

## Stop Living The Big Lie.

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If this collection of writings resonates with you, please SHARE IT!

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Mainstream dating advice and PUAs push the same Big Lie.  
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It is my sincere belief that there is a major cultural half-truth which men are conditioned to believe. People like to point out exceptions and use them to prove a rule that doesn't exist. Society does not want to acknowledge all the contrary evidence hidden in plain sight, and it's time we DID.

Both mainstream dating advice AND those that sell books/videos/seminars promoting Game push the same Big Lie that "women are less visual than men." It's bullshit, and we need to stop believing it. Women are VERY visual and sexual beings! Women DO want good looking men, yet are HEAVILY pressured by society to repress the true nature of their sexuality. They trained by society to act the part. They are prodded into choosing long-term partners based on what society TELLS them they should want. When it comes to long-term relationships and marriage, many of them feel forced to give up any hope of romantic love, and instead settle for a man they are NOT really sexually/romantically attracted to, because the men they WANT won't commit to them.

Adding insult to injury, women are pressured by society to pass off that same beta provider/sugardaddy relationship as a misleading example of "romantic love" - or they face shame and ridicule. One of many women's greatest desires, above all else, is to have children, and that desire often outweighs their desire to love and be loved. If men knew how visual women truly are, many would not be so eager to marry or offer all the other things that go with long-term commitment. Women know this, and that is yet another reason why they dance around the looks issue when confronted with it.

They are afraid to be open about the true nature of their sexuality, because if men collectively knew the truth, it would severely jeopardize many women's chances of marriage and children. Women often lie about how much looks matter, but they are NOT doing it maliciously. In most cases, it is motivated either by fear, or unmet needs that override the desire for love.

The Big Lie about men's looks is the unspoken fundamental reason why we have so many divorces, sexless marriages, unstable relationships and rampant infidelity on both sides. The Big Lie is also behind the misleading dating advice men are being fed. Corporate interests and our media also push this lie. How many houses, boats, diamonds, cars and other high cost items have been purchased by clueless men who believe romantic attraction can be "earned" by displaying his ability to provide - or "triggered" in any way at all?

Women push the Big Lie out of fear, and Big Business/Hollywood plays along. A beautiful populace would be bad news for Big Business, and they know this. They had sexual attraction studied VERY closely in order to better market their products, and they maximize their profits by exaggerating the ideals on both sides. Adding insult to injury, other corporations push junk processed food that keeps us fat and ruins our skin, hair and teeth.

The PUA and Seduction community teaches the exact same Big Lie, only dressed in a very different package. All the legitimate advice the PUA community teaches can be condensed into about 2 pages worth of material. The rest is fluff talk, much of it based on false premises, which themselves are entirely based on ONE Big Lie ("looks don't matter that much"). Game only really works well for guys who are above average in physical attractiveness. Dramatically improved success with women from using Game is NOT a realistic goal for men who are short, fat, balding, or significantly older than their target age range.

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Losing fat, gaining muscle, a healthier diet, better grooming habits and a wardrobe overhaul would be FAR more effective - in LESS time, with LESS effort, and in many cases, spending LESS MONEY. Aha! See why those who sell "dating advice" fight so hard to maintain the Big Lie? Their ENTIRE BUSINESS is based on that belief! You want REAL game that can realistically work for fat, balding, ugly guys? Talk to a pimp who controls prostitutes, and don't let your conscience get in the way of properly implementing his skills. It's incredibly effective, but that is because it involves fear if not also force and violence.

Men have been sold a half-truth. Women are less visual in choosing long-term mates, but only for PRACTICAL AND SOCIAL REASONS. When it comes to love, sexual attraction and romance, they are MORE visual than men are! Your looks DO matter! That is why the sex stops after the first few years of marriage. That is why you run into so many frigid women who are lousy in bed. That is why she makes you jump through hoops for table scraps of her affections. That is why women have such long lists of "must have's" and "must-do's" when seeking long-term relationships or marriage. The sexual and romantic attraction is not really there, so you have to compensate. The checklist is for average men, but for physically attractive men, that same girl's list is MUCH more lenient!

If you are average looking, you're not getting a fair deal. If your compensation for it is adequate, you are then sold a FAKE ILLUSION of romance, blissfully unaware of either the game that is being played or the future dangers ahead. Years later, that yearning for real emotional love and sexual attraction may finally get the best of her, and she won't be able to contain it anymore. In many cases she settled for you and was worried she might be making a mistake even as she walked down the aisle toward the altar. It is vitally important that men understand she behaves these ways more out of fear and desperation than any malicious intent.

If you want to find love, romance, and a relationship that LASTS, do everything in your power to dramatically improve your physical appearance. As a man, your looks matter a lot more than you have been told to believe. You will also need to learn how to spot and SCREEN OUT the women who are not IMMEDIATELY physically attracted to you. The following post will be all about showing men how to do exactly that.

Weed out the settlers!

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If you want to find a woman who actually DESIRES you, treats you well, doesn't play games, and will STAY with you, she HAS to be sufficiently physically attracted to you, otherwise dump her! You are asking for trouble in the future if you do otherwise. So many women out there are willing to settle for a guy they aren't really attracted to, thanks to the intense pressure that is put on them. Trust me, you DON'T want to be settled for! She will play mind games and have you jumping through hoops. Once the honeymoon is over, the sex will be rationed and treated like tokens for good behavior. She will grow to resent you. If you try to get your needs met elsewhere, she will divorce you.

Your job as a man is to weed out the settlers, seeking ONLY women who are truly attracted to you emotionally and sexually. If you're an average looking guy, it's a minefield out there, and settlers with baby rabies are at every turn trying to sell you an illusion of love. It is painful to watch so many men actually buy into it. So many guys have had several relationships and yet STILL never experienced what REAL attraction from a woman is like!

It's no wonder why so many men behave as if a woman's love can be "bought" by performing the right actions, acting the right way, or owning the right things. Social status and earning ability, without adequate physical looks, only buys you the ILLUSION of her love, because she is simply trading the use of her body in exchange for social or material benefit - just as she has been culturally trained to

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do. Just because she goes through the motions does not mean the feeling is really there.

Observe how women behave around men who are conventionally physically attractive, and NEVER settle for a woman who doesn't behave the SAME way toward YOU! Here are some telltale signs to look for:

- She plays with her hair a lot within SECONDS of meeting you for the first time.
- She touches you a lot.
- She has "that" look in her eyes within the first MINUTE of meeting her.
- She smiles a lot.
- You catch her looking at you a lot.
- She has a larger than life view of you. Smarter, funnier, etc, etc. And give lots of compliments.
- If she has sex with you with no strings attached, she could very well be a KEEPER, not a "slut" like men and women have been culturally trained to believe.
- She is EASY to get along with.
- She lets you fuck her within 3 dates WITHOUT YOU PRESSURING HER INTO IT.
- She does NOT "shit test" you. Shit tests are a big red indication that she feels she is out of your league, and you should move on. "Passing" those tests without the required looks only gets you the friendzone, NOT sexual attraction.
- She does NOT flake. If she flakes on the first date, you're not hot enough for a relationship with her to be a happy one. Move on.
- Things move more quickly than popular reasoning says it should. If a girl falls in love quickly, that is a GOOD thing, because it's an indicator of physical attraction - PROVIDED you can spot the difference between real attraction and someone with ulterior motives.
- If you cum first when fucking her, she always has you finish her off.
- She likes to fuck with the lights ON, and with lots of EYE CONTACT.
- She does NOT act like a favor whore or make you jump through hoops. This is VERY important. Hoops are for guys she has regulated to "what do I get in return for fucking you?" territory. If she throws one your way, she is NOT fit for long term commitment! Ditch her and move on - immediately! I would advise against playing her for some pussy. It takes time away from finding those girls who think you are hot.
- She does NOT expect to be pampered. If she acts like a spoiled brat, she is settling for you.
- Dating her does NOT feel like you're playing a compensation game.
- You are allowed considerable leeway in your actions, and her dealbreakers are few. You are not under constant threat of being dumped if every little thing isn't perfect. You KNOW you could be a total asshole and she will still stay with you. Some guys in this position DO, and THAT where all the "girls want jerks" bullshit comes from.
- She initiates sex often, knowing full well she ain't getting shit in return for it.

