

A COMPREHENSIVE GUIDE FOR MEN

**Understand Women:
Win the Heart of One**

Mike Curtis

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*Thanks for everything Mom. Sorry about the teen years.
(Please skip the R-rated parts)*

*Special thanks to Kate and Brett.
May God bless you abundantly.*

PREVIEW

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PREVIEW

Introduction

Introductions are usually too long, so I'm keeping this brief and to the point. What's more, I chiseled out this book with the idea of it being very informative while keeping it brief and to the point.

Simply stated: If you apply what I'm teaching in this book, you'll become *that man*. You'll become that man who understands women and how feminine attraction works. You'll become that man who easily attracts women and who gets women to do most of the chasing. Women will become and stay attracted to you not because of your looks or the size of your bank account, but for who you are and the wonderful way in which you effortlessly engage their emotions. Most importantly, you'll become the man you were born to be.

By skillfully applying what I'm teaching, you'll also learn to weed out quickly, the whack-a-doos many of us men have encountered. What I'm teaching will not only bring out the best in you, it will also bring the best in the best women and the worst in the worst women. What I'll teach you isn't speculation; it's what works. Throughout this book, I'll illustrate many of the common mistakes that men routinely make with women. I've made many of those same mistakes myself. You're not alone, and you've come to the right place for help because this book isn't "how to do it," this book is "how I did it."

However, before you proceed, you need to understand one very important fact: I am not a pick-up artist. Even though I'm teaching you proper pick-up, I don't view myself as a pick-up "artist." I don't teach manipulative seduction or exploitive pick-

up tactics. Furthermore, I deem most of the PUA techniques that you may come across as extremely destructive.

The techniques used by many PUAs create empty, tormented relationships. The sex is more about control than mutual pleasure, and both participants (including the PUA) are left feeling empty. PUAs are typically unhappy, needy man-boys who are always on the hunt for women who can be emotionally manipulated. Most PUAs need to fill an emptiness that stems from a scarcity mentality and a lack of good character. The fundamental viewpoint of a PUA is that meaningless sex with any woman will cause the PUA to feel fulfilled and to be happy.

The PUA's method of seduction is to influence a woman down to the PUA's level of worthlessness, pain and shame they feel for themselves. A PUA has little or no concern for a woman's happiness so long as the PUA gratifies himself and so long as he "scores." 99 percent of PUAs remain single. Many PUAs are angry, bitter and sad man-boys who blame the world for their internal shortcomings and have found a way to get some payback through manipulative seduction.

If you've read *The Game*, you'll see it's more than just a how-to manual, it's also a moral warning. As you get deeper into *The Game*, you'll discover that many PUAs are, in fact, isolated and unhappy in spite of their perceived success with women. That's because, underneath their slick techniques, PUAs remain the same small-minded, needy and bitter man-boys that they've always been. For example, One 40-year-old man-boy had perfected PUA techniques and after years of "scoring," dating became tedious, sex became monotonous, and he could no longer achieve orgasm. Most importantly, the system he used completely failed when he encountered healthy, quality Alpha Females. Alpha Females see through his bullshit in about three seconds. He remains incapable of giving (and receiving) the love that he has been seeking. He is utterly lost and very lonely.

Don't be that man.

How To Use This Book

A popular quote that's easy to find online states: We learn 10 percent of what we read, 20 percent of what we hear, 30 percent of what we see, 50 percent of what we see and hear, 70 percent of what we discuss with others, 80 percent of what we experience, and 95 percent of what we teach to someone. The percentages in the quote have little scientific merit and don't mean much.

That being said, I urge you to read this book as many times as you feel necessary. This book contains a lot of subtle nuances such as proper body language with which you must master and be completely comfortable. When you're out there applying what I'm teaching, you won't have a handy reference card if you choke. A good rule of thumb is to read and study this book to the point so that, as you're reading, you know what's coming next. If you're not completely familiar with the material in this book and have knowledge gaps, you'll wind up making unnecessary mistakes and getting yourself rejected. Your game needs to be tight.

