



**Never Get
Cheated On**



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A lot of people ask me if being a relationship coach means that I have perfect, problem-free relationships at all times. Do you want to know the answer?

Yes. I do always have perfect relationships now, because I use everything I've learned (that I'm teaching you in this book) to have control over all of my relationships. I have power over myself and over the women I date because I have an understanding of how to create the outcome that best fits the both of us.

The negative side to this is that I don't feel the emotions that my girlfriends, and someday my wife, get to feel. Instead, it's my duty to make sure that our relationship doesn't get into trouble while she's feeling. I don't have to actively try to feel anything because she will elicit feelings from me. She will help me to feel for her. That's her job – to balance and compliment my logic with her emotions.

Another question I'm often asked is "If you have perfect relationships, do you think you'll never be cheated on again?" Again, the answer is yes. I don't think I'll ever be cheated on again because I have a system that prevents it.

your fault not *her* fault. A woman cheats because she's not getting something from you that she needs, and you lack the awareness to figure out what it is. You are also too hurt and egomaniacal to let down your shields in order to tell her that you want her to explain her needs to you. If you find yourself in this situation, you probably arrived in it because you entered the relationship with the wrong intentions. Maybe you wanted a girlfriend as a status symbol, or perhaps you just wanted to prove to yourself that you could attract a beautiful woman – whatever the reason was, it definitely *wasn't* growth.

The final thing I want you to remember is that you are responsible for the success or failure of your relationships. No one else. As a man playing the male gender role, you cannot afford to take a passive stance on relationships.

You only need to do one thing to keep these three ideas in mind and make sure that you're never cheated on again: be the best option.

That direction brings up one obvious question: “How the hell do I do that?!” Clearly, if you are the best option a woman would be crazy to cheat on you, but to be the best option you have to understand what women are actually interested in. What makes you a woman's best option?

There are plenty of ways to achieve this, if you make the effort to implement them in your relationship and not simply keep them stored away somewhere in your mind. You might be surprised to hear that it's actually quite easy to be the best option as long as your entire life revolves around it. Your life has to be dedicated to improving what I consider to be the Three Pillars of Badass. They

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* Do take some time to let your feelings calm down, but don't leave in order to do that. Go through all of this in front of her so that she can see the emotional process you're experiencing. You cannot ask if she has cheated while you're angry because your hyper-emotional state will prevent you from noticing her eye accessing cues and will provoke an emotional response in her that you might misinterpret as guilt.

* Do ask why, and do take her seriously. To the very best of your ability, don't get angry, don't cry, and don't throw a temper tantrum, because she's about to give you some of the best feedback you'll ever get. You'll learn what she felt the relationship was lacking, what you did wrong, and why she felt she couldn't discuss it with you. This will help you to better understand women's psychology.

I mentioned earlier that there are six rules for a successful long term relationship – let's go over them now, because they will also help you improve your understanding of relationship psychology, the third Pillar of Badass. If you keep these six things in mind, along with the importance of gender roles, you will be able to build and maintain long-term attraction.

Number One: Familiarity. Familiarity is the idea that you see someone in the same context over and over again until you build subconscious rapport, which is basically a connection formed on the basis that the other person is not a psycho. You might see someone repeatedly in the same place, or you might see them doing the same things often, and because of that you feel a sense of familiarity whenever you see them. You will feel very comfortable around that person and will start to form emotional anchors that are related to them.

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Number Two: Propinquity. That probably sounds like a silly word to you, but it's a very important idea. Propinquity is social proximity, or how close someone is to your social circle. If you are in a social circle, you will usually place a specific role within it. When a group of humans forms, the unique roles played by every member of the group tend to combine in a way that ends up fulfilling every aspect of both gender roles. There will be a leader, there will be a host, there will be a protector, there will be a provider, and so on.

Now imagine that you approach a social group only to discover that all its members hate you. You try every trick you know, but nothing you do seems to make them like you any better. What are the odds that you can take a girl you're interested in out of this social group? Pretty damn small. She will not be inclined to abandon her group in favor of you because the group, by collectively playing every part of both gender roles, provides everything she needs. It's significantly more difficult for a single individual to provide everything a group provides, so it's unlikely that she'll want to risk joining forces with you and severing ties with her social group.

Make sure this never happens to you by A) knowing how to win people over (particularly those playing the leader and host roles in a social group), and B) understanding how to play as many different male roles as possible while within a group. If you can do those two things, you will have free reign to date anyone within the social group because they will not have to leave the group in order to date you. This is the biggest source of potential dates you're likely to find, so it's absolutely crucial that you learn how to do this. I used to infiltrate social circles just to see if this concept is actually true, and I discovered that it's not only true, it's extremely powerful even when used entirely on its own, so take it seriously.

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has outgrown his teachings, and encourage him to find a new mentor who can help him to continue his growth.

The problem with this theory is that the relationship between the student and the teacher ends. If you are applying this idea to your romantic relationships, that means that you will have to end your relationships with women whenever one of you has learned all they can learn from the other. This scenario, however, is still better than the second option.

According to the Caged Bird Theory, the teacher will begin to feed the student incorrect information and negatively reinforce ideas when he realizes that the student has outgrown him. He does this out of fear, in hopes that he will be able to hold the student in one place and prevent him from overcoming the teacher. This is incredibly detrimental to relationships, because fear should never be used as a motivator.

Ideally, all relationships should be based on a third scenario: mutual reinforcement. Mutual reinforcement is the idea that you are a student of your partner's, and she is a student under you. Though you may have a great deal of value to give to someone, she needs to feel that she has value to give you in return. Draw that value out of her, and let her know how she improves your life. Maybe it's just that she's hot, and you feel better and more confident when you're around her – tell her that! And in response, she should tell you how she feels better, more important, and more attractive by being with you. If you can balance this, the number of problems in your relationship will drop to almost nothing.

And finally...

Number Six: Similarity. Similarity might seem like a simple concept, but it doesn't just mean that you and a woman both like baseball and are therefore destined to be together forever. It turns out that humans are actually attracted to other people with similar insecurity levels, and *that's* the definition of similarity when it comes to the psychology of relationships. You will attract women who have as much or as little insecurity as you do. In theory, then, you could attract more confident women by doing nothing more than working to build your own confidence.

There are two main similarities that cause us to be attracted to others. They are common insecurities, and complimentary insecurities. Common insecurities, as you can probably guess, are insecurities that two people have in common. Two overweight people, for example, might be attracted to each other because they built rapport over the fact that they are both insecure about their weight.

Complimentary insecurity occurs when two people of the same insecurity level are attracted to each other because they each have a skill set that could help the other person overcome his or her insecurities. This is the only way that you can make a relationship work. Having complimentary insecurities will allow you and your partner to continue to grow and learn from each other for the duration of your relationship. A successful, long-term relationship is based on learning and growth – never on stagnation.

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