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- You did nothing to “earn” her attraction. It “just happens” and happens quickly.
- She approaches you, even though you show no sign of having status or wealth.
- And finally, the big grand daddy of them all...<drumroll, please>...  
If you are looking for commitment, say you are NOT looking for commitment. If she runs off, her physical attraction toward you was not sufficient for a happy, lasting marriage anyways. Only marry the one who stays. If you are serious about marriage, you HAVE to weed out the settlers!

I could go on and on, but this list should give a good general idea of what to look for. If you don't get any of these behaviors, or any INSTANT 'IOI's', then you NEED to overhaul your physical appearance first before dating around. For the love of all things unholy, DON'T get married unless you get your looks fixed!

Too many men buy into the Big Lie that women are less visual, sexually, than men are. As a result, we don't weed out the settlers when seeking long term mates. By not weeding out the settlers, we encourage women to essentially prostitute themselves, even though it is dressed in more noble sounding names. Then, we sit here and wonder why dating and marriage is in such a fucked up state. By not weeding out the settlers, we ourselves help perpetuate the bad dating advice men are being fed. By not weeding out the settlers, we seal our own doom with high divorce rates, unstable relationships, rampant infidelity, sexless marriages, and all the other nasty stuff that comes with being settled for.

“Instant IOI's”, guys. That's what you need to look for, then it's just “don't fuck up” game from there. If you aren't getting instant IOI's, you absolutely need to get your looks/fashion sense sorted out. Finding a girlfriend really is THAT simple if she finds you physically attractive. DON'T settle for a woman who is not INSTANTLY PHYSICALLY ATTRACTED TO YOU, or you WILL have a rocky relationship ahead of you!

How to win a girl's heart? You can't!

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The mentality that you are trying to “win” something is the wrong approach. Attraction cannot be “won”, or earned in any way. Trying to earn or “win” a woman's love is what “beta males” do. People in the seduction community understand this, but frustratingly, many fail to understand that by trying to “game” a woman who isn't sufficiently physically attracted to you, you ARE trying to “win” whatever it is you want from her.

Real attraction CANNOT be “won,” “obtained” or “created”, and that is why so many guys put in so much effort yet continue to have minimal results. It is either there or it isn't. It really is THAT bloody simple, and how you look is the only thing you can really use to control it to your advantage - IF you are looking for real feelings and emotions, not just sex. Game without sufficient looks is painfully ineffective and extremely inefficient. It means you have to endure constant rejection and a very poor success-to-effort ratio. You have to go out and “sarge” constantly.

It's too much WORK, and the rewards are minimal - in the majority of cases, not even CLOSE to what is typically implied in advertisements. If you don't meet her looks standards for sexual attraction IMMEDIATELY, she may still have a relationship with you under the right circumstances, but you will put in a lot of work and her real feelings and desire will NOT truly be there. No matter how “alpha” you ACT, if you don't LOOK good to her in a physical, IMMEDIATELY sexual way, a relationship with her will be very artificial and emotionally unstable.

Women who are sufficiently physically attracted to you do NOT need to be “gamed” much. If you're looking for something long-term, her degree of physical attraction

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to you IS important. When it comes to relationships, women have a strong tendency to settle for men they are NOT sexually attracted to, which only perpetuates the "women are less sexual than men" myth. That is why so many relationships or marriages don't work out. Avoid the women who are only "trying" to like you, and ONLY go for the ones who are strongly PHYSICALLY attracted to you.

Learn how to spot the difference. Make it a point to observe guys who are conventionally physically attractive and how women act around them. Also pay close attention to the women's body language. Even better, get to know those guys. Befriend them. Hang out with them. You'll learn a lot about attractive men and the nature of their relationships. NEVER get into a relationship or marriage with a woman who doesn't behave the SAME way toward YOU! A woman who is only settling for you is good for one thing only - pussy -, not feelings, and not commitment.

If the kinds of women who DO make things easy for you are all too fat and old for your tastes, either you're aiming too high, or you're a 52 year old trying to fuck a 22 year old. You need a makeover - badly!. It is quite surprising how much younger and hotter women a man can fuck with no strings attached if he makes up for his old-ass, busted face from the neck down. Doesn't matter if you're in your 50's, you will still be able to pull hotter women with NO strings attached than your age peers can MARRY. I believe the claims in "incel" corners of the manosphere about face being the ONLY thing that matters are slightly exaggerated. "But-his-face" guys with a muscular body will still date hotter girls than a fatass slob the same age with perfect facial bone structure can. Many women have a legit fetish for muscles. Take advantage of that market.

Get in the best physical shape you realistically can. Hit the weights and be willing to put in at LEAST 2 years of REAL dedication to a natural (no roids) bodybuilding program. Have a female friend who is close to your age help you with new clothing and hairstyle choices. Your old clothes are not going to fit anymore, anyway.

\* A quick note: If you are far more muscular than the average guy, you will have to calibrate your "game" to fit your intimidating size. You will need to take MORE care to avoid giving off a creepy vibe, because it is SCARIER to women than the same actions by someone half your size. Fear kills attraction, and that goes doubly so if you look like you are stronger than most guys. Many women have a strong fetish for muscles, but it doesn't matter how good your body is if you scare her or come across as "rapey". A 6'4 creep with 250 pounds of solid muscle is a lot scarier than a 5'3 skinny one.

Trying to pull a woman who isn't immediately physically attracted to you only gets you a very ARTIFICIAL relationship - not the genuine real deal. In most relationships where you see a hot girl with a plain guy, she is either settling or is an opportunistic whore. The idea that a woman's attraction for a man "grows" over time is grossly exaggerated. It is the exception, NOT the rule! Like love cannot be bought, you can't "win" it from a girl, either. For most women, it is either there or it isn't, and your looks are the main limiting factor.

If you are seriously considering marriage despite how risky it is for men today, having and maintaining MUTUAL attraction on a primal, visceral level IS a major deciding factor in your risk for divorce! This isn't the 1950's anymore. Looks DO matter to her, there is still a lot of heavy pressure on her to settle if she wants something long-term, and she can very easily ass rape you in divorce court. That is not a safe environment to get married in! If she only settles for you, that whore will sodomize you emotionally, if not also financially. Your relationship with her will be more painful than happy, and you will leave with some emotional scars.

By denying how visual and sexual many women really are, we all help support and perpetuate a VERY businesslike way of behaving and thinking about relationships. This leads to a lot of false ideas about attraction being continually perpetuated. Let me shock some sense into people here: PROSTITUTES are "less visual than men". WOMEN are EVERY BIT as visual and sexual as WE are! Here's another shocker: If your girlfriend is not sexually attracted to you in the SAME EXACT WAY as those guys she

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had no-strings-attached sex with, she is only **SETTLING** for you. That **WILL** cause major problems if you ever marry her!

If you are interested in love, not just sex, then it's better to be in a relationship with a horny "6" girl than a "10" who settles for you. The "6" is actually attracted to you and **WANTS** to fuck. The "10" might fuck you, but she won't be into it, and she will be constantly coming up with ways to avoid doing it. She will make you feel like shit all the time, she will require high maintenance to keep her, and the relationship will not be a very happy one. You cannot make a good wife out of a whore, and if she is settling for you, that is exactly what she is!

### "Nice Guys vs Jerks"

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My bullshit detector often goes into the red zone whenever this topic comes up. It's painful to see guys falling into the trap of treating girls poorly, thinking that makes them "more attractive." However, it **IS** incredibly effective in weeding out those women who aren't immediately sexually attracted to you! **THAT** is why guys often mistakenly think it was that man's asshole behavior that attracted the girl so powerfully.

I'd like to expand more on a point made in a previous post:

"Why do 'nice guys' get such a bad reputation among women? He is the male counterpart to the female gold digger. Many women view him as a dishonest **JOHN** the same way **WE** view a gold digger as a dishonest **PROSTITUTE!**. Many 'nice guys' are either very average or below average in physical attractiveness, offering only their personality without anything of sufficient practical/material value to earn her companionship and sexual services. The gold digger pretends to love. The 'nice guy' pretends to pay."