The purpose of this book is to provide you with actionable wisdom on a range of subjects; all meant to give you insight into the mysterious world of women. You'll see that women aren't to be feared, worshiped or treated with contempt and disdain. They're wonderful, virtuous, affectionate, honorable, caring, adoring, tender, flawed people, just like you. As you read, you'll see many of the skills and concepts I'm teaching are intentionally repeated throughout this book because they're important subjects.

I've attempted to keep this book as linear as possible illustrating the natural progression of understanding women (and yourself), meeting women, and picking up women, dating and courting

women, seducing women and being in a successful relationship with one very special woman.

PREVIEW

PART I

Awareness

Beginning To Understand Women

“Women! I just don’t get ‘em!” My friend, if you believe understanding women is impossible, you’re not alone. How can us men live so close, for so long, to the opposite sex and still be unable to understand them?

There’s an infinite number of conflicting psychological studies that have spawned countless popular self-help books and articles. You could spend centuries attempting to understand women. That being said, I’m confident that what you’re about to read will put you head and shoulders above those countless men who just don’t get it and probably never will. You’ll have very little competition.

This chapter (and much of this book) contains generalities about women. If you're married or in a relationship, it's with one specific woman and not everything written here will be relevant to her. Each woman has a lifetime of unique experiences that have shaped her into what she is today: A unique human being. This book also contains generalizations about men that may not necessarily apply to you. But understanding women will no longer be a guessing game and this information will give you an excellent baseline of knowledge and be a good starting point.

Understanding women isn't that hard once you completely accept that women are emotionally centered. You might be thinking; women aren't reasonable or logical or sensible or rational. In fact, women are reasonable, logical, sensible and rational once you accept that much of what they say, and much of what they do comes from a place of emotion. More importantly, women crave those rare men who understand women. Women are irresistibly drawn to men who understand the secret language of women. Women adore those rare men who understand how attraction works. But here's the rub: Women aren't remotely interested in teaching you how to understand them. You're expected to know their secret language and to know how feminine attraction works.

If you don't understand women and how attraction works, and you make enough mistakes, sometimes even just one mistake, you're out. Period.

Women are simply not going to teach you. However, if they like you enough, they'll help you.

But I totally get it. Women say and do unbelievably bizarre and baffling things. Things like being impolite and acting annoyed with men who treat women like royalty. Things like telling you she's horny and then closing down when you get all worked up. Things like blowing her stack over something trivial like fixing a leaky faucet when you said you'd fix the leaky faucet but didn't. Things like saying right when she means left, and left when she means right.

What's more, 99 percent of the women you meet don't understand their feminine behavior and can't explain why women do and say the things that they do and say. Most women spend very little time and effort attempting to understand the whys. Naturally, it's completely understandable that you believe women are impossible to know and understand. That being said,

understanding women isn't a hopeless undertaking, but you must first accept the unavoidable fact that women are driven by emotion. Once you accept that women always have been, and always will be, driven by emotion then, and only then, will you be able to pass her tests, break through her barriers and make a genuine connection with her.

In this modern age, contemporary women are at the height of independence. Most women are completely self-sufficient, educated, successful and driven to achieve. They get fulfillment and meaning from their careers and their friendships with other women. They don't need a man in their lives for fulfillment and happiness. Well, that's what the ladies of "The View" and much of today's modern media have led women (and many men) to believe.

Truthfully, women are the same as they've always been. Most unattached women want to be in a love story that happens unexpectedly and develops naturally. Most unattached women are craving the right man to come into their lives and sweep them off their feet. Women want a man who gets it. He understands courtship and attraction. He knows what, when and how to say it. He understands the pleasure of uncertainty. He knows how to approach. He knows when to call and when not to call. He knows how to conduct himself properly in a courtship and a relationship. He's direct, unafraid and makes his intentions crystal clear. He is chivalrous, charming and playful. He lives authentically and without apology. He walks and talks his truth and never strays from his masculine purpose.

But don't tell any of that to a woman (seriously, never say that to a woman). They'll swear up and down that they don't need a man and that they get all the satisfaction they need from their careers, their workouts, their girlfriends, their male friends-without-benefits and anywhere else that the girl-power media tells them where they should get their fulfillment.

