against their parents in ways they never would have without all the oppressive rules.
- Creating more conflict and drama between parents and children.
- Creating more conflict and drama between father and mother due to disagreements over the imposed rules on the kids.
- Damaging the respect kids have for you as their father, as we discussed earlier.
- Damaging the love your kids have for you.
- Creating kids that turn into adults who are either frightened to take risks or troublemakers who cause all kinds of chaos for themselves and others.
- Causing your kids to grow up and impose all kinds of silly rules on their own lover and children, creating a never-ending cycle of needless, conflict and hurt, not to mention divorce and screwed-up children.

The Alpha 2.0 father leads not by controlling his children's lives, but by living by example. My kids benefited greatly from watching me as their father achieve positive things in my life. Having my kids see me do these things enriches them in ways that no rules, regulations, or lectures ever could.

Throughout the years of my Alpha Male 2.0 life, my kids have observed me:

- Working hard at starting and growing my businesses.
- Taking a strong and exciting passion in my work.
- Being happy, upbeat, and smiling all the time.
- Having happy, drama-free relationships with women.
- Paying attention to what I eat (at least the vast majority of the time), and taking vitamins every day.
- Exercising daily, even on days when I might grumble I'm not feeling like it.
- Lead other men (and some women) in my work life.
- Travelling the world, filling my life with rich and new experiences.
- Always trying new things, new foods, new places, new languages, and new experiences.
- Always learning new things, no matter how much I achieve.

Compare all that to a bunch of rules I could have made for my kids, like “You must run for 30 minutes every morning, or no video games!” or “You must practice the piano for 30 minutes a day, or I’m taking your car keys!” or slapping them in the back of the head if they don’t smile at people. These things might sound ridiculous but there are millions of fathers all over the world who impose rules like this, or ones much sillier, with dire punishments for kids if they don’t comply.

Instead of being an outcome-dependent Alpha 1.0 and spending huge swaths of your life away from your Mission and your happiness by running every aspect of your children’s lives, lead by example. Live a disciplined, rich, wonderful, happy, and free Alpha 2.0 lifestyle. Make sure your kids see what you do. Talk about your life with your kids. Whenever appropriate, invite your kids to come along in your journey and share it with them. I love traveling with my kids, discussing politics and literature with my kids, seeing the world with my kids, and working with my kids on business or career issues.

Your full and abundant life as an Alpha 2.0 is one of the greatest gifts you can give your children. Don’t screw all that up by trying to run their lives like some little dictator. (Honestly, in many cases they probably get enough of that crap from their mother already.)

### **Demonstrating Unconditional Love**

Your kids need to clearly know from your words, but more importantly from your actions, that you love them. They must also know that you love

them no matter what. That “no matter what” part can be difficult for a lot of us manly-men fathers. Your kids must know, not suspect but know, that you will love them 100%, always, even if...

- They don’t take your advice.
- They live a lifestyle you fundamentally disagree with.
- They don’t follow in your footsteps.
- They do stupid shit.
- They make big mistakes.

It’s easy for fathers to love their children when they’re living their lives exactly the way the fathers want. However, when the father, who is a doctor, suddenly hears his son say he wants to be a musician, or when the traditional Asian father has to watch his daughter date a man outside his race, or when the conservative, religious father finds out his son is gay, or when the submissive, beta male, left-wing father hears his son announce he wants to go into the Marines, that’s when all this unconditional love stuff gets very difficult for a lot of men.

You don’t have to agree with what your kids do. You can even disapprove of your child’s choices in life. That’s okay. What’s not okay is for your kids to get the idea that you love them less. Your words and actions, from the day your children are born until the day you die, should be that you completely and unequivocally love and accept them no matter what they do and no matter what mistakes they make in life.

Like I said, this can be tough. My son went to college over my objections. My daughter has been in a monogamous relationship for years. I’m not a very lovey-dovey guy and I know I could have told my kids that I loved them more often when they were growing up, and even today when they’re adults. Regardless, I did and still do my best to make sure that my overall frame with them was and is “I want you to be happy. I have strong opinions about how to do that, but you need to follow your own path, and I will love you no matter what you do in life.”

Here’s the biggest point I can make regarding this: unless you’re spiritually enlightened beyond us mere mortals, people often forget that *the only unconditional love you will ever experience in life is the love you have for your children*. All other types of love you will ever experience are conditional. Love for your friends is conditional. As we know from breakup and divorce rates, romantic love is extremely conditional. Even love for your parents is conditional; I know plenty of people who don’t love their parents.

Your love for your kids is different. It's something very special and very rare. It's truly unconditional. Don't mess that up. It's too precious.

### **Don't Try To Be Perfect**

A final word about parenting: don't beat yourself up about it. I'm a good father, and I think I've done a good job in that slice of my Seven Life Areas. Despite that, I've made plenty of mistakes in my parenting over the past 30 years. Hey, life is life, and you can't be a perfect father, so don't ever expect to be. Shit happens. You occasionally have bad days. You occasionally forget things. You occasionally make mistakes. As long as you're doing the other 95% right, that's okay.

Like with my example above about the one time I yelled at my son, you need to be such a good dad that when you do screw up (and believe me, you *will* screw up) it will be such an unusual occurrence that everyone will be surprised. It won't be a regular thing where your kids roll their eyes and think, "Yep, there's dad getting mad and yelling again," or "Yep, there's dad getting his ass kicked by mom again."

It's okay to screw up occasionally as long as you're doing all the big stuff right. Focus on the big stuff, and the rest will be fine.

## Chapter 35

### Maintaining Maximum Physical Energy

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*He who breaks a thing to find out what it  
is has left the path of wisdom.*

Gandalf  
J.R.R Tolkien's *The Lord of the Rings*

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October, 1983.

I stood in line with all the other 11-year-old boys, outside on the playground. I shivered in the frigid Pacific Northwest air, only wearing my gym shorts and t-shirt.

One by one, each boy's name was called by my angry, overweight, cigarette-smoking physical education teacher. Once she barked a boy's name and blew her whistle, he had to run up to the pull-up bar and do as many pull-ups as he could in front of everybody. When he was done, the teacher would note it into her logbook, and then call up the next boy.

The girls had already gone first. Instead of having to do pull-up reps, they just had to pull up to the bar one time and then hold themselves there for as long as they could. The teacher would then note their times in seconds. The girls were now all relaxed, sitting in the grass and chatting, watching the boys do their pull-ups.

I was not looking forward to this. I was much more interested in doing things like reading than doing anything like playing sports, and my body showed it. I wasn't fat, but I was soft, and my upper body strength was pathetic.

Closer and closer I moved towards the front of the line as more boys ran up to do their pull-ups. I would watch as one boy did twelve, another did fourteen, another did seven, and another did nine.

Finally, the boy in front of me was called, placing me in front of the line. He ran to the pull-up bar and cranked out eight pull-ups like it was no big deal. Then he dropped and ran over to his buddies.

"Caleb!" the teacher cried, "Go!"

I ran up to the pull-up bar, leaped up, and grabbed it. Its metal was ice cold and unforgiving. I pulled as hard as I could. Slowly, ever so slowly, my body lifted upwards towards the bar. My chin still nowhere near the bar, my teeth clenched and my tiny arms burned like battery acid.

"C'mon, Caleb!" the irritated teacher screamed, "Go! C'mon!"

I groaned loudly, pulling as hard as I could, squeezing my eyes against the strain. My body raised another inch. I pulled harder. I could hear my teacher scream at me again but I didn't make out the words amid my pain-soaked focus. My chin was about three inches from the bar, but my body wasn't moving.

"Alright, alright," she said, "Forget it! Drop!"

My arms released the bar and I dropped to the mud, which was sweet relief. The pain vanished and reality returned. I stumbled away from the pull-up bar, muddy and red-faced, feeling the eyes of my entire class on me. Most boys in the class could do many pull-ups. I couldn't even do one.

Angry and embarrassed, I trudged past all the boys and girls sitting and watching, carefully avoiding their eyes.

Someday, I thought, I'm going to be strong.

## Physical Energy

Back in Chapter 1, I discussed the difference between health and fitness. Health is all the systems of the body operating at optimum levels, fitness being the ability to accomplish athletic tasks. I also talked about how one can be fit and not healthy, as well as healthy but not fit.