I said earlier that being a dick is quite effective in weeding out the settlers, but I don't agree with that approach. There are plenty of very kind, intelligent, fun and beautiful women out there who **DO** appreciate a kind hearted guy. She won't need to be "gamed" into dating you because she'll already be into you in the first place. If a girl is "hard to get" and you feel like you will have to play games to get her, she just isn't that into you, physically. Move on. Stay away from those girls.

Be good to people for its own sake without any ulterior motives, weed out the settlers and opportunists, don't be a trick, and lastly, maximize your looks. That's all the "game" we really need for finding someone genuine. If she is attracted to you, she will not be difficult or manipulative. The Pickup and Seduction community caters to men who want to date women far more physically attractive than themselves, and many obvious signs of sexual disinterest are misleadingly sold to them as being "normal" female behavior.

Not all women are like that, but enough of them **ARE** that many false beliefs about them as a whole are continually perpetuated in the general manosphere. The types of women guys in the seduction community often "attract" tend to be far more opportunistic and manipulative than the average, which only further perpetuates some of their false beliefs that have gained so much popularity these days. Interestingly enough, the "Nice Guys/AFC's" tend to also "attract" the very same mercenary and opportunistic women!

You need sufficient earning power or social status to play above your own looks level, but money and status only inflate your sexual value artificially. A woman's attraction for you can never be truly genuine unless you meet her minimum physical attractiveness requirement for no-strings-attached fun. Hot women who are truly looking for love will typically **NOT** date an average looking guy, but a hot girl with

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baby rabies, a hot opportunist or a hot status whore will try to sell him an illusion of love. That is, IF he offers a sufficient copulation price to earn her insincere affections.

Attraction CANNOT be “created” but it CAN be destroyed!

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Sexual attraction and romantic emotions cannot be “created” if your physical appearance falls below a woman’s personal threshold. You can only enhance whatever attraction your looks will allow. Unfortunately, most women’s minimum looks threshold for sexual attraction is HIGHER than most men are told to believe. When it comes to marriage and long-term relationships, most women end up settling for men they are not fully attracted to, then turn around and try to pass off that same relationship as a misleading example of “attraction.” We live in a society that trains women to essentially prostitute themselves if they want to have children, get married, etc.

How so? In many cases the men they WANT won’t commit to them. Those men are only picking their best choices and just want to fuck the rest. They have far more options than the average man and can afford to behave this way. Women often feel that being more open about their sexuality would jeopardize their chances of finding long-term mates of more practical and material value. Also, women who ARE honest about their feelings get unfairly slammed with such labels as “shallow” or “slutty” – by both men AND other women. There are several factors at work that lead many men to believe women are “less visual” than men, sexually and romantically.

One factor that never gets mentioned in the manosphere is how corporate interests have affected human mating/dating affairs. The feminists were right about that, though the part most people miss is that MEN are getting fucked over, too! Both sides of the gender divide have a common enemy. The Big Lie is pushed in advertising, Hollywood movies, and for-profit dating advice. How many men are buying fancy boats, houses, cars, jewelry, vacation packages, and dating advice seminars/bootcamps under the mistaken belief that either jumping through the right hoops, acting the right way or having the right things makes a pussy wet? How well would fast food companies fare if men collectively started avoiding the processed food that ruins their looks?

While sexual attraction and romantic emotions cannot be “created” without meeting a woman’s minimum looks threshold, that attraction CAN be destroyed! Remember this word: FEAR. Women DO have to take into account the fact that there ARE stalkers, perverts and other wierdos out there who would harm them given the right opportunity, and the media has done quite a good job at magnifying their perceived risks. We can argue whether or not those fears are exaggerated, but that is a red herring. The fear is still there, and it is a factor that comes to play in male/female relations.

The wrong body language, tone of voice or demeanor will scare a lot of women. It doesn’t matter how hot you are, if you come across in a way that SCARES her, it will typically override good looks. Unfortunately, very shy guys tend to get lumped in with the creeps, because both behaviors and mannerisms trigger a fear response. If a man approaches a woman sweating, stammering in his words, and with defensive body language, her first thought is “this guy is hiding something”. If he’s “hot” enough, he might be able to score with ugly chicks, though ;).

An important point was raised to me several times regarding men with aspergers and those with severely deficient social skills. Yes, I believe many of those men can be physically attractive and yet still come across in a way that frightens women. Fear kills attraction. Social skills without physical looks will not get a pussy wet, but a lack of them will have a definite drying effect :).

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As far as relationships go, NOT ALL WOMEN will tolerate a man who treats her like shit. Unfortunately, enough of them DO if the guy is hot enough, and THAT is what perpetuates the whole “jerks vs nice guys” falsehood. Most women are not “turned on” by assholes. They are simply willing to tolerate it. The women who want to be LOVED and not merely settled for tend to avoid the “bad boys”. They typically will NOT tolerate bullshit, because they know a shitty attitude often means lack of attraction. Actions speak louder than words. The bitter irony is that these same women often end up settling for being loved without loving in return, because there aren't enough physically attractive men to go around. The women who date men who treat them poorly typically put more emphasis on good looks or socioeconomic benefits than being loved in return.

The PUA community's view of women is tainted by the fact that most of the guys are chasing after women who are way out of their league. You CANNOT “create attraction” in a woman who views you as beneath her in physical attractiveness. You can only build upon a base level of physical attraction that is already there from the first instant. You hear of women saying “I wasn't attracted to him when I met him”, but in most cases that “attraction” she speaks of is more practical and/or opportunistic than romantic and sexual.

A woman who doesn't find her man “sexy” in the same way her one-night-stands and friends-with-benefits were is a glorified prostitute. Men need to stop settling for that shit if they want happy, stable and lasting relationships. Love cannot be bought. That is a classic saying we all know, yet we typically don't see how deeply true that is. People buy and sell sex or companionship with many other currencies besides money, and often try to pass it off as a misleading example of “love”.

Why do “nice guys” get such a bad reputation among women? Because the “nice guy” is the male counterpart to the female gold digger. They view him as a dishonest JOHN the same way WE view a gold digger as a dishonest PROSTITUTE!. Many “nice guys” are physically unattractive and offering only their personality without anything of material value to compensate for his looks. The gold digger pretends to love. The “nice guy” pretends to pay.

If the sex is only offered with strings attached, move on. Don't play their games. Don't jump through hoops. Don't try to “pass shit tests”, because a girl you have to game constantly is NOT sufficiently physically attracted to you for something long-term to work. “Attraction” that has to be “created” or “grown” on her over time can never be genuine. If she isn't thirsty, “next” her, because she cannot be trusted for a long term relationship. If a man believes women are “less visual than men”, he never learns how to weed out the settlers and opportunists. This is why we have such a high divorce rate, so many sexless marriages, cheating on both sides, so many unstable relationships and ineffective/misleading dating advice being perpetuated.

## The Friendzone Myth

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Most guys who get “friend-zoned” attribute their situation to a lack of confidence and social skills, yet many of these guys are actually more socially adept than either the PUA community or mainstream dating advice gives them credit for. If they were giving off the “creep” vibe, those girls would not even be friends with them in the first place. Also, if you have enough social intuition and confidence to maintain a genuine, REAL friendship with a woman, then a lack of these things is NOT what is holding you back in the game of love!!

The most common reason for the “friendzone” is what I like to call the “looks wall”. He clearly has at least decent social skills if he has genuine, REAL female friends.

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His social skills aren't the problem. She likes hanging out with him, but she doesn't find him good looking enough to qualify for either a sexual or romantic relationship with her, so she puts up a wall between those boundaries.

If you are good looking, a sizeable chunk of your female friends WILL end up being "with benefits" someday ;). They have their needs, and they aren't these strange, esoteric, absurdly complex sexual oddities that many guys assume them to be. If you had a female friend who was also a hottie, would YOU fuck her if the chance presented itself? Guess what? So would SHE if the genders were flipped! It's quite common for women to fuck one of their male friends while she is between relationships.

I cringe when the PUA community brings up the "friendzone". Just because a guy is only friends with a girl does NOT mean he isn't fucking her! In most cases, a guy who was "friendzoned" wasn't really "friendzoned" at all, he just hit the looks wall. What many guys out there don't understand is this: If you can make genuine, lasting friendships with women, you ALREADY HAVE the social confidence and people skills required for MORE than friendship with women! If a girl "puts you in the friendzone", but really wants to be friends - not just the typical "LJBF" excuse -, then she just wasn't physically attracted to you. It's your looks, not your "beta behavior" or lack of game.