Women often mask the social things they do as "fun." Most women will never admit they're looking for love. The last thing they want to do is to appear needy and desperate. And who can blame them? Nevertheless, most women will all say the same thing about the venues they frequent and the social events they attend. It's always "just for fun."

However, what women are often hoping for, is to meet unexpectedly a man to which they're attracted. But they'll never admit that. In fact, they'll strenuously deny it. Every time. Women will go to their graves insisting they're not looking for a man. But if all that's true, why does such an extraordinary change occur in a woman's social life when she gets into a relationship? Why does the frequency of girls' night out dip so sharply when she's in a relationship? Why does a woman's social life change so dramatically once she's in a relationship?

The first law of understanding women is that women want to meet a man to which they're emotionally drawn. I'll say it again because it's important: She wants a man who properly and effortlessly engages her emotions, and she wants that same man to be attracted to her. But let's be clear, women are very subtle about showing interest in the men to which they're attracted. It's your job to read the feminine signs correctly and to respond accordingly.

Feminine Emotion And Her Brain

As you may have already guessed, the female brain is nothing like the male brain. The female brain is certainly equipped with the same parts as the male brain. However, the internal connections are vastly different. Women have more neural links between the right brain and the left brain, which explains why women process thoughts and emotions so differently than men. The higher ratio of neural links means women can process multiple thoughts and emotions quickly and simultaneously.

There's never a time when there's nothing going on in a woman's brain. There's always something percolating in her brain. Conversely, men's brains are made to deal with one thing at a time without interruption.

Not surprisingly, the brains of baby boys and baby girls are very much alike at birth. Their brains simply change over time. Genetics, life events, parental upbringing cultural influences, etc. all play a role in the transformation. Science has clearly shown that men and women respond differently to emotional events and memory-triggered emotions by the time we all reach young adulthood. However, women's brains function as genuinely and naturally as ours do. Don't visualize the male brain as superior and the female brain as inferior. It's a mistake to do so. The female brain isn't inferior; it's just different.

Women simply experience and engage their emotions much more effortlessly than men meaning that the power of your logic over her emotions is greatly diminished. However, women don't necessarily view their multi-processing capabilities as an advantage. Women simply can't help it, and their unintentional and uninvited multi-processing often drives them crazy. That's why you'll get nowhere arguing with a woman using logic and reason. In fact, arguing with a woman is futile. You must properly engage her emotions. More on this later.

Early Male And Female Development

Our individual childhood experiences have a tremendous influence on how we mature into adulthood. This is another cornerstone in understanding women (and men).

It starts at birth with the names our parents bestow on us and how we're clothed. Blue for boys and pink for girls. Parents also describe their infants differently, according to gender. For example, infants are more apt to be described by their parents as soft or delicate if they're girls vs. firm or solid if they're boys,

even though each has very similar physical characteristics (except for the obvious differences) at birth and during infancy. As boys and girls grow and mature, they each begin to seek connections and social ranking but employ distinct methods in achieving them.

For example, look at the ways that kids naturally play: Girls typically play in small groups or with just a best friend. Everybody who plays gets a chance to be “it” and winning or losing isn’t so important. Often, girls’ play isn’t at all physical; they just sit and talk. They simply connect. Girls are more concerned with being liked and accepted. Girls achieve social ranking very delicately and winning isn’t a major concern as they play.

However, the way boys naturally play is vastly different than the way girls naturally play. Boys’ play is likely to be physical and more structured, and boys play by a set of rules. Boys compete for status within their play group and constantly seek ways to gain superiority. Relationships are formed through the friendship pecking order that naturally occurs.

Boys and girls typically grow up in dissimilar, gendered environments. Boys and girls are treated differently by people according to gender from the start. From very young ages, boys and girls associate strongly with their individual gender and equate and base their deeds and actions according to gender. Simultaneously, boys and girls come to understand less and less about the opposite sex as they grow and mature. Boys and girls tend to gravitate towards their own distinct, gender-based worlds. As boys and girls mature into adulthood, their gender-based behavior becomes ever more mystifying to the opposite sex. As boys and girls mature with different inspirations of social rank and relationship dynamics, they typically respond to experiences and circumstances in completely different ways according to gender.