I am not a health or fitness expert and I'm not going to discuss either of those topics in this book beyond stating, as I did in Chapter 1, that health is critical for an Alpha Male 2.0 over the age of 35. However, one subset of this is *daily physical energy*, which I am indeed very skilled in. It is a requirement for a happy, successful, Alpha Male 2.0 life.

As you may suspect, having the rich, full, and often crowded life of the Alpha 2.0 is going to require you to have plenty of energy every day to get all of your to-do tasks done, to stay motivated, to have plenty of sex (and do it well), and to feel great. If you lack the energy to do these things, the odds are good that you won't do them, or won't do them when they need to get done.

Even when I was much more overweight I have always been a high-energy guy. Don't think it's any coincidence that I've been able to accomplish what I have in my life. More importantly, my physical energy was and still is a *choice*. It's something I've nurtured and maintained on purpose. Frankly, one of the big reasons I started to lose weight originally was because the weight was starting to sap my energy and slow me down. This was unacceptable to me and my Mission, my goals, my happiness, and my lifestyle.

Today, I have non-stop energy from the moment I wake up in the morning to the moment I go to sleep, seven days a week. At age 51 I have more energy than most men I know who are half my age in their twenties. Moreover, I do not take *any* drugs whatsoever to assist my energy levels and I don't even drink coffee. I have never been drunk in my entire life, never been high, never done any drugs, and have never smoked anything. All of this energy I have is a direct result of lifestyle strategies you can implement that I'm going to describe in this chapter.

I'll say it again just to be clear, I am not a fitness expert, not even close. Yet what I can do is run down a list of things others and I do regularly, that I know work, to keep your physical energy levels at optimal levels at all times.

Does this mean I never have days where I feel lazy or unmotivated? Of course not; I'm human, and those days do happen. That being said, they're pretty damn rare.

Important disclaimer; I am not a doctor. I am in no way qualified to render medical advice, and no advice in this book should be considered as such. Please check with a health professional before attempting anything in this chapter if you are at all unsure of the advice.

## **Make Seven To Eight Hours of Sleep A Priority**

This is number one, top of the list, for a reason. Sleep is the number one most important component of your long-term health, longevity, and daily energy. Research shows it's more important even than diet or exercise (though those are important too of course; we'll cover those in a minute).

Way too many people in The Prison are not getting enough sleep. Then they wonder why they don't have energy and are often depressed, unmotivated, or easily triggered. One of the biggest reasons why Westerners these days are so angry, irrational, and reactive is that they're not getting enough damn sleep. Sleep deprivation also leads to decreased testosterone, increased insulin, increased stress hormones, weight gain, increased heart disease, and increased rates of death *by any cause*.

If you're not getting at least seven, preferably eight hours of sleep every night, there's only one reason: you're not making it a priority in your life. In today's busy world full of distractions, you must make getting a proper amount of sleep a priority and a conscious choice. Do whatever you need to do to make sure you get to bed early enough so that you get in your seven to eight hours.

Spend the money and get an Oura Ring, FitBit, or something similar so that you can track your sleep every night, which I do regularly. I use the Oura Ring which gives you a 1-100 score of how well you're sleeping and I regularly get scores over 85, often 90+, while most people score around 50.

Here's my example. In the room where I sleep, I have blacked out all of the windows with blackout tape and covered every small light in the room with the same, so it's 100% dark even if it's sunny outside. I sleep with a low rumble sound on a nearby speaker, plus an air purifier right by my bed that acts as a fan, plus I wear earplugs, nasal strips, and mouth tape every time I sleep. I sleep on a fantastic mattress that is 100% comfortable for me. I keep the temperature in the room cool which aids in sleeping. I also exercise hard six days a week which helps me sleep and I do various things to keep my stress levels low, like meditation.

Do whatever you need to do ensure you go to bed at the correct time, have a great night of sleep, and don't sleep in too much. If you currently don't get at least seven hours of sleep (eight hours for some people), every night, you will not believe how much better you feel when you start getting in your seven. Try it and you'll see.

### **Don't Sleep in Too Late, Even If you're a "Night Person"**

If you're a "morning person," the kind of guy who loves to get up at 5 am or 6 am even if you don't have to, then you don't need to worry about this advice. However, if you're a "night person" like me and you are self-employed where you don't need to report to a job every morning, you need to be very aware of an insidious condition I call Creeping Sleep-In.

It works like this. You finally start your own business and now don't have to report to a job, which is great. For a while, you still get up at 7 am, just like you did when you had a job. You just keep doing it out of habit, and because your business is new and exciting.

Over time you start to think, "Hey, I can wake up whenever the hell I want. Screw this 7 am stuff." Then you start sleeping in until 8 am. So far, no problem.

Over time, 8 am becomes 8:30 am. 8:30 am becomes 9 am. 9 am becomes 9:30 am and so on. You start staying up late into the evening, not going to sleep until 2 or 3 am. Soon, you're sleeping in until 11 am, noon, or even later.

You might be thinking, "Hey, what's the problem? Isn't feeling the need to get up at 7 am a bunch of SP? I'm an Alpha 2.0. Society shouldn't tell me when I'm supposed to get up every morning."

You're absolutely right, but we're not talking about SP here. We're talking about physical energy. If you're sleeping in until noon every day, you will feel sleepy, tired, and shiftless throughout the day. You'll start feeling like crap. Your motivation and energy levels will take a hit.

I'm no doctor so I don't know why this happens (though likely it's because you're screwing up your circadian rhythm), but I've seen this happen with a lot of guys, including myself at one point. Sleeping way into the mid-morning or early afternoon will damage your energy and motivation levels even if you get a full eight hours of sleep. Don't do it.

The only slight exception to this rule is if you have to work certain hours because of time zone differences in your international lifestyle. When I'm in Dubai I usually have to stay up until 1:30 am local time to be compatible with North and South American time zones. This means I have to sleep in until 9:30 am to get my eight hours. 9:30 am isn't bad and certainly isn't sleeping in until noon, so I make it work. Whenever I'm in the Western Hemisphere, when I'm at my second home in Paraguay, or visiting my flags in places like Mexico, Colombia, or the USA, I'm up at 6 am every morning.

## Drink Lots of Water

Just like most people don't get enough sleep, most people are dehydrated. Not drinking enough water means you will feel more tired throughout the day. One of the best sayings I ever heard was, "You're not tired, you're thirsty."

The human body has an odd quirk in that it doesn't make you feel thirsty when you're dehydrated. It only makes you thirsty when you are *extremely* dehydrated. That means that if you feel thirsty, *it's already too late* and you're now feeling the negative effects because you should have drank a bunch of water three hours ago. That means you need to drink water all day *before* you ever feel thirsty.

There is a lot of debate regarding the exact, ideal amount of water to drink daily so do your own research and come up with your own conclusions. I just know that you are not drinking enough water. I drink 45 swallows of slightly salted water first thing in the morning as soon as I wake up instead of drinking

coffee and getting addicted to caffeine like most people in the Prison do. Then I drink water all day long that has been filtered by an industrial-grade micron-filtered, reverse-osmosis filtration system I have installed in my home.

Moreover, water is the only liquid I drink. I *never* drink juice, milk, soda, coffee, or alcohol. Just buckets and buckets of water, every day. I have a water dispenser not only in my kitchen, but I have two more water dispensers located right at my desk in my office so I can always refill my water without having to get up and damage my productive flow. When I used to own a car, I always kept two big glass bottles of filtered water in my car so I always had it on the go.

If you hate the taste of water, flavor it with slices of lemon, cucumber, or whatever else you like. Decaffeinated tea is also a valid substitute for water. However, no other liquid drink besides that is a substitute for water. Don't drink a bunch of Gatorade or whatever and think that counts; it doesn't. It's water or decaffeinated tea, that's it!

If you're not drinking at least several glasses of water a day, you're making a big mistake, and your energy levels will suffer.