Remember this:

Women will BEFRIEND a confident, socially adept man.  
They might MARRY a wealthy man.  
They will RESPECT a dominant man or a man with game.  
They will DESIRE a good looking man.  
They will DENY that sexual attraction is mainly looks.

The platonic friend, the potential husband, and the lover. Those are the 3 main categories a woman puts you in. The holy grail among women is a man who fits all 3, but for long term relationships, most have to settle for a man they don't really desire - and THAT's why so many marriages end in divorce!

Finding love by weeding out the fakes and time wasters.

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As a man, when it comes to romantic love and emotions from a woman, your looks are the limiting factor. If you want to be desired, qualifying looks are of primary importance, and that threshold is often grossly underplayed by women and for-profit dating advice. All other qualities generally fall under platonic friendship qualities, or things of socioeconomic survival value.

The idea that an ugly guy can become hot with a stunning personality is grossly exaggerated in our public consciousness. Men are raised and taught to believe otherwise. While this is happening, most women are prodded into putting on a public front about their sexuality and suppressing their true feelings. The idea that women are "less visual than men" is only a half-truth, yet men continue to buy into it.

It is pushed by for-profit dating advice. It is pushed by the kinds of women who are't above using their erotic capital to achieve materialistic desires. It is heavily pushed by corporate interests and Hollywood media. It is even pushed by many women of more noble intentions who feel that settling is their only option for having children of their own and raising a family. Finally, this Big Lie is pushed by people of both genders who simply WANT to believe it.

There is one factor at play in the dating and marriage market which deserves more attention in the men's movement. That factor is corporate meddling in human mating affairs. NO! I'm not saying there is a "government conspiracy" that "keeps men

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involuntarily celibate". Let me make that really fucking clear! It is simply in the best interests of any business to advocate a belief that results in more sales. It doesn't matter if it's selling diamond rings, selling candy bars, selling heroin or selling pussy, the same concept applies.

As people with sociopathic and narcissistic tendencies are generally far more adept at climbing the corporate ladder, a large portion of those running the major corporations have a stunted or damaged conscience. Sociopaths also tend to have a MUCH more intuitive and finely tuned understanding of human behavior than the average public. Sociopaths are not above selling people on a bullshit idea that tugs at the heart strings if it means higher profits.

Please, think very carefully about what I'm about to tell you: Big Tobacco continues to sell an addictive drug that kills people and doesn't even get you high. They do it simply because they can. Compared to that, trying to sell you on a bullshit idea that "women aren't as visual as men" is pretty fucking tame. The fact that smokers are willing to buy cigarettes is a red herring that misses the intended point.

A 6 figure salary is more than plenty for a good life, as those with a strong conscience are far more likely to value other things more than wealth and power. In the majority of industries, getting rich and making the big leagues requires the same mentality you need when selling heroin. If you want to make the BIG money and control the trade, you can't let your conscience hinder you. At the elite levels, the game often requires doing everything you can to ruin another company's livelihood, even if that means thousands of people lose their jobs. People with narcissistic or antisocial tendencies are far more efficient and experienced at this.

It is important that the men's movement understands the role that corporate interests play in shaping our current sexual environment. Sex and business are powerfully interlinked. A desperate male populace is more beneficial to Big Business than a sexually healthy one, because men buy more shit than they otherwise would. All the blame is put on women for men's problems, when that anger would be far more effectively directed at corporate interests, for THAT is ultimately what is pushing the Big Lie that women are "less visual than men". This Big Lie enables those women with poor character to play the games they do and use guys. It is in the best interests of major corporations to subtly push the message that a woman's love can be earned or 'switched on like a switch'. Generally speaking, men think they can earn love because they are trained by our culture and society to chase after those who are not sexually attracted to them.

Moving onward.. Here is a breakdown of traits a man offers and how those traits ALONE relate with finding a partner:

- Personality, Confidence and Humor....."Friendzone"
- Money, Social Status, or Resources...Survival Value, Marriage, Opportunism Game.....Respect
- Artistic Ability, Intelligence.....Curiosity/Entertainment
- Good Looks.....Romantic Emotions and Love

Whatever combination of traits a man has from this list a strong indicator of what kind of relationship he will have with a long-term partner. Here is an example: We have a man whom a woman finds only average looking, but he has an exciting personality, he's not a pushover, and he makes good money. His game will earn her true respect, the promise of a good lifestyle is enticing, and his social aptitude makes him enjoyable to be around.

Unfortunately, with his plain looks and shorter than average height, her feelings for him will never be romantic, and sex with him will never be very enjoyable. For him, the sex will be rationed, and she will try to avoid it once the honeymoon is over. She will not be nearly as affectionate, friendly, happy, OR HORNY as she would be if her husband was conventionally physically attractive. She will be under heavy pressure to keep up an act and repress her sexuality if she decides to pursue a

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relationship with this man.

He is seen as a “good catch” simply because he is her best option if she wants to have children of her own, and the men she really wants “only want sex”. Many women feel the need to act like they are less visual/sexual than men because good looking men are less likely to provide them a stable family in our current sociosexual and cultural environment. Many women value raising children and/or marriage more than love or sexual attraction.

Let’s see what happens if you have a man who is extremely good looking, has a great personality, but works at McDonalds and has had drug problems in the past. Practically, he is only good for an orgasm, and if she’s looking for marriage or a family, his low income scares or embarrasses her. He has low survival and social value. She will, however, be FRUSTRATED by her ROMANTIC and SEXUAL feelings for him, and his exciting personality will only serve to complicate things even more for her.

Yes, I am implying that a disturbingly large proportion of wives did not truly desire their husbands in a romantic and sexual way when they walked down the aisle toward the altar. Not all women are like how I often describe them here, and this blog is all about providing information that helps men meet those who AREN’T “like that”. They’re out there, guys :). The problem is, women who are true to themselves and DO treat men well typically transfer that same honesty to their dating preferences. They are far more likely to NOT date or marry a mediocre looking guy! These women make up the majority of those who remain single for long periods of time when between relationships.

They have a reputation for being “picky”, and are often shamed by both men AND women for being too “shallow” or “unrealistic”, if they hold out for a man that truly excites them. The bitter irony is that these women are more likely to be GOOD long-term mates! THESE are the women who are typically NOT COOL with the idea of effectively prostituting themselves and pretending they’re “in love”!

Men generally don’t realize the importance that looks play in female emotional and sexual attraction, so we only put minimal effort into our physical appearance. Women who are open about being attracted by looks only agitate the status quo that other people have a vested interest in preserving. As a result, most women cave in to the pressure to play a role that is at odds with their sexuality, and men aren’t hearing what we need to hear.

Average looking men are getting the shit end of the stick, and it is inevitable that they will eventually realize how much their looks DO play into the story. Average looking men are the majority, and that means a potentially dangerous ripple effect across all aspects of society once they wake up to this sore truth. A sharp rise in general animosity toward women will mean more draconian laws and legal harassment thrown at men, which will only help perpetuate the same vicious cycle. The Big Lie about looks is a cancerous tumor festering within our cultural consciousness. The earlier society removes it, the more likely we will be able to manage the inevitable consequences and provide a better future for our children and grandchildren.

As more and more women are choosing NOT to whore themselves out to a man they don’t really love, more are choosing to stay single. The pile of men regulated to the singles scrapheap steadily grows larger while women’s standards continue to RISE among those who DO stay in the game. That is not good for future social stability. It is best that we open up our cultural consciousness to how truly visual and sexual women really are, because we are past the point where keeping it hidden will benefit society and civilization over the long term. The Big Lie is a social cancer, and this blog is the first round of chemo. Like chemo, unpleasant truths can make you feel sick, but both aim for the greater good.

MGTOW and other groups in the manosphere see that men are getting fucked over, but many fail to realize how much something as superficial and “shallow” as looks plays into the story. Women are VERY visual and sexual beings, society teaches them to repress that, and we men are taught that our looks are only of secondary importance.

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Having one's own children is a HUGE deal for most women, psychologically and emotionally. However, they are in a position where many are effectively resorting to a form of prostitution, which is deceptively dressed in more noble sounding language, for that privilege. I estimate that in at least half of all marriages and relationships, the women does NOT truly desire the guy, sexually. A high estimate could very well be 80%.