My friend, our inability to understand women and their inability to understand us begins early and, for most men and women, lasts a lifetime. Entering into new marriages or relationships, we're initially delighted with the joining, but we're blissfully unaware of the inevitable storms that will almost certainly arise and test the bonds of the relationship. Lacking real understanding, both men and women will address conflict each according to their individual gender-based rules. Ever wonder why the divorce rate is so high?

What Do Women Want Most In A Man?

That's why you're reading this book isn't it? What, indeed, do women want in a man? I'm going to answer that and other questions. But let me first tell you a story that may sound familiar.

There was a guy who met a girl and was immediately head-over-heels in love with her? He quickly began to wonder what their life together was going to be like. What kind of wedding would they have? Who would be his best man? Where would they take their honeymoon? In what kind of house would they live? How would their kids look? So smitten was he with her, that he felt, she must surely feel the same. Right?

Wrong. Sadly, she viewed our guy as "just a friend" and had no romantic interest in him whatsoever.

Undeterred, our guy set out to win her heart the only way he knew how: By being the best friend she'd ever had and proving through his deeds and words that he was the only man for her. When she called to just talk, he was always there for her. When she sent a text, he was Johnny-on-the-spot with a reply, never leaving her to wonder. She quickly realized that he was a good

and reliable friend as well as a shoulder to cry on. She told him all her problems. She told him about the problems she was having at work. She told him about the problems she was having with her current boyfriend and that her boyfriend was “such a jerk.” He patiently listened and said things like “maybe he’s not the right man for you,” or “you deserve so much better.” He was very thoughtful. He fixed things around her house, ran errands for her and sent her flowers, candy and gifts. Through it all, she kept saying, “you’re such a good friend.”

Eventually, she broke up with her boyfriend and, seeing an opportunity, our guy made his move and took her on an extravagant dinner date at an expensive restaurant. Throughout the date, our guy was a complete gentleman, picking her up with flowers, holding doors for her and seeing to her every need. In no time, she was laughing and having a great time without a care in the world. When he went for a goodnight kiss, all he got was cheek and the “let’s just be friends” rebuff.

But he wouldn’t give up, so he took her on a three-night, four-day getaway to an exotic location with white, sandy beaches, ocean breezes, palm trees and separate hotel rooms. The first night, when he tried to kiss her goodnight, he got cheek, and the “I don’t see us that way” sermon. The second night, again he went for the kiss, was again rejected and was told, “I just don’t want to mess up our friendship.”

But he kept a smile on his face and patiently went along with her agenda. Then, on the third night, as he was tossing and turning in his separate room, there was a knock on the door. He opened the door, and there she stood in a sexy, lacy outfit from Victoria’s Secret. She entered his room and said, “I can’t believe how blind I was, you’re the best boyfriend ever! Let’s make mad, passionate love tonight and every night from now on to make up for all the time we lost.” She fell into his arms, they made love and spent the rest of their lives in blissful togetherness. And it’s all because

he wouldn't give up. He stayed the course, pursued her relentlessly and eventually caused her to love him. Right?

Wrong. What he wound up with was a broken heart, time lost forever, a depleted bank account and a massive case of blue balls. Oh, wait. I almost forgot. She later married another man, and our guy got an invitation to her wedding. So there's that. Our guy made a lot of mistakes that I'll point out throughout this book. For now, just keep in mind that the mistakes our guy made during the initial interactions with her caused our girl to quickly and permanently friend-zone him.

What's the lesson here? Once a woman puts you in friend-zone, there's usually no getting out of friend-zone. You're done.

Ask just about any woman what they want from a man and she might say; "I want to be wined, dined, romanced and treated like a princess." But when we do those things, we get rejected nearly every time. Therefore, the real question is: What are the masculine triggers that cause women to respond favorably and what are the triggers that cause women to respond unfavorably?

As men, we all need to understand completely, and we need to master the proper manly behaviors that will cause a woman to respond favorably. But let's be clear, I said cause not force. There's a huge difference.