### **Exercise Hard At Least Once Every 48 Hours**

Never let 48 hours pass by where you have not exercised, hard, for at least 20-30 minutes. If you want to exercise more often than that, then fine. I exercise six days a week, but I consider once every 48 hours a non-negotiable minimum for the Alpha Male 2.0 over the age of 35 (and strongly recommend for men under 35). I don't care if it's lifting weights or swimming or running or whatever. Do whatever you want, but exercise! Not only are there numerous health benefits, but your brain will have more oxygen which means you will be more creative, motivated, and in a better mood. It will also help with your sleep.

Moreover, you need to exercise *hard*. If you aren't sweating and panting, you're not exercising hard enough. There are numerous devices you can get that monitor your heart rate while you exercise. Get one and keep your cardio at 70% of your maximum heart rate. This is determined by deducting your age from 220 and then taking 70% of that figure. This will ensure you are accomplishing something when doing your exercise. If you can do sprints or interval training, that's even better, but not required. Just exercise!

## Lift Weights (or Engage in Other Resistance Training)

Nothing increases your day-to-day confidence, self-esteem, personal sense of masculinity, and energy levels like having rock-hard muscles. Even if you're a chubbier guy, having some solid, well-trained muscles under the chub is still worth it.

I'm not saying you need to look like Conan the Barbarian or The Rock. You don't unless that's specifically one of your goals. I am saying that you need to be lifting weights (or using similar resistance training) regularly, even if it's a lighter, high-rep workout which is perfectly fine. Even when I'm not trying to gain any muscle mass, even when I'm very busy with my other SLA, and even when I'm traveling, I always do my best to lift weights a few times a week, even if it's a brief session. This keeps my body strong and tough and my testosterone at healthy levels. It also boosts my confidence. There are other benefits too, not to mention when a woman says "Oooo!" when they touch your biceps.

## Avoid Crappy Carbs

I'm not going to discuss whether carbs are good or bad for you. I have no expertise in this area. I'm strictly talking about energy levels here.

Many years ago during my weight loss adventure, I was eating mostly keto; nothing but meat, vegetables, and dairy products. Salads were the mainstay of my diet. At one point, I became frustrated at the prep time it took to chop all the lettuce, onions, peppers, and other vegetables needed to prepare my salads. Even the pre-chopped bags of vegetables you can buy at the grocery store were still too big for me and required extra chopping. Ever the time management optimizer, I decided that if I switched from salads to pre-made meals I could cook in the oven or microwave, I could drop my weekly food prep time to near zero. If I kept the calories the same, I would continue to lose weight. It sounded like a win-win to me!

So I chuck the veggies and bought a pile of pre-made meals at the grocery store. From a time management standpoint, I was right. My food prep time dropped to almost nothing, which was great. From a mathematical calories-in, calories-burned standpoint, I was also right. I made sure my total daily caloric intake was the same as before, so I continued to lose weight. The food was also very tasty, which was nice.

However, from an energy levels standpoint, I had made a grievous error. Most pre-made grocery store meals, even the organic and "healthy" ones, include all kinds of high glycemic carbs like pasta, noodles, rice, potatoes,

and bread. This was stuff I wasn't eating earlier. Within about four days of switching my diet, I was noticeably more lethargic throughout the day and was getting a little sleepy in the afternoons. Worse, I became less motivated and focused at work. At first, I had no idea why this was happening. Within about a week or two I finally put it together; my new intake of crappy carbs was sapping my energy levels and making me tired and unfocused, particularly in the afternoons.

So with a heavy heart, I chucked the carb meals and reluctantly went back to a more ketogenic diet and my normal high energy levels returned within a few days. These days my diet is what I call "keto plus fruit." The only carbs I eat are vegetables and fruit which are extremely low-glycemic and don't slow me down.

Regardless if carbs are good or bad, needed or not, and regardless of your overall daily caloric intake, complex or starchy carbs like pasta, rice, potatoes, and breads will noticeably drain your energy levels. Stay away from foods like this unless you're on vacation or taking a similar break from work. If you really need carbs, stick with lower glycemic carbs like fruits and veggies at best, nuts and beans at worst.

### **Avoid Drugs, Including SP-Approved Drugs Like Prescription Drugs, Coffee, and Marijuana**

Here's the deal on drugs. I'm a minarchist libertarian. Politically speaking, I think all drugs should be legal across the board at the federal level and individual states and municipalities can make legal or illegal whatever drugs they like. I have no problem whatsoever on a moral level with you doing all the drugs you want. I have dated many women who did drugs either regularly or occasionally and have many good friends and family members who do the same. I have no problem with it whatsoever philosophically.

Again though, we're not talking about SP politics, morals, or philosophies right now. We're talking about what's optimal for your energy levels, and what's optimal is to stay the hell away from drugs. Nothing will fuck your energy levels like taking drugs on a regular basis. Even drugs like caffeine that you think give more energy don't. Caffeine and similar stimulants just steal energy away from your afternoons and front-load it into the mornings. Coffee drinkers have energy in the morning but are lethargic or jittery in the afternoons and evenings. I, on the other hand, have 100% smooth, high energy all day, all afternoon, and all night.

As mentioned earlier, I have never done any drugs in my entire life. Just once I took a single drag on a weed pipe with two girls I was dating. It tasted like shit and made me cough. That is the extent of my personal drug experience. I also do not take any prescription drugs of any kind and even avoid them when doctors tell me to take them (though I will reluctantly take them if the need is extreme; I'm not an irrational zealot about this).

The key problem with drugs is that Societal Programming has brainwashed you into thinking that some drugs are bad while others are good. The “good” drugs, SP tells you, are prescription drugs (because doctors told you to take them and doctors are smart so it's okay!), coffee (because everyone else drinks coffee and it tastes good!), and in many cases, marijuana (because weed isn't addictive like those bad drugs and helps with my anxiety!).

Almost every time I've spoken with a man who is complaining about low energy despite doing everything else in this chapter (sleep, exercise, etc.) he eventually and embarrassingly admits that he's taking some kind of prescription drug for some kind of real or imagined chronic problem; things like depression, anxiety, ADHD, hormonal problems, weight loss, high cholesterol, high blood pressure, erectile dysfunction, or whatever. Again, I'm not a doctor, and it's your body, so do whatever you want. All I know is that I see *far* more people getting fucked up by these drugs than being fixed by these drugs. If you're taking any prescription drugs right now for long-term usage, I would do everything in my power (research, lifestyle changes, talking to other doctors or naturopaths, etc.) to stop taking them. The negatives are too numerous.

Weed (marijuana) is especially bad. Why? Because nothing will sap your energy levels and motivation like smoking weed. More than once in my life, I have seen reasonably intelligent, motivated, high-energy people become lazier and less motivated because of their love of smoking weed. They often gain weight too. Of course, it doesn't always happen, and I do know people who smoke weed occasionally who are just fine, but I've seen it happen enough to indicate there's definitely some causation there.

As an Alpha 2.0, you should allow all the people in your life to do all the drugs they want (except your kids), but you shouldn't do any. You have bigger and better things to do, and drugs will more than likely pull you away from your Mission and your goals.

## Avoid Alcohol

Everything I just said about drugs also goes for alcohol. I have never been drunk in my entire life and I have never consumed hard alcohol. There have been a few times I've taken a few sips of wine and that's it.

Getting drunk all the time, or even getting buzzed regularly, will damage your energy levels and overall level of motivation and divert your attention from your Mission and goals. Having a beer or two every once in a while is fine. If you want to get shitfaced occasionally, like at a special event or when celebrating something, that's also fine. However, artificially altering your mood via alcohol should not be a regular occurrence in your life if your Mission and energy levels are important to you.

## Closely Monitor and Address Your Testosterone Levels, Especially If You're Over 35

The greatest physical source of energy and motivation as a man is the level of testosterone in your system. Testosterone keeps you strong, young, motivated, full of energy, and sexually potent. Testosterone is a core ingredient of masculinity. Since masculinity is a core aspect of the Alpha Male, and since, as we've discussed in prior chapters, femininity and consistent happiness are two incompatible conditions, low testosterone is unacceptable if you want to live an Alpha 2.0 lifestyle. You'll also be tired much more often if your T levels are low.

When your testosterone levels are decently high...