When we understand that women are every bit as visual as we are, and we understand how female sexuality is suppressed by our current social environment, it's much easier to understand women's behavior, the games they play, and the apparent contradictions between what they say and what they do. Having that understanding, the men's movement would be better equipped to make more effective collective decisions. Men have been severely blinded by the Big Lie that women are less visual or sexual, not realizing that they are only "less visual" out of necessity or opportunism.

Some women are opportunists with a mercenary mindset, and THESE are often the kind of women an ugly guy with social status or high earnings will "attract." Not all women are like that, but enough of them ARE that average looking and shorter men often get played for fools. Enough of them ARE that average looking men have to be extra vigilant in screening out the women who are only settling for him.

Average looking and shorter men both have a much higher likelihood of getting played, and that is why women are so often painted as being innately evil in many areas of the manosphere. The less attractive you are, PHYSICALLY, the higher the percentage of people you date WILL turn out to be users. It's not my intent to offend by saying these things, but to shock people onto an important point many in the men's movement need to know about.

Women are NOT "innately evil". Most ARE, however, innately "shallow" about looks, and men don't like to face that. Women live in a socioeconomic and sexual environment that pushes them to suppress their sexuality if they want to marry or have children. That's why they play so many games. They "shit test" when they are NOT physically attracted to a guy. As the seduction community caters to men who have trouble getting laid, this behavior is touted as being "normal" female behavior when it actually isn't. For-profit dating advice has a general tendency to advocate beliefs that maximizes its profits.

Women aren't lying about the kinds of girls the Pickup Artists tend to "attract". If you have to game her, she is most likely NOT truly sexually attracted to you. The best you will get is a lousy lay or a girl you'll have to "game" constantly in hopes she's stop treating you like shit. Find a girl who does NOT shit test you, flake on you, act bitchy or try to use you.

THOSE girls are far more likely to be truly emotionally and sexually attracted to you. If you're not looking for a girlfriend and just want to fuck, THOSE are the girls that will be more willing to fuck you without strings attached. THESE are the girls more likely to give you anal and be freaky between the sheets if that's what you're looking for. If the women who don't play many games with you are too fat or too old for your liking, and you are not seriously deficient in social skills, you need to do everything you can to maximize your physical appearance. It isn't your "game" that is holding you back in your quest for love.

Want your marriage/relationship to last? FIX YOUR LOOKS!

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Women are no longer dependent upon men for their survival and livelihood, so they can well afford to choose their partners based on raw sexual attraction. It is critical that men realize and understand that. Nowadays, if you are only

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average-looking or below, your education and ability to provide will only “attract” settlers and gold diggers. Your wit, humor, kindness, character, etc? Without good looks, those things only land you in the friendzone.

You cannot negotiate desire. It CANNOT be “created” or “earned”. So much of the “game” being taught in the Seduction Community is really just an attempt to negotiate desire in an indirect, underhanded way. Unfortunately, “negotiated desire” is really nothing other than “obligated compliance”. There is no REAL desire there, hence the need to “game” her on a regular basis.

A woman who is truly sexually attracted to you does not need to be “gamed” much, but most of you only have an average-looking guy’s sexual and dating experience. Women who put up resistance is all you know, so you assume it’s like that for “every” guy. No, it isn’t! Attraction is not nearly as “complex”, confusing and convoluted for good looking guys as it is for plain looking guys (you know, like those who feel they have to rely on “game”). The guys women want get in for FREE, but YOU have to WORK your way in! This SHOULD piss you off, because both society AND the seduction community are often WRONG about what women want! The idea that women are less visual and less sexual than men is a cultural DECEPTION.

Hit the gym. Stop eating junk food. Get any acne or teeth problems fixed. Get contact lenses. Learn how to dress well. Get a better hairstyle. If all that doesn’t make women attracted to you, consider cosmetic surgery and steroid use. FUCK the idiots who claim it’s “unhealthy” to get plastic surgery. Most women who have a problem with men who get surgery are gold diggers and settlers who feel threatened by looks-aware beta males.

The scariest thing to settlers, gold diggers and corporate interests, is a bunch of LOOKS-AWARE BETA MALES. I really hope enough readers are intelligent enough to think about this and understand the implications. It is critical that we start making serious effort to improve our appearances, and work to provide publicly available cosmetic surgery/steroid legalization for those guys who really NEED the extra help, or we will ALL pay the price for our ignorance.

This isn’t the 1950s anymore. Divorce is easy to get, and women are free to have sex with whomever they want. Because of this, DESIRE is the most important thing if you want a STABLE and LASTING relationship or marriage. All she has to do is find you lacking, sexually, and she can sodomize you in divorce court. If you are average looking, DON’T get married! If you feel that you HAVE to marry and take the risk, then it is absolutely CRITICAL that you FIX YOUR LOOKS!

NEVER settle for a ‘practical’ relationship or marriage!

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If she does not find you as physically attractive as the guys in her past she fucked with no strings attached, then she is NOT a good candidate for something long term! Women are FAR more visual and sexual than most men are trained to believe. As I’ve already said a million times here, women often settle, and we need to screen out those settlers if we want something long term to work.

When a woman is truly into you, she’s low-maintenance. She doesn’t play games so much. You don’t feel like you have to WORK so damn hard for her affections. You don’t have to “game” her. You don’t have to be a high earner for her companionship. She is tolerant of your quirks and negative qualities. THAT is important and bears repeating: SHE IS TOLERANT OF YOUR QUIRKS AND NEGATIVE QUALITIES! “Bad boys” are simply men of low character who take advantage of this common tendency most women have toward men they are immediately physically attracted to.

Be yourself. That’s some cliché advice that’s actually legit, because you can be a total dweeb and a woman will still dig you if she is sufficiently sexually attracted

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to you. If a hot guy accidentally farts audibly on a first date, most girls might find it funny and amusing IF they are spared from smelling it. If a plain looking guy accidentally farts on the first date, it's game over. If a girl is sufficiently physically attracted to you, you are allowed to play the game on Easy mode.

If you are always under constant threat of being dumped for trivial, minor, or materialistic reasons, you are dating girls who are only willing to SETTLE for you. She is nowhere near as petty and demanding if the guy is "hot" enough to her. When a girl dumps a guy for something stupid like being "too nice", it's BULLSHIT, guys. Please, we need to stop fucking falling for it! Those same girls squeal with delight when a "hot" guy behaves the same way. Jerks are tolerated if they come in an appealing package, and nice guys are APPRECIATED if they come in an appealing package.

Real love is easy and fun. There is no work involved. Trying to pay a sufficient copulation price to a glorified prostitute who isn't truly attracted to you in that special way is too much WORK. It's HARD and NOT FUN. You get dumped for trivial reasons. You get asked to jump through hoops. Women test you constantly. You feel the need to play games of your own. Women you meet seem to have mile long lists of demands. You're under far more pressure to "have your shit together" by a certain age.

Are you looking for love, or are you just looking for a whore to service you? If you are looking for love, you NEED to weed out the fakes. Women are under pressure to settle in the looks department if they want to have children and raise a family. It's a major contributor to our divorce rate, if not THE main culprit. It's why we see so much "neurotic female behavior" that so many men don't understand. It's why we have so many sexless marriages. It's also an indirect factor in why men are given such misleading dating advice.

Many people in the "manosphere" advocate more practical style marriages. Many in the "incel" factions favor it because they believe a practical relationship would better than no companionship at all. Many in the "MGTOW" branch advocate more businesslike relationships simply because they do not realize how visual women truly are, nor do they realise how women are trained by society to essentially prostitute themselves.

If you're willing to settle for a more practical relationship just because she's hotter than anyone you ever dated before, you WILL pay dearly, emotionally, if not also financially. If you involve yourself with a girl who is only very minimally sexually attracted to you, here is a list of some shit you'll have to put up with:

- She won't treat you as well.
- She'll be far more demanding.
- She'll nag more.
- The sex will be handed out like tokens for good behavior.
- Both you and her will be much more tempted to cheat. She'll avoid meeting your needs because she doesn't find you hot enough to satisfy hers.
- You'll be FAR more likely to divorce if you marry, and that divorce is more likely to be brutal.
- She will eventually resent you.
- She'll be much more difficult to please.
- She'll view you in a much more businesslike way.
- She'll change into a bitch once the newness of the relationships wears off.
- She'll be far more likely to let herself get fat and frumpy.