The thing that causes women to respond favorably with respect to pick-up, dating and relationships is confidence. More specifically, most women are irresistibly drawn to confident men who live their lives with purpose. Looks are way down the list. Get that through your head right now because it's important. Looks matter to women much less than you think.

Women find a man who is centered and in control of himself very desirable. Women adore a man with which they can't have their way. Women adore a man who walks and talks his truth

and who never deviates from his purpose. A confident man goes for what he wants without hesitation and with the assumption of achieving his goal. A confident man will always make his purpose a priority over her. Because, for him, his purpose, while flexible, isn't negotiable.

A confident man is proud of himself and sure of his worth. If you don't see yourself as a catch, then neither will she. A confident man is comfortable in all social situations and is never diminished by a woman's tests. A confident man is unapologetically, unabashedly, 100 percent masculine.

Are you beginning to see the light? I hope so because it's important. I'll be talking about this throughout this book when appropriate. But for now, let's take a closer look at some important manly qualities that you should strive for as well as the man-boy "qualities" you must avoid at all costs.

Some of the manly qualities you'll be able to apply right away and begin to see some success, others will require learning and practice. Don't worry, I'm going to show you the way. However, if you recognize some or all of those man-boy traits in yourself, stop displaying them until you've read and thoroughly understand what I'm teaching in this book.

Here we go:

A man never makes excuses or blames someone or something for his mistakes or his inability to achieve. He always faces life's challenges with a perfect certainty of positive results and without dwelling on the chances of success or failure. He never whines about life's difficulties but uncompromisingly works to find solutions. If there's something he doesn't want to do, he makes no excuse and offers no explanation. He simply doesn't do it. A man understands that he is in complete control of his successes and always seeks to better himself and to rid himself of his inadequacies.

Man-boys make excuses. Every time a man-boy is faced with an insurmountable challenge he whines about it, he blames others for his failure and grovels for approval and validation by attempting to explain his failures. Groveling is a massive turn-off to women.

A man doesn't care about others' opinion of him and conducts himself accordingly and without apology. He's simply confident in how others perceive him. He knows that anyone who views him with disdain is simply envious and not worth his time. A man has no room in his life for anyone who is counter to the value he sees in himself.

Man-boys fret over what people think of them and actively seek approval and validation from women *and* men.

Men live life with purpose, achieving goals and overcoming obstacles. For a man, a failure is only a failure if he doesn't learn something from it. A man doesn't repeat failed behavior but goes for the same goal by trying a new approach (such as reading this book). A man is unafraid of failure because it teaches him what doesn't work which brings him closer to achieving his goals. He is forever moving forward despite setbacks.

Man-boys live their lives in front of the TV, playing video games and living a life of complete mediocrity. Man-boys are unenergetic and inactive. Man-boys give up when they fail and see no point in continuing to try. Man-boys are paralyzed by their fear of failure as well as their fear of success.

A man confronts his faults head-on and does what's necessary to correct his personal shortcomings. A man practices healthy self-admission because he knows it's the first step to overcoming a personal setback or problem. A man is quick to change course if what he's doing isn't working, but slow to discard the goals he's set for himself.

A man-boy never admits to his faults or mistakes. He simply offers excuses. He places the blame on somebody or something other than himself. Every time.

A man has no need to prove himself to others, and a man's ego is his partner. A man won't apologize for what he wants (such as wanting a woman). And a man won't apologize for his beliefs or his convictions. He will certainly apologize, but only when he believes it's warranted. He never apologizes when it's to gain someone's approval. He acknowledges his mistake and apologizes authentically from his heart. Then he moves on and never looks back.

A man-boy has an incredibly big, fragile ego that constantly gets in his way. A man-boy gets butt-hurt easily because he's overly sensitive and insecure about what everyone thinks of him. A man-boy will constantly seek approval by bragging about his "accomplishments." Man-boys apologize even when they've said or done nothing wrong.

Men are never desperate for a woman (or for anything else). He's always a challenge for a woman. He never excessively pursues or seeks the approval of a woman. She must merit his love as he must merit hers.

Man-boys are pushovers with women, and because man-boys have a scarcity mindset, they'll commit to a relationship the instant they get a woman's approval. Any woman a man-boy has in his life is his only priority.