- You will have more energy all day long
- You will have better sleep
- You will be much better sexually
- You will be able to gain and maintain more muscle mass
- You will look younger
- You will be happier
- You will be more motivated
- You will have more endurance
- You will have less cognitive decline as you age
- You will live longer (contrary to popular belief)

Here's the bad news. Once you hit your early thirties, you will start losing testosterone at a rate of about 1% per year as a part of the aging process for the rest of your life until and unless you do something about it (which most

men don't). Also, we live in an era where most men under 30 are also suffering from low T, which means when they hit their early thirties it starts declining that much faster.

To make matters even worse, most doctors won't do anything about it. Many men over 35 end up going to the doctor and complaining about lack of energy, motivation, or reduced sexual function. The doctor will check their testosterone, see that it's low, and say, "All is well, your testosterone is 'normal' for a man your age." He'll proceed to tell you that it's "okay" and "normal" that your cock doesn't get quite as hard as it once did or that you don't have the energy you once had.

### Unacceptable!

This is absolutely unacceptable if you want to live a full, healthy, happy life as a man into your older years. One of my over-arching lifetime goals is to keep my testosterone levels to the equivalent of a young adult, even if I'm in my forties, fifties, seventies, or nineties. You don't need to be as extreme as that, but you should still make healthy testosterone levels a consistent goal in your life.

In my early forties, I went on TRT (testosterone replacement therapy). It was one of the best decisions of my entire life. My monthly income increased by 80% almost immediately, my sleep improved, I lost weight, and I was able to have sex with my young FBs and MLTRs as well (or better) than any 22-year-old man. Today at age 51 my testosterone is the equivalent of an 18-year-old athlete, and that's the way it's going to stay until the day I die (which is now extended because of my healthy testosterone).

You don't need to go on TRT if you don't want to, and there are natural methods to bring up your testosterone somewhat, but you *do* need to monitor your T levels and do whatever you can to bring them up if they are low.

Getting a blood test to check your testosterone levels is inexpensive and easy. Do it, and make sure that it shows you have the testosterone levels of a healthy 25-year-old man or close to it. If you do, great. Keep doing what you're doing. If you don't, you need to start on some kind of testosterone-boosting program, many of which don't involve any exogenous testosterone or a doctor's assistance. Often just a change in diet and exercise can do it. If this isn't enough to bring your T levels up, strongly consider TRT. It's fantastic and many over-35 men in the Alpha Male 2.0 community are on it and will sing its praises just as much as I do.

Doing everything else listed in this chapter will help raise your testosterone levels too.

## Take Lots of Vitamins

Your diet, even if it's very healthy, will *not* provide you with the optimal level of vitamins and minerals you need for a long, healthy life and maximum daily energy.

I take a huge handful of various vitamins every day with my first meal. In addition, every time I eat throughout the day I pop a big vitamin C pill and a big omega-3 pill. I'm not going to list out all the exact vitamins I take. I'm not qualified to give that kind of advice, and your body may differ from mine. You must take the time to do the research and take whatever vitamins you need for maximum energy, health, anti-aging, disease prevention, and longevity. Be sure to base your vitamins based on your age, body type, activity level, fitness goals, and medical history. I have read many books on health and vitamins and I've learned a lot. You should do the same.

There is one vitamin that is particularly important to a man and his energy levels, and that's vitamin D. Many people don't get enough sunlight and/or live a sedentary lifestyle, both of which sap vitamin D from your system. Vitamin D also helps improve crucial testosterone levels. Get a blood test to determine your vitamin D levels, and if you're low, start taking vitamin D daily. Consult a doctor on specifics.

I have pale skin and used to live in a part of the world where unimpeded sunlight wasn't very common. Many years ago I took a blood test that indicated my vitamin D levels were extremely low. I started taking 4,000 IU of vitamin D daily, and within a few weeks I was shocked at how much it improved my mood and daily focus. My testosterone levels also improved. I upped the dosage to 10,000 IU daily and my energy improved even more. I still take vitamin D every day and I can't recommend it enough.

## Have Sex Frequently

As I mentioned earlier in this book, having sex isn't just about feeling good. Having sex regularly will help you maintain higher levels of energy, raise your testosterone levels, and most importantly, keep sex from being a distraction in your life. Men who are addicted to masturbation or porn or who are distracted by sexual desires or neediness tend to be men *who aren't getting enough sex*. How many cheating married men have you met whose wife was super hot and was having sex with him three days a week? How many single guys do you know who are addicted to porn or masturbating too much while having sex with real-life hot girls several times a week? See my point?

By the way, I need to state a few things for the record. When I say “sex”:

- Masturbation does not count.
- Watching porn does not count.
- Sex with sex dolls does not count (at least not yet; in a decade or two when sex robots look and feel just like real women, then it will count, but we’re not there yet).
- Sexting, phone sex, cyber-sex, chatting on services like OnlyFans, and/or video-chat sex with your long-distance girlfriend or wife does not count.
- Flirting, even things like ass-slapping, does not count.
- Making out with girls does not count.
- “Practicing game” does not count.
- Going out on dates that don’t involve sex does not count.

When I say “have sex,” I mean you’re having actual sexual intercourse with a real-life, warm woman in your arms. No excuses on this one. I don’t care if you’re single or shy. I don’t care if you’re monogamous or have been married for twenty years. As a man, you need to be having sex regularly with *someone*, ideally at least two women to meet Alpha 2.0 sexual baselines. Stop making excuses, take the advice you’ve learned in this book, and make it happen.

## Keep Your Weight Under Control For The Rest Of Your Life

This should be obvious.

I’ve had to wrestle with my weight at several points in my life so I know this can be hard if you were cursed with poor genetics in this area. I also know it gets more difficult as you age (but less so if you get lots of sleep and maintain high testosterone).

You don’t need to be 8% body fat like a pro bodybuilder. It’s okay if you have a little chub on you provided you exercise regularly and regular blood tests and checkups that show you’re healthy. It’s not okay if you are *fat*. If you’re fat, you need to put everything else in your life on hold and get that handled right now. Not only will it murder your daily energy levels, but the health risks are enormous. Testosterone takes a massive hit. Consistent levels of high energy are impossible. You’ll also feel less confident with women. If you’re fat, get it taken care of. Even if it takes a few years, do it.

I walk my talk here. Though I still have some to go, I’ve lost a lot of weight. It’s not easy, because I have some psychological issues with food and I have a slower endomorphic metabolism, but none of this is an excuse for me or you.

You can do it if you make it a priority and persevere. A year ago I was even able to completely eliminate my desire for sugar by going cold turkey on it for several weeks. If I can do that, you can too.

This also means that if you are currently not fat, you need to keep watching your weight as you age. Every ten years you're going to "naturally" gain some weight, so you need to always be on guard against this for the rest of your life.

### **Constantly Remind Yourself of Your Goals to Stay Motivated**

You should have the biggest and most exciting goals that you set back in Chapter 13 plastered up on your walls, your bathroom mirror, your monitor, and perhaps even on the dashboard of your car. Set up a system in your life where you are constantly reminding yourself of your big, exciting goals. Gold medal winners in the Olympics do this. It works. It will keep you pumped, keep you going, help you through the bad days, and make you feel remorseful when you start screwing around and wasting time, which is good!

### **If You're An Older Man, Date Younger Women (Even If You Date Older Women Too)**

When I was younger, I occasionally heard from older men that dating younger women makes you feel young. I always considered that to be bullshit. Then I started dating women as young as 18 when I was in my thirties and forties. To this very day in my fifties, I still have sex with women as young as their early twenties regularly. So I can report to you that it is absolutely true.

To be clear, I'm not one of these angry internet guys who think any woman over the age of 30 or 35 is gross or has "hit the wall." I think women in their thirties and forties are very attractive and I have sex with them also. My wife is 44, although she looks about 32.

Regardless, having sex with younger women will put a spring in your step more so than having sex with women your age if you're over 40. I don't think it's any coincidence that men like Silvio Berlusconi and Hugh Hefner were young-looking and healthy even to a very old age. It's been scientifically proven that dating younger women boosts testosterone in men more so than dating older women, even if you are an older man. It will increase your energy levels, make you feel younger, and motivate you to stay young and healthy yourself.

I'm not saying you must date younger women if you're an older guy, although I am strongly recommending it. If you want to stick with older women,

that's fine as long as long as they're youthful, happy, trim, and reasonably fit. My wife, an American woman at age 44, is a fit size zero with almost a six-pack who works out several times a week and has no wrinkles, so older women can look very young and hot if they make it a priority.

I'm also not saying you should get into super serious relationships with much younger women. Keep them at the FB level if you like. Regardless, I highly recommend younger women for higher energy levels as an older man.

## Chapter 36

### Getting Out of the Box

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*When traveling and asked where I lived, and I answered “sunny Phoenix,” I’d often get the envious sigh, the gee-I-wish-I-lived-there-instead-of-in-X, then the litany of unpleasant things about their home city. This amuses me because apparently they haven’t noticed the highway signs in their own town pointing the way out.*

Dan Kennedy

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May, 2001.

A good friend of mine I’ll call Rick was sitting next to me at the circular table in the hotel ballroom. The party was going strong. It was my parents’ thirtieth wedding anniversary and it was a packed house. Both of our wives and kids were elsewhere, eating and socializing, and Rick and I relaxed while talking about work.

Rick and I had been friends for a long time. We had gone to both middle school and high school together. Rick was a funny, casual, good-looking guy. I still remember the girls I had talked to in high school who had swooned about my “hot friend” Rick.

He and I had both grown up to become successful businessmen; me a consultant, Rick a dentist. He ran a thriving practice with four employees. He made very good money, more than I was making at the time.

Rick was doing what he usually did: complaining about his work. He went on and on about how much he hated being a dentist. Your customers all hate you and constantly complain and fight you. Your employees all hate you. The paperwork is a nightmare. The insurance companies are impossible to deal with. It takes forever to get paid. You have to screw around with banks. The equipment is ridiculously expensive. The required continuing

education was tedious, expensive, and time-consuming. I could see the pain in his eyes as he spoke.

“Why don’t you just quit?” I asked.

“Quit?” Rick said, blinking fast as if snapped out of a trance.

“Yeah. Just quit. There are lots of things you could do to make the same amount of take-home money you’re making, things that require much less overhead and bullshit. I could even help you out with a battle plan.”

“I can’t quit,” he said, shaking his head, “I went to school for this for a billion years. It was expensive too. I can’t just chuck all of that hard work. I have a whole practice now. I have employees and stuff. My dad did this. My uncle did this. Plus my wife wouldn’t let me. There’s just no way.”

Rick’s a great guy and I love him, but every time I saw him, he was once again talking about how unhappy he was being a dentist. He knew he could do something else with his life, but he “couldn’t.”

Now here’s the update to this story that I didn’t have in the first edition of this book...

Completely fed up with his work, the stress of supporting his wife and two small kids, and tired of putting up with his oppressive, dominant wife, Rick started going to strip clubs. A lot. Eventually, he started having an affair with a stripper. Soon, he fell in love with her and got her pregnant. His wife found out and promptly divorced him.

Like most normal beta males in the Prison, Rick had no prenuptial agreement and co-owned everything in his life with his wife, including his big house and his dental practice. So he got absolutely slaughtered in the divorce. He lost everything; his car, his house, his kids. The last time I talked to him he was living in a tiny apartment with his stripper girlfriend and new baby while he was supporting two households plus alimony while trying to figure out how to borrow a mountain of money to pay his ex-wife off for her 50% stake in his own dental practice.

All of this... because he was trapped in The Box.

## The Box

At this point in reading this book, you’ve probably come up with some fantastic and motivational ideas about how you can change and improve your life. At the same time, it’s also likely that you’re thinking you “can’t do that” because of some major condition in your life.

Maybe you think you “can’t do that” because...

- You're married and it would be too difficult to get divorced or change your marriage to a sexually open one.
- You have kids and it would be too difficult to live a life of freedom.
- You have a good-paying job you hate but feel trapped because of the time and effort you've already put into it.
- You're in college, or some other educational endeavor, and you "can't" stop because of the time and/or money you've already put into it.
- You "can't" make a major change because your family, or certain members of your family whom you feel close to will be disappointed, perhaps even angry.
- You're concerned your friends will ostracize you if you pursue techniques or concepts described in this book.
- Your girlfriend or wife "won't let you."
- You feel you "can't" financially afford to make the change you want.
- And so on.

You are likely trapped in The Box, a concept first introduced by Harry Browne in his book How I Found Freedom In An Unfree World. The Box is a significant, self-imposed condition that restricts your freedom or your long-term, consistent happiness. It could be a:

- Marriage
- Relationship
- Job
- Career
- Obligation
- Family situation
- Living situation
- Legal or financial limitation
- Or other similar circumstance

It could be a condition such as the fact that you have kids, or have a lot of debt, or are dependent on someone, or feel obligated to someone. It could be a prior commitment you made to someone that you know is harmful and destructive to your life, and perhaps theirs too. It could be that you hate where you live but fear moving to a new city or country.

It could even be something as simple as cultural SP. For example, you may have been raised in an Asian culture and are strongly sensitive to how your family would react if you took charge of your own life.

It could be any self-imposed condition that you feel is holding you back from taking the actions in this book to improve your life, your freedom, or your happiness.

The Prison is imposed on you from external sources, namely the elites who run your society. However, the Box is something you have created for yourself. Consider it your own mini-Prison.

### **Logic and Facts Sometimes Don't Work**

A long time ago I discovered that I could logically explain something to people, have them truly and honestly agree with me, but then say, "Yeah, but I can't do that because..." and then throw their "Box excuse" at me. For example, when I talk about how long-term monogamy doesn't work, and present all the facts, statistics, and arguments that support that, a lot of men will tell me "Yeah, you're right. A 'forever' monogamous marriage doesn't work. That's just not how human beings work. You're right. But I'll probably end up doing it anyway."

One of the many reasons I completely removed myself from politics many years ago, to the point where I don't even vote, is because I found that people would agree with me that the person they were voting for was very harmful to their own core political beliefs. They would say that this person was bad for this reason, that reason, and this reason... but that they would still vote for him (or her). The facts didn't work, even when people acknowledged them.

As I described back in Chapter 2, the world is full of people doing things they know will make them unhappy. Men and women alike remain in marriages they hate, relationships they hate, jobs they hate, countries they hate, and situations they hate. All because of that damn Box.

Therefore, this book would be incomplete without talking about how to break out of your Box.

### **Breaking Out Of the Box**

Unlike the Prison, The Box is something you have complete control over. You can break out of your Box whenever the hell you want, and you should. Yes, there will be a price for you to pay to do this, and breaking out of The Box will be uncomfortable, even painful. We discussed that process back in Chapter 2 when we talked about the Happiness Change Curve. It is indeed a law of the universe that you will experience some temporary unhappiness, perhaps even deep unhappiness when you change major circumstances to make your life better. This is unavoidable in most cases.

The good news is that *this unhappiness is temporary*. If you focus, you can minimize that unhappy phase and get to the happy stuff very quickly. Several times in my life I have had to break through my Boxes:

- I refused to go to college when I was younger, deeply upsetting my highly educated parents who were both very pro-education. At the time, my mother was a teacher and my father had two master's degrees.
- I quit my job and started my own business, leaving a very secure, stable, high-income corporate career. I was switching from high guaranteed income to maybe-income.
- I pursued public speaking as a source of income. Surveys have shown that people are more scared of public speaking than even death(!). I wasn't that scared of it, but I was scared when I started, believe me.
- I had to separate from, and later divorce, a woman I was married to for almost a decade and the mother of my children, forever changing my family life.
- After my divorce I had to, very uncomfortably, get back out into the dating world, being a decade out of practice.
- Several times in my business career, I've had to shut down or reorg my companies, involving things like layoffs or suspensions, which was always very uncomfortable.

Breaking out of The Box is never fun, but it's worth it. The new happiness and freedom that comes as a result is more than worth the temporary and transitory pain you feel as you push through The Box and enter into a new and better world.

## How to Break Out

Here's exactly how to break out of your Box, if you have one. If you have no Box, that's great. Take the things you've learned in this book and get to work. If you do have a Box that's holding you back from adopting one or more of the lifestyle changes described in this book, here's how you punch through and get yourself out, and on to bigger and better things. That Box is continuing to make you unhappy and less of a man. It's time to chuck the damn thing.

### *Step 1: Clarify the price you're paying by staying in The Box*

While you're busy worrying about all the scary stuff that might happen if you break out of your Box, you're not thinking about all the great stuff you're missing out on right now by staying in The Box. You're also not considering

horrible stuff that is happening right now, as you stay in your Box. If you think about it, this makes absolutely no sense.

You may forget that by staying in that boring, painful, but familiar marriage, you are paying a massive price. The same goes for that “safe,” soul-killing job you hate, that pretty but bitchy girlfriend you won’t break up with, that family member you don’t have the balls to stand up to, or that friend who keeps taking advantage of you.

By staying in these situations, you have installed a huge pipeline that directs all kinds of pain and unhappiness right into your being constantly. Even worse, you are forever destroying all the other wonderful options out there that you could be experiencing.

I don’t believe in reincarnation, nor do I believe in an afterlife where we retain our identity. That means once you die, you’re done, and you’re never coming back here again. This life is your only shot. If you live through this life without ever having experienced something, you will never get another chance. You will have lost your only opportunity.

Therefore, by choosing to remain in your current circumstances, you are paying the greatest, most horrible price you could possibly pay. You think you’ll “only” pay a price if you get out of The Box, when in fact you’re paying an even worse price by staying within it. The pain you’re now experiencing will be forever, while the pain of getting out of The Box will only be temporary.

Sit down and write out a specific list of “prices” that you are paying right now by choosing to stay in your Box. Be very specific, very honest, and don’t hold back. Don’t leave anything out; put down every negative item. What pain, suffering, unhappiness, or boredom are you now experiencing because you refuse to make a change? What things are you missing out on that would make you happy?

### *Step 2: Imagine living your life without The Box*

What kinds of things would you do if you were completely out of your Box? What would you have? Who would you be? What would you experience? How would you live? How happy would that make you? How else would that make you feel? How different, in a positive way, would it be from your current conditions?

I can very honestly tell you that my life today is a fantasy world of joy compared to the boring, stressful, monogamous, financially strapped, Prison-based life I used to live as a beta male. It’s night and day. The level of happiness I feel on most Monday mornings is better than what most men in The Prison feel on Christmas. I’m not kidding. It’s that good.

Write down exactly how wonderful your life would be if there were no Box. If you were free. Write down everything you would do, have, be, and feel. You might be surprised how large and exciting a list you'll be able to come up with.

*Step 3: Ask yourself, “What’s the worst thing that could happen if I leave The Box?”*

Ask yourself that question and get very real for a minute. What is the absolute worst possible thing that would happen to you if you made this change? Write down your answer and examine it rationally.

Don’t go crazy into dark fantasies about 2% Rule crap that would never actually happen, but do get specific about the worst that could happen in real life within a reasonable probability.

Let’s say you’re thinking about divorcing your bitchy, non-sexual wife. The worst thing that could happen could be, “I would have to go through a very terrible divorce, only see my kids on weekends, have to pay my ex-wife \$1300 a month in child support and alimony, and my parents would be very upset with me.” You would not say something hysterical like, “I would never see my kids again!!!” because that’s not going to happen since laws protect you against this kind of thing.

You get my point. Make it the worst thing that really could happen, but don’t go into dramatic la-la land.

Let’s say you’re thinking about quitting your safe but horrible job and starting an Alpha 2.0 business. You could say, “The worst that could happen is that I would not be able to pay my bills for a bit and might have to move in with my parents for a while.” You would not say, “I might end up homeless and die in the gutter!!!”

Specifically define exactly what would happen in the absolute, but realistic, worst-case scenario.

*Step 4: Ask yourself the magic question, “Could I handle that?”*

Looking at your worst-case scenario, ask yourself, “Could I handle that?” Give yourself an honest, rational answer. The vast majority of people who go through this exercise are quite surprised to discover two things:

1. The worst-case scenario isn’t nearly as bad as you thought it would be.
2. You *would* be able to handle it. You wouldn’t like it, but you could handle it. As a matter of fact, you’ve probably already handled worst things in your past, and you still turned out fine.

*Step 5: Specifically define the price to get out of The Box, then develop a battle plan to pay that price and get it over with as fast as possible.*

That's what this book is all about. Define your Code and your Mission, set some goals, make some plans, and use the time management techniques we discussed in Chapter 14. Then pay that Box-breaking price and go through that pain as fast as possible. Then you can get to the good stuff, all while avoiding SP, OBW, and the 6SV. Always keep in mind how bad your Box is (or was), the new life you're going to live, and how you'll be able to handle even the worst-case scenario, which is unlikely to happen anyway.

Make a list of tasks that you'll have to complete to get out of your Box. Sort them by priority and sequence, just like we talked about back in Chapter 14. Then get to work!

Also, now that you know your worst-case scenario, you can include aspects of your plan to prevent this from happening. Within a personal strategic plan, preventing disaster is every bit as important as accomplishing goals. You should do both.

## Afterword

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*The world's mine oyster, which I with sword shall open.*

Shakespeare

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As I implied earlier in this book, there are times I wish I could take a time machine and go back in time to that wide-eyed kid I was when I was twelve years old, dreaming about the life I wanted to have someday when I would be an adult. I would love to sit him down and tell him that all the amazing fantasies he has for his life would not only come true, but most of these things he was going to experience were *beyond* his wildest dreams. Owning multiple companies, making a seven-figure income without having to work long hours, traveling the world, having meaningful work that excites and motivates him, being in love, having sex with dozens of beautiful women, including some of the most beautiful women in the world, raising two wonderful children, being able to do whatever he wants, whenever he wants, without having to check in with anyone. It would seriously blow that kid's mind.

He probably wouldn't believe me. I've been living this life for almost 20 years and there are times I don't even believe it.

Is it easy to achieve a life like this? Of course not; I've had to work pretty hard at certain points. The good news is that most of the hard work was pretty fun, so "hard work" doesn't accurately describe it if your connotation is negative.

Even if the work involved to get here was all negative, I would still have done it, without hesitation. The Alpha 2.0 lifestyle is truly the greatest in the world. Only the Alpha Male 2.0 can live a life of consistent happiness.

Women can't. They crave a range of positive and negative emotions, not constant happiness.

Beta males won't. They want happiness but don't have the courage to go out and seize it.

Alpha male 1.0s won't. They choose control over others instead of consistent happiness.

That leaves us: the Alpha Male 2.0s.

If you're not yet one of us, I encourage you to join us. You won't regret it.

If you don't want to become one of us but want to integrate aspects of what I've talked about in this book into your beta or Alpha 1.0 life, that's okay too. I'm glad to be of help.

If you're a man who wants to instead break out of your beta or Alpha 1.0 mold and live a life of freedom, confidence, abundance, and consistent happiness, you are the man I wrote this book for.

Greatness is there, right in front of you.

Take it. It's yours.

## Further Information

There are two websites you need to check out if you want more information regarding living a life like this. The first is the Alpha Male 2.0 page at alphamale20.com. The second is the Alpha Male 2.0 business brand called Unchained CEO, which is at calebjones.com.

I have numerous books, courses, events, communities, and training programs at those sites that will assist you in every aspect of your Alpha Male 2.0 journey, both by helping you set up your location-independent Alpha 2.0 Business and teaching you how to date multiple attractive women all at the same time.

My team and I are here to help you.  
You can do this.

~Caleb Jones  
February, 2024

Here's a final quote from Gene Simmons, probably the most important statement I've quoted in this book:

*What will you say right before they put you six feet under? Will you say "I wish I could have, I wish I would have, I wish I should have," or will you say, "I did it all. Thank you and good night."*

## Glossary of Terms and Acronyms

**2% Rule:** Don't worry about the negative outcome if it has a 2% or less chance of occurring.

**Alpha Male 1.0:** A strong, confident, successful man who desires to control others.

**Alpha Male 2.0:** A strong, confident, successful man who desires long- term consistent happiness.

**Beta Male:** The typical, needy, submissive "nice guy."

**Block System:** A time-blocking time management system.

**Breakout Phase:** When you are focused on moving out of your parent's home and building your own business.

**Check System:** A simple time management system.

**Code:** Your personal code of conduct. A (hopefully short) list of standards you will always adhere to no matter what.

**Collapsing Trifecta:** The USA, Canada, and Europe, especially Western Europe. Nations that will collapse economically and culturally in our lifetimes.

**E3D:** Every Three Days time management system

**EFA Phase:** The first two weeks of a new non-mono relationship where you demonstrate through your actions what kind of man you are and are not.

**Empire-Building Phase:** When you focus on getting the income you want, the life you want, and the woman structures you want.

**External Solutions:** Looking for things outside of you or your life that you have very little control over to fix your problems.

**FB:** Friend With Benefits

**Financial Freedom:** Being free from circumstances and unhappiness created by financial lack

**Five Flags:** A system where you internationalize your life for maximum freedom, mobility, and protection.

**Flag:** A country you use for a specific purpose. There are many types.

**Freedom of Action:** The condition of being able to live your life any way you choose, free from any unreasonable limitations from work, government, family, or lifestyle.

**Hard Next:** A permanent removal of a woman from your relationship life.

**Implicit Phase:** The first 3-5 months of a non-mono relationship where you do not verbalize anything about the relationship.

**Improvement Work:** Work that potentially or definitely will improve your income and/or lifestyle not today, but down the road.

**Internal Solutions:** Solving your own problems.

**LISG:** Low-Income Smart Guy

**LTR:** Long-Term (monogamous) Relationship **MLTR:** Multiple Long-Term Relationship(s) **MNS:** Monogamous, but Not Serious

**Mission:** The single, overriding purpose and direction of your life, or at least for the next 20 years

**Money Baseline:** The three financial minimums of the Alpha Male 2.0: income of \$75,000 per year (or the equivalent), working less than 40 hours average per week, and having the ability to recover that income within 6-12 months if it's ever lost.

**Obsolete Biological Wiring (OBW):** Strong but outdated biological urges that were needed 50,000 years ago but now only serve to make you less happy.

**OBW:** Obsolete Biological Wiring **6SV:** The Six Societal Values **SLA:** The Seven Life Areas

**OI:** Outcome Independence

**OLTR Marriage:** An open or semi-open marriage with an enforceable prenuptial agreement and completely separate finances between the two partners.

**OLTR:** Open Long-Term Relationship

**Outcome Independence:** The state of uncaring in regards to the outcome of a particular, singular situation currently before you.

**Rule of Two:** Never work on more than two goals or areas of improvement at once.

**Self-Actualization Phase:** When you work to be the best man you can be because you don't need to worry about money or women anymore.

**Seven Life Areas (SLA):** The seven ways in which you can spend your time: financial, family, social, woman, spiritual, physical, and recreational.

**Sexual Baseline:** The sexual minimums of the Alpha Male 2.0: the ability to have sex with at least two new women within four weeks of losing your current source of sex, and always having sex at least twice a week with women you consider at least "cute."

**Sexual Freedom:** The option of having mutually consensual sex whenever you want with whomever you like without having to get permission from anyone.

**Six Societal Values:** The six values society deems as more important than personal happiness. They are: conformity, security (perceived or real), control over others, emotional validation ("drama"), social validation, and not being alone.

**Social Freedom:** The ability to take action without regard to negative reaction from society.

**Societal Programming (SP):** Any thoughts you have as a result of society's extreme and constant efforts to install falsehoods within you to further the agenda of the elites.

**Soft Next:** A short, temporary removal of a woman from your relationship life.

**SP:** Societal Programming.

**Standard Work:** Regular work you must perform in order to pay your bills and maintain your lifestyle.

**TMM:** Traditional Monogamous Marriage

**Unmarriage:** Moving in with a woman in a relationship that looks exactly like a marriage (cohabitation, raising kids, a wedding, wedding rings, etc) only without actually getting legally married on paper.

**Useless Work:** "Busy work" that makes you feel productive but actually accomplishes nothing of value.

**Verbalization Point:** When you verbalize to a woman you will never be non-monogamous, usually 3-5 months into a relationship or more, after the Implicit Phase.

**Vision:** A 1-3 page document describing your perfect life in detail.

## Acknowledgments

A man is the sum of those he has experienced throughout his life. This book, nor the wonderful life I now live, would not have been possible without the invaluable assistance of the following people. Not all of you below will agree with everything said in this book, but all of you have given me gifts I can never hope to repay, though I may try (and fail).

Pink Firefly, the most wonderful and magnificent woman in the entire world.

Dad, for being the father so many men wish they had. I stand in your shadow, and always will.

Mom, for teaching me what long-term consistent happiness means and looks like. You are the model the world should follow.

My son Josh. At age five you already had abilities it took me 30 years to develop. You are a greater man than me. Watching you grow and conquer is my greatest pride.

My daughter Alyssa. You are only the best qualities of your mother and I. Every girl who knows you wants to be like you. Your brother and you are the two children I always fantasized about having.

My key team members; my businesses would not be what they are today without you. Billie, Geoff, Matthew, James, Aashir, Lance, Jason, and Jerrick.

My buddies over the many years whom I will always consider brothers. Mike, Kevin, Andrews, David, Rob, Frank, John, Eric, Garret, Derrick, and Dirk.

My main girls, both now and in the past. I won't name you, but you know who you are. You're amazing people and I'm lucky to have you in my life.

My personal mentors. Thank you for believing in that scruffy, smartass kid when no one else did. Alan, Ted, Doug W, Dan, Ken C, Shawna, David, Sarah, Bill, Eric, and Phil.

Everyone who's ever informed me, helped me, hated me, debated with me, or supported me on any blog or forum. All of you helped me improve as a man, hone my ideas, and call me out on my shit when needed.

Every person who has hired me as a consultant or purchased any of my internet products or services over the pat over the past 28 years. I would not be here without you.

Every woman I've ever tried to have sex with who said no. You made me improve as a man probably more than anyone else did or could.

My haters. I don't have very many of you, but most of you have made me a lot of money. Thank you.

Anyone else I've forgotten to mention. There are a ton of you, but my memory banks are limited. Thank you all.

## Footnotes/Sources

Massive decline in male fertility

- <http://online.wsj.com/news/articles/SB10001424127887323394504578607641775723354>

Productivity studies have shown that your output will increase at least 25% the first time you start using a to-do list even if you don't change any other behaviors

- <http://www.briantracy.com/blog/time-management/time-management-tools-and-techniques-time-planner-master-list/>

US revenue from porn is more than all the major American networks (ABC, CBS, and NBC) combined. Worldwide porn revenue is more than that of all the top American technology companies combined

- [http://www.family safemedia.com/pornography\\_statistics.html](http://www.family safemedia.com/pornography_statistics.html)

Humans are one of the few animals that has sex completely for the purposes of enjoyment outside of female ovulation

- <http://www.snopes.com/critters/wild/pleasure.asp>

Lower-testosterone men have 88% to 200% higher odds of death by any cause at any age

- *Sex At Dawn* by Christopher Ryan and Cacilda Jethá

*It is strange that the last men of intellectual eminence before the Dark Ages were concerned not with saving civilization, or expelling the barbarians, or reforming the abuses of the administration, but with preaching the merit of virginity and the damnation of unbaptized infants. Seeing that these were the preoccupations that the church added on to the converted barbarians, it is no wonder that the succeeding age surpassed almost all other historical periods in cruelty and superstition.*

- *The History of Western Philosophy* by Bertrand Russell

Polyamorous families (where there's three or more people sexually committed to each other) number approximately half a million marriages in the United States

- <http://www.newsweek.com/polyamory-next-sexual-revolution-82053>

In a book I wrote called How to Create or Convert to an Open Marriage, I interviewed over 40 couples who were married or living together in an open relationship or marriage, and more than 40% of them were raising small children

- <http://www.open-marriage.com/>

Researchers tell us that couples with open marriages rate satisfaction with marriage and their lives in general higher than people with standard monogamous marriages

- *Sex At Dawn* by Christopher Ryan and Cacilda Jethá

20% of American couples have sex less than 10 times per year, and 30% to 50% of married women say they have "little or no sex drive."

- *Sex At Dawn* by Christopher Ryan and Cacilda Jethá

1930s big business used monogamy to successfully trick men into spending thousands of dollars on worthless stones called "diamonds" if they ever wanted to propose to a woman

- <http://www.youtube.com/watch?v=N5kWu1ifBGU>

70%-80% of all divorces are initiated by the female

- National Center for Health Statistics, American Law and Economics Review, Divorce Source Research Center (Atlanta, Georgia), and various other sources

Married men have lower testosterone levels than unmarried men of the same age. Just the act of a man's wife having a baby drops his testosterone levels by as much as 30%

- *Sex At Dawn* by Christopher Ryan and Cacilda Jethá

Clinical studies have shown us that if a married man does nothing more than a 20 minute chat with a young, beautiful woman, his testosterone instantly shoots up 14%. Older men, including older married men, who have sex with a new young woman experience boosts in their testosterone levels, resulting in increased sexual desire for their wives, since more testosterone equals a higher overall sex drive. This is even true if the younger woman is dumber, uglier, and/or worse in bed than his wife

- *Sex At Dawn* by Christopher Ryan and Cacilda Jethá

Infidelity rate in those married couples who never divorce is around 77% on average and the overall failure rate of marriage is around 90%

- [http://www.huffingtonpost.com/robert-hughes/is-the-us-divorce-rate-go\\_b\\_4908201.html](http://www.huffingtonpost.com/robert-hughes/is-the-us-divorce-rate-go_b_4908201.html)
- <http://www.dailymail.co.uk/news/article-1377940/Half-parents-split-16-births-outside-marriage- hit-highest-level-200-years.html>
- <http://www.census.gov/hhes/socdemo/marriage/data/acs/index.html>
- <http://www.census.gov/hhes/socdemo/marriage/data/sipp/index.html>
- [http://www.huffingtonpost.com/2013/06/12/gray-divorce\\_n\\_3429703.html](http://www.huffingtonpost.com/2013/06/12/gray-divorce_n_3429703.html)
- <http://magazine.foxnews.com/love/cheating-statistics-do-men-cheat-more-women>
- [http://www.washingtonpost.com/opinions/five-myths-about-cheating/2012/02/08/gIQANGdaBR\\_story.html](http://www.washingtonpost.com/opinions/five-myths-about-cheating/2012/02/08/gIQANGdaBR_story.html)
- <http://magazine.foxnews.com/love/are-you-semi-happy-marriage http://www.care2.com/greenliving/are-only-17-of-marriages-happy.html>

Scientific studies have often shown that married men who cheat report that they are "very happy" with their marriages and their lives. Only one-third of married women who cheat report the same -

- <http://ideas.ted.com/2014/01/23/10-facts-about-infidelity-helen-fisher/>

Approximately three-fourths of all boyfriend/girlfriend relationships are terminated by the female, and men take breakups harder than women do

- <http://www.sciencedaily.com/releases/2010/06/100608135114.html>

Over 20% of the women in the US have children from multiple fathers

- [http://www.nbcnews.com/id/42364656/ns/health-childrens\\_health/t/us-moms-have-kids-multiple-dads-study-says](http://www.nbcnews.com/id/42364656/ns/health-childrens_health/t/us-moms-have-kids-multiple-dads-study-says)

Numerous surveys have shown that the majority of married women would not remarry their current husbands if they had to do it all over again

- <http://www.prnewswire.com/news-releases/womans-dayao-poll-reveals-majority-of-married-women-would-reconsider-their-spouses-36-would-not-marry-their-husbands-if-they-could-re-do-their-i-do--another-20-not-sure-53289747.html>

Women's brains are built for perception in a way men's are not

- [http://www.lifescr.com/well-being/articles/f/female\\_perception\\_vs\\_male\\_perception.aspx](http://www.lifescr.com/well-being/articles/f/female_perception_vs_male_perception.aspx)

Repeated surveys constantly show that most women in the workplace prefer to have a male boss

- <http://www.businessweek.com/articles/2014-10-16/women-dislike-having-female-bosses-more-than-men-do>

During scientific experiments, women respond sexually to images of men-on-women sex, women-on-women sex, animals having sex, attractive women walking down a beach, and attractive men walking down a beach. In the same experiments, men only respond sexually when women were present

- *Sex At Dawn* by Christopher Ryan and Cacilda Jethá

Research has shown that during ovulation, women:

- Are more likely to cheat.
- Are more likely to masturbate and/or watch porn.
- Are more likely to wear perfume and jewelry.
- Have brighter, more attractive skin.
- Dress more sexually and in ways that reveal more skin.
- Are more attracted to men bearing Alpha traits (bigger muscles, deeper voices, more symmetrical and chiseled faces, etc.)
- Speak in higher-pitched voices (so as to appear more feminine and to attract more men).
- Sway their hips more when they walk - 33 *Sex At Dawn* by Christopher Ryan and Cacilda Jethá

More than half of all American births to women under the age of 30 are to single mothers

- <http://www.nytimes.com/2012/02/18/us/for-women-under-30-most-births-occur-outside-marriage.html>

34% of teenage girls will have a baby by the time they reach age 20

- <https://www.capecearteen.org/cfthc.php?section=statistics>

55% of never-married women ages 40 to 44 have at least one child, up from 31 percent two decades ago

- <https://www.wealthysinglemommy.com/single-mom-statistics/>

Women's eyes and brains perceive color far better than men

- [http://www.asu.edu/news/research/womencolors\\_090104.htm](http://www.asu.edu/news/research/womencolors_090104.htm)

There is hard-coded OBW within a woman that causes her to become sexually bored with her male partner and this has been scientifically proven many times

- <http://www.nytimes.com/2013/05/26/magazine/unexcited-there-may-be-a-pill-for-that.html>

Studies show bald men exude greater business leadership potential than men with hair

- <http://online.wsj.com/news/articles/SB10000872396390443862604578032541863652264>

Empirical data has repeatedly shown that people with written goals make more money than people with no written goals

- <http://cdn5.sidsavara.com/wp-content/uploads/2008/09/researchsummary2.pdf>

Empirical evidence has shown that better-looking people make more money

- <http://online.wsj.com/news/articles/SB10001424052970203687504576655331418204842>

Instead, Michael Dell had his employees line cardboard computer boxes with garbage bags instead of buying trash cans - Direct from Dell by Michael Dell

Only 3% of married couples actually include a man with enough balls to get a prenuptial agreement

- <http://online.wsj.com/news/articles/SB10001424052702303615304579157671554066120>

34% of American teenage girls will have at least one pregnancy by age 20 (dated statistic)

- <http://cdclv.unlv.edu/healthnv/teensex.html>

Cost of having kids in the USA jumped up 21% between 2016 and 2021

- <https://www.lendingtree.com/debt-consolidation/raising-a-child-study/>

According to the most recent studies, it costs an average of \$310,000 to raise a child from age zero to 18

- <https://www.investopedia.com/articles/personal-finance/090415/cost-raising-child-america.asp>

The odds of a healthy “non-old” man producing birth defects in his children are often a fraction of one percent<sup>48</sup>. That means that even if they were to “double” or “triple” because you’re older, they’re often still just a fraction of one percent. Even if you were to father children in your sixties, your odds of giving your children birth defects are minuscule. A recent Cambridge University study concluded that “paternal aging does not affect the risk of miscarriage and increased paternal age on its own is not an indication for prenatal diagnosis since the absolute risk for genetic anomalies in offspring is low... there is no clear association between adverse health outcome and paternal age but longitudinal studies are needed.”

- <http://books.google.com/books?id=-SlaAQAAQBAJ&pg=PA104#v=onepage&q&f=false>

- <http://www.cdc.gov/nccddd/birthdefects/data.html>

- [http://www.babyzone.com/pregnancy/fetal-development/birth-defects-risks\\_70721](http://www.babyzone.com/pregnancy/fetal-development/birth-defects-risks_70721)

Over 40% of births in the U.S. are to unmarried mothers

- <http://www.cdc.gov/nchs/fastats/unmarried-childbearing.htm>

34% of single mothers have never been married

- <http://www.cdc.gov/nchs/fastats/unmarried-childbearing.htm> <http://www.singleparentcenter.net/single-parent-statistics.html>

It's been scientifically proven that dating younger women boosts testosterone in men

- *Sex At Dawn* by Christopher Ryan and Cacilda Jethá