In short, that slim beauty has a much higher likelihood of becoming a fat, demanding bitch who ends up ass raping you in divorce court. Weed out those settlers and opportunists. Maximize your looks, and only seek women who require minimal effort to attract them. If you have to "work" for her affections, her feelings toward you are not genuine. A man is better off staying single than being in a relationship where a woman's sexual attraction to him is only minimal.

## Stop Living The Big Lie.

### Incels: Chronic Rejection, Loneliness, Confusion and Pain

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My heart truly goes out to those men in that position. It's Hell, and society does not take their suffering seriously. From my teenage years until the year I overhauled my outward appearance, I experienced firsthand what that situation feels like. I understand fully how it can damage a person's psyche and wellbeing. I know what it feels like being constantly rejected, taken advantage of, played for a fool and feeling lied to. I can fully relate to the pain and frustration that feeds many incels' anger, even though I often disagree with many of their views.

"Involuntary Celibacy" is a misleading term that gives the notion that it's mainly about sex. I find it interesting that some asexuals also identify with the term. Why so? Because the main issue of "Incels" ISN'T the lack of sexual gratification! It's about noticing how you are always being treated differently than everyone else in the game of love no matter what you do, feeling like you are being labelled "low quality," and never getting REAL answers as to WHY!

The average public doesn't want to acknowledge that people in the "Incel's" position actually DO exist, nor do they understand the feelings of hopelessness, shame and frustration that comes from having such extreme difficulty in finding a partner. Public ignorance only fuels more incel frustration. It is easier and more comforting for many people to assume that the "incel's" anger and bad attitude was already there BEFORE their current situation.

Pain has a tendency to fester into anger and resentment if it goes on long enough. Not everyone has the emotional and mental fortitude to handle something that painful. Some people crack under the pressure as they face the constant rejection, frustration, depression, feelings of worthlessness and nagging loneliness. Some become very bitter, and every few years or so, one of them ends up going on a shooting spree. Those guys are the minority among perpetually single or "involuntarily celibate" men, yet they are the ones getting the most exposure and notice in public media.

The wrong looks or physical disability alone can condemn a person to a lonely existence just as severely as having a terrible personality or never leaving the house. It's the running gag in our collective subconscious - the ugly guy who can't get laid or find love, and we all find it hilarious when he finally does. The truth about looks and sexual attraction is like a repressed memory on our public consciousness. Sometimes it surfaces.

Imagine a society where people with brown eyes are seen as being of a lower social class, then that society turns around and makes every attempt to AVOID saying brown eyes are the reason for brown-eyed people's social situation. Please THINK CAREFULLY about what I just said! People with brown eyes living in that society would have some emotional issues, yes? Might those people with brown eyes often make the WRONG CONCLUSIONS about the cause of their predicament? Like the out-of-shape fat guy who thinks he just needs more confidence? Or the guys who say "I see ugly guys with women all the time" without understanding that most girls who date plain looking guys are merely settlers or opportunists?

For every decent looking guy who is "incel" because of mental issues, I'd wager that there are 3 guys who are "incel" due to physical shortcomings and lack of sufficient earning power to "buy" a settler or opportunist's companionship. Looks matter, and poor looks, shortness or physical disabilities are all HUGE turnoffs to most women. It's time we had the balls to accept this painful fact.

## Stop Living The Big Lie.

More thoughts on the looks issue.

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The end of the Big Lie – as in “looks don’t matter nearly so much” or “game/money is more important”, could definitely result in vastly increased anger and resentment toward women. Nonetheless, I believe it is inevitable that men are going to collectively wake up and realize how much of our conventional reasoning is out of phase with reality. Many men fail to understand that a woman’s feelings cannot be “obtained” or “won” in any way, and money or social status are only ARTIFICIAL INFLATORS of a man’s real sexual value. Your looks matter if you want someone who is LEGITIMATELY attracted to you instead of just USING you and doing her best to PRETEND otherwise. My hope with this blog is that we can face the looks issue RATIONALLY, without our reasoning clouded by negative emotions.

Much of women’s undesirable behavior towards us stems from living in a society and culture that still tries to deny how visual and sexual women are. Many men know something is rotten in the dating game, but there are 2 fundamental false assumptions that are getting in the way of us having a clear picture of what is REALLY going on:

1. “Women are inherently more deceptive and manipulative than us, and playing games or shit-testing men is part of their nature.”
2. “Women are less visual than men, and the proper personality, demeanor, actions, status or earning potential can turn a woman on – SEXUALLY –, who would otherwise find you physically unattractive based on looks alone.”

WRONG! People who underestimate the visual nature of female sexuality have either never bothered to give the issue any deep thought, put too much faith in for-profit dating advice, or have less-than-honest intentions. Those women who play mind games, give too many “shit tests”, or act flaky and pricey are behaving so because they are NOT LEGITIMATELY ATTRACTED to the guy in that special way. That is NOT normal female behavior, but you WILL run into it if you are shooting out of your league. Those women are merely willing to settle for a more artificial relationship and pretend otherwise – IF he makes up for the dull sex life and lukewarm feelings toward him!

I’ve said it a million times, and I’m gonna say it again because we guys really need to wake up and understand this: If a woman is ready to have a serious relationship/marriage or children of her own, she is often under HUGE pressure to SETTLE for guys she is NOT TRULY ATTRACTED TO, then turn around and publicly pass off that relationship as a misleading example of “love!” It’s a persistent holdover from previous times when women had less sexual freedom and had to marry to have a decent quality of life.

It still persists because several factions within our society continue to push it – for-profit dating advice, gold diggers, hollywood media, corporate advertising, men who simply believe it without questioning it, and certain women who can’t get the men they WANT, but value having children/getting married more than being with a man they are legitimately attracted to (otherwise known as “settlers”). The settlers play along with the current status quo because being too honest about their sexuality and attraction would jeopardize their chances at marriage, raising children, etc.

We all hear endlessly how “looks are less important for long term relationships or marriage”, but we never ever stop to think how that very same so-called “practical” mindset on looks contributes to our high divorce rates, unstable relationships, SEXLESS MARRIAGES, rampant infidelity on BOTH sides, game playing, and misleading dating advice. Female settling in relationships is a HUGE issue, here!

If we want to have a lasting relationship with a woman, it is vital that we learn the difference between a woman who is truly physically attracted to us and one who just thinks we’re “good marriage material”. A practical approach to relationships and marriage without sufficient sexual compatibility does NOT work in a society that

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allows women sexual freedom, easy divorce, and the ability to financially support herself.

The majority of women are only TRULY attracted, SEXUALLY and EMOTIONALLY, to PHYSICALLY attractive men. That is a very BITTER pill for many people to swallow!! Thankfully, much of beauty is something that can be worked at and accomplished, not something someone is just born with. Rather than rage about how “shallow” women are (which accomplishes nothing and just screams “butthurt ugly guy alert!”), and rather than try to fight female sexuality by advocating a return to practical relationships and strict controls, I believe there is a more logical, civilized and ACHIEVABLE solution to this dilemma.

If we collectively put in the same amount of effort into our own physical appearance as those “hot” women do, we would eliminate a HUGE chunk of the “female bad behavior” we have to put up with, and our relationships would be much more stable and happy. Dating would not appear so contradictory and difficult. When you are seen as physically attractive, meeting new women is fun and natural. You are not under constant threat of getting dumped for trivial reasons. They don’t try to make you play a thinly-veiled compensation game where they treat you like a dancing monkey who has to “work” for her affections.

Any female affection or companionship you have to “work” for is insincere and FAKE! “Earned” attraction isn't real attraction at all. It's simply obligated compliance. If she doesn't find you hot, but dates you anyway, she is nothing more than a glorified prostitute!

A man who is plain looking, shorter than average, or has an obvious disability, is FAR more likely to run into game players, users, settlers, gold diggers and other deceptive people, because SETTLING IS ITSELF DECEPTIVE BEHAVIOR! It is what deceptive and manipulative people do. Honest women hold out for what they are truly sexually attracted to.

If you are only interested in dating the beauties, but you yourself are only average, it may seem like all women are innately whores and gold diggers because you lack the looks to trigger genuine attraction in those women. As plain looking, short, disabled or physically awkward guys make up the majority of those seeking dating advice, and many of them are seeking to date women out of their league, negative generalizations about women tend to get pushed in the seduction and pickup community.

Female sexual attraction is NOT NEARLY as “complex” as many men stubbornly continue to believe. Many fail to distinguish between the glorified WHORES who are only willing to SETTLE for them, and the women who are legitimately attracted to them. SETTLERS, STATUS WHORES AND GOLD DIGGERS are difficult and complicated to deal with. When a girl is legitimately attracted to you, the interaction is natural and the “copulation price” is minimal.

Women generally play the role of having a split sexual personality. Plain Looking Poindexter knows Jenna as a girl who is sexually reserved and “not slutty”. Good Looking Gabriel, on the other hand, fucked her brutally in her motel room while she was on vacation in Las Vegas. You are tagged “alpha” or “beta” based on looks alone, and what role she tags you as will determine which story she tells you.

“Game” attempts to circumvent this process, but as much of it is based on the false premise that female sexuality is more malleable and less visual than ours, game without looks is painfully inefficient, frustrating, time-consuming, and only “works” on settlers and opportunists – that is, IF all you’re interested in is a pretty hole to masturbate into and not worried about having your feelings reciprocated.

The looks issue is a VERY delicate one, it often reopens old wounds, and many people find it too “hot” to handle, so they sweep it under the rug. We are past the point where keeping it hushed is going to do society any favors. If we truly believe looks

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matter to women, then there is a very real and nagging implication of social responsibility for the minority of men who cannot adequately benefit from fitness training and better eating/grooming habits alone.

Cosmetic and orthodontic surgery would help many of those men, and others would have no qualms whatsoever about using illegal steroids to improve their appearance, but there will be those who simply cannot afford either of those options. If society became more looks-aware, that minority of guys who can't sufficiently fix their looks through diet and exercise would be large enough to cause the rest of society some very serious problems, because the Big Lie that keeps physically unattractive men quiet and docile would be GONE!

It may sound crazy, but perhaps some kind of publicly available "cosmetic surgery assistance" would be a lot cheaper to the taxpayer than ignoring the looks problem and only fighting the symptoms: skyrocketing crime rates, increased hostility towards women, more rape, stalking and sexual harassment, skyrocketing drug use as a coping mechanism, the rise of violent "incel" terrorist groups who systematically murder women and good looking guys, and more bullshit propoganda sold to the public that attempts to hide the real cause, but ends up making things WORSE.

A band-aid solution like legalizing prostitution would NOT be effective. Contrary to popular belief, it will NOT improve the situation. Most of those sexually marginalized men simple want to love and be loved in return. Also, the lack of sex itself is NOT the reason why "involuntary celibates" are so angry and unhappy. It's that they know they are not desired or wanted, and they live in a society that wants to believe their struggles are not real or legitimate. Secondly, legalizing prostitution would serve to help reinforce the very same commodified view of female sexuality that already poisons the dating game enough as it is.

The looks issue is the live nuke in the room people want to pretend isn't there, and it's about to DETONATE. The longer we continue to ignore this dilemma, the greater the potential dangers will be. The longer we avoid thinking of how to properly manage the looks dilemma, the more harm will be done to both men AND women when it finally explodes into our public consciousness. Most men are NOT good looking, and many of them WILL feel like they have been deceived.

### Creep Shaming.

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By default, women have different social boundaries for a physically attractive stranger than a plain looking one. Yes, it's a double standard, and it is VERY real! However, it is rooted in biology and instinct, and no amount of game playing, social shaming or future political action will fix it. An entitlement mentality is NOT the answer to the sociosexual problems ugly and average looking men face.

The best way to handle the issue is to accept it, work on maxing out your looks and/or learn to appreciate women closer to your own age. I dont advise persuing a women who looks more than 10 years younger than yourself, unless THEY are making a real effort to get to know YOU. A good rule of thumb is to mirror whatever interest level a woman shows toward you. If it is high, then she's worth the time to get to know. If it is low, BACK OFF and move on.

The main problem with "creeps" is an inability to read women's body language and pick up on subtle hints, as well as culturally-ingrained ignorance of the real nature of female sexuality (which mainly effects men who are lower on the sexual totem pole). The feminists would have you believe most of those men simply don't care, and are consciously trying to FORCE her into playing into his desires, but those men are the minority among creeps. With the majority of those guys, it's a combination of having low social intuition, low physical attractiveness and the belief that men's looks don't matter much.

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“Plowing through resistance” when approaching women, like the Pickup Artists teach, is an absolute NO-NO! That is outright CREEP behavior! A woman’s appraisal of your looks determines what social leeway she allows you. That’s why it’s important to read her body language and notice any subtle hints of disinterest or discomfort. If she resists or shit tests you too hard, **BACK THE FUCK OFF AND MOVE ON!!**

If she isn’t treating you like a hot guy, she isn’t worth your time. My rule of thumb is to move on quickly at even the slightest hint of disinterest. If she still calls me, she is only good for platonic friendship, otherwise I just ignore her calls and texts. Girls who are truly interested in you make things EASY for you. If you dramatically fix your looks, it is easy to move on, and you won’t have to resort to trying to force any woman to play into your frame, because there are an abundance of women out there who DO show an active interest in you.

Most men who get slapped with the “creep” label have never experienced the kind of interest that women have toward very physically attractive men. Whether or not you have had that kind of experience in the past plays a HUGE role in knowing how to avoid creepy behavior! The genuine interest and love that women have for a good looking guy is very different than the kind of “interest” a plain looking man gets from a “marriage-minded” woman, which is why so many creepy men are often married. When you fully understand the difference between the two, and know how to read subtle cues, avoiding creepy behavior becomes instinctive.

Looks IS its own kind of social class system, and society needs to FULLY admit this uncomfortable truth to itself. I have a solution that would eliminate the socioeconomic dangers of this: Government subsidized cosmetic surgery and steroid legalization (under the care of a specially licensed physician). By recognizing significant deviations from the male sexual ideal as a legitimate medical disorder and working to eliminate aesthetic disability from society as much as possible, the creep problem, misogyny, entitlement mentality, objectification, sexual harassment, prostitution, rape and violence against women would all be DRAMATICALLY reduced!

If we continue to remain willfully ignorant of this lookist class system’s true impact on society, then creep behavior, rape, misogyny, mass shootings, drug use and all other crimes WILL skyrocket, and mainstream “solutions” will only WORSEN the underlying problem! If women think they live in fear nowadays, the fear their children and grandchildren will experience will be the stuff of nightmares. By refusing to spend the tax dollars it takes to provide a more fair sexual marketplace and combat the dangers of aesthetic disability in a looks-aware society, we will wind up in an even WORSE financial situation. We will learn the hard way how true it is that a healthy sexual marketplace is critical to long term socioeconomic stability!

### Where ‘Male Entitlement’ Comes From.

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Many women often accuse men of feeling entitled to sex or relationships. I believe a MAJOR reason for that is because men are trained by society to believe that women are less visual and less sexual than we are. The guys who believe that bullshit bitch and whine when their “stellar personalities”, their “game”, or their financial status do not attract the women they want.

If men collectively did the following:

- Understood how much a man’s looks DO matter.
- Understood the dilemma many women face when looking for something long-term.
- Understood how our society and culture suppresses female sexuality.

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- Put in serious effort to look their best and improve their fitness/health.

.....then, most of that entitlement mentality would disappear, and the feminists would have one less thing to piss and moan about.

We as a society have passed the point where sweeping the looks issue under the rug is beneficial for social stability. YES, there is a real danger of rising general animosity and mistrust toward women. YES, there is a real danger of even more male "commitment phobia". Ditto goes for rising sexual harassment, rape, violence against women, crime of all kinds, drug use, etc. It can get even worse. Widespread lack of male ambition or drive to succeed can have potentially devastating consequences for our society's future. Enough men DO see the reality behind the smokescreen that the live nuke in the living room CANNOT continue to be ignored! The sooner we confront the looks problem, the more we can MINIMIZE the inevitable backlash effects and continue to provide a comfortable future for our children and grandchildren.

If we continue to ignore the looks issue, then at least this blog will hold the answers as to how society got into that mess. Sexuality IS a factor in social and economic stability, yet that possibility still remains too "hot" or "sensitive" for a mainstream audience to consider. I am very concerned that we are all going to learn that lesson the hard way. If so, we will ALL suffer the consequences!

Women need to be more open about the true nature of their sexuality. Looks matter. Say it proudly, girls. To Hell with the haters! Others need to stop prostituting themselves by dating or marrying men they are not honestly sexually attracted to. To Hell with the shamers. It's better to be viewed as a "shallow bitch" or a "slut" by guys who don't measure up, than to KNOWING your relationship or marriage falls on the prostitution spectrum and trying to rationalize it away by telling yourself and others that "other things are more important". It's not the women who like to fuck that are "whores". The REAL whores are the women who fuck guys they AREN'T REALLY SEXUALLY ATTRACTED TO. The men who shame women for being sexually honest despite society's pressure to whore themselves fail to understand this.

We men need to get our collective asses in the gym, really learn how to dress/groom ourselves well, and quit eating junk food that ruins our looks. We need to end the commodified view of female sexuality that poisons the dating game. Denying how visual and sexual women are leads to the mentality that female sexual attraction can be "created" (like the PUA's think), "earned" (like the "NiceGuys" think) or outright purchased (like many socially inept but well-financially-endowed men sometimes do). The settlers, opportunists and gold diggers thrive in a commodified sexual environment and push the Big Lie that women are less visual than men - at considerable emotional expense of the honest women who just want to love, be loved, and have a man who will stick around, raise the children, etc.

Thoughts on MGTOW and the Manosphere.

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Men have many legitimate complaints, but their voices are crowded out in the greater public consciousness by a vocal minority who are motivated more out of anger than actually working to improve gender relations. As such, it is very easy to paint the entire men's movement with a broad black brush.

I believe the men's movement would stand to make far more progress, far more quickly, and far more effectively, if they collectively acknowledged how visual and sexual women truly are - and yes, how much a man's looks DO factor into their relationships with them. A lot of the anger in the manosphere stems from frustration and not knowing why women behave the way they do. Many are involved in the seduction community, which itself grossly underplays the importance of physical looks. Many

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harmful beliefs about women in general have their basis in the idea that women are less visual and sexual than men.

By not acknowledging how much looks play into attraction, and by not acknowledging how women are pressured by society to behave in ways that conflict with their sexuality, some men falsely assume "all" women are innately malicious or deceitful. Men who are below average in physical attractiveness ARE often treated far more poorly by women, and are far more likely to be taken advantage of. Society does not fully acknowledge the impact a man's looks has in shaping his social and romantic opportunities. Short men and ugly men really DO get the shit end of the stick in today's socioeconomic and sexual environment. Some of them are aware of that, and can we REALLY blame them for feeling angry?

As for those women who ARE malicious, materialistic bitches, they're doing it simply because they can, not because they are women. It's the same reason why many attractive men treat women like shit. If he's hot enough, he KNOWS he can get away with it, and some guys are just assholes. The bad boys get all the attention in the manosphere, but good looking nice guys are the silent majority of attractive men. They are the white whale on the black background the Pickup community doesn't seem to acknowledge. Much of the entire seduction community's belief system is based on one fundamental fallacy - "looks aren't that important" - , and that is why so many of its followers put in so much time and effort into "gaming" women but only gain minimal improvement in their dating lives. Game only really works well for guys who are good looking but have VERY poor social skills.

We need to do away with the Big Lie about female sexual attraction. Our looks ARE the main limiting factor in our ability to attract women. It's time we had the strength and mental fortitude to accept this, because our continued love affair with the Big Lie will only serve to prevent men from making logical collective decisions in our relationships with women. If the manosphere collectively woke up and realized how visual and sexual women truly are, the Gynocracy would collapse.

Much of the anger in the manosphere would then be redirected toward the main culprit - corporate interests. If so, then the men's movement would gain a lot more traction and REAL changes could be made. Think about it. When men think a woman's love can be "earned" in any way, it is much easier to sell us higher priced houses, boats, cars, diamonds, bullshit "seduction" bootcamps, and pricey vacation packages. There is big money to be made in the Big Lie, and it is continually pushed on us via Hollywood movies, mainstream news media and for-profit dating advice. Major food companies also push processed junk that ruins our looks, and the Big Lie is a major factor in why men don't watch what they eat. If men adopted better eating habits, those companies would be forced to choose between lower profits or going out of business.

When men collectively realize how LITTLE earning power they really need to find a woman for a loving long-term marriage or relationship, the evidence of corporate and political meddling in human mating affairs will be all too obvious. Dating out of your league using earning power and social status will only win you an illusion of love if she doesn't consider you hot enough, physically, for no-strings-attached sex.

On a more evil note... If men collectively realized the true importance of their looks, the gold diggers would be crying into their expensive martinis as they watched their market dry up. The sexual price for men's favors and other perks would rise dramatically for those women who use their erotic capital to gain an edge in life, because men would no longer be so prone to buying into illusions.

Destroy the "looks don't matter" myth, and the Gynocracy will be weakened. The Big Lie that keeps men asleep is what keeps the Gynocracy afloat. If men woke up to this, women would ultimately LOSE most of perks they get from the "betas" and "AFC's" trying to "earn" their "love".

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### Future Consequences of the Big Lie.

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This post will be about possible future consequences of the Big Lie ("women are less visual than men").

Enough men are NOT cool with the idea of being settled for, that it has classically been in women's best interests to pretend that female sexuality is somehow more "logical" and less primitive than men's. Whether we believe women are less visual than us OR NOT, the consequences of the Big Lie will happen anyway.

When it comes to physical attraction in a man, most women feel like they're settling in their marriages and relationships. Men see women's contradictory sexual behavior and act accordingly. Some men become "PUA's". Some pursue self-improvement. Some decide to abandon dating or marriage and go their own way. Others look for "non-feminist" women overseas. Some do nothing and continue their blind faith in mainstream dogma, yet still continue to struggle in finding STABLE and HAPPY relationships.

The Big Lie is no longer a safety net. It's a liability. There will be consequences. Those consequences could still be avoided if our culture became more honest about female sexual attraction and how men's looks play into it. Problem is, society is unlikely to make that cultural paradigm shift in time to avoid the dangers ahead.

Women out there, NOW is the best time to start being more open about what you are attracted to in men - SEXUALLY. FUCK what the haters and the slut shamers have to say about it! Your continued silence will only prove harmful to you and future generations of women in the future.

Drive home the point that most men can be sexually and romantically attractive to women if they work HARD at it. A good body on a guy DOES count for something, even if he IS a bit of a "but-his-face". Let's just put it this way: He's more sexually attractive than what most of you get stuck with marrying ;).

A critical mass of men has gotten the general message that who they are "isn't enough." The sexual revolution of the 1960s let the genie out of the bottle, and the consequences are all but inevitable. The mainstream propaganda machine will be powerless to stop men's collective cultural disobedience. These men know SOMETHING isn't right, even if none of them agree on what that is.

Maybe he thinks he's not "alpha" enough, so he feels he has to use "game" tactics just to even be treated like a human being. Maybe he knows he's just not good looking enough and would rather punish women for the blow to his ego than put in the hard work it takes to look good. Maybe he thinks all women are naturally gold diggers, so he looks for a mail-order bride. OR...maybe his blind faith in mainstream thought will lead to his downfall. ANOTHER "OR"...Maybe he rightfully understands that his ugly face or visible disability is a dealbreaker, and he's in that minority of guys who CANNOT be helped with diet, exercise and better fashion/grooming.

It doesn't matter what he believes, or where he stands on the political spectrum. The results are the same. He is reacting to the fact that what women typically DO contradicts what they SAY. The very things the Big Lie worked to prevent are happening in spite of it: High divorce rates, rising mistrust of women, a rise in spree killers targeting women, less men graduating from university, and a rising subculture of men abandoning their cultural "responsibilities" altogether.

A lot of future socioeconomic damage can be prevented if enough men wake up to the looks issue, and enough women wake up and see how the Big Lie harms them. The sooner the better. The Big Lie is no longer a social band-aid. It's a melanoma. REMOVE IT! Looks may only