A man is sure in his capacity as a man, and he's sure of his place in his girl's life. He's proud of his girl, and if his girl is getting hit on by other men, he is the complete model of cool, sure in the knowledge that she belongs to him and him alone. He never loses his self-control but expresses his displeasure calmly, firmly and without being confrontational. If (not when) a man loses his girl, he simply let's her go with wishes of happiness because he

knows that there are countless women that are as good or even better than her. His world doesn't revolve around one girl, and he easily moves on with his life.

A man-boy is needy, clingy and easily gets jealous when he feels his "relationship" with his girl is in peril. He blows his stack when his girl criticizes or disrespects him. When (not if) a man-boy loses his girl, he becomes depressed and withdrawn and can't let go of her for weeks, months or even years. He's ruined.

A man isn't awed by words or deeds but gives sincere credit where credit is due. He doesn't go bonkers because somebody accomplished something important or overcame a difficult challenge. He acts as if he's experienced it all and is slightly bored.

Man-boys get all googly-eyed and dopey when they witness something impressive.

A man displays dominant body posture and physically takes up too much space. He's in control of himself and his space. Nothing frightens or surprises him. He speaks and moves slowly and deliberately and is the picture of cool. He's never the first to break eye contact.

Man-boys display submissive body posture and are the first to break eye contact. A man-boy may slouch, blink his eyes nervously and fidget. His body language demonstrates fear, weakness and neediness. Man-boys may talk too fast, smile too much or behave nervously.

Men are articulate, clean, well-groomed, chivalrous, playful and courteous.

Man-boys are slob.

The Rise Of The Man-boy: Modern Media, Absent Fathers And Feminism

What do I mean by “man-boy?” Well, man-boys are fully grown human males who aren’t boys and aren’t men but something in between. Man-boys talk about the X-Men movies as if they were made for them instead of someone half their age. A man-boy’s idea of fun is an evening of playing X-box or a road trip with his bros. Many young men behave more like the kids that young women babysat vs. the fathers who drove the young women home. Physically they’re grown, but mentally and emotionally, they’re stuck in boy-zone. They’re man-boys.

Women everywhere are asking: “Where have all the good men gone?”

I began asking myself that very question years ago. How did this happen? What caused the rise of the man-boy? Let’s quickly take a look at that because many of the man-boy traits you have likely been exposed to, and may have adopted, are not necessarily your fault. However, ridding yourself of man-boy thinking and behaviors is your responsibility and is a huge first step in becoming successful with women.

What’s wrong with men in America? Many researchers believe it begins at a very early age. Statistics clearly show that boys currently receive lower grades than girls. Boys are much more likely to get into trouble than girls and to be prescribed behavior-modifying drugs. Many young men are ill-prepared to enter college vs. many young women who easily transition from high school to college. As of the writing of this book, about 60 percent of the students enrolled in American colleges are women, and that number is trending up.

It’s also hard for many guys to find good jobs. As a matter of fact, as of the writing of this book, fewer than 65 percent of all guys have a job right now. Certainly, much of that may be

blamed on the current economy but do you see the problem? Many guys aren't perceived as a good boyfriend or husband prospect because they don't have solid jobs.

Sadly, many of today's young men don't know how to conduct themselves properly in a committed relationship. Society and modern media continue to tell many young men that it's ok to be a slacker and a bonehead. Nowadays, way too many of our young men are more interested in various non-productive pastimes (video games, beer, watching sports, porn, gambling, etc.) than in being personally successful and starting a family. However, the hard truth is that men who live their lives with purpose are far happier, and women love happy men.

Do we have a problem? Definitely. Here are some additional stats that clearly show that men have become emasculated (weakened or deprived of strength and energy) in modern America:

- The typical American girl plays video games five hours per week while the typical American boy plays video games 13 hours per week.
- Video game addiction is roughly four times more prevalent in boys than girls.
- The percentage of men in prison is at an all-time high.
- The percentage of men with a decent job is at an all-time low.
- Right now, about one out of three kids in the U.S. lives in a home without a father.
- America creates more pornography than any other country in the world and men watch far more porn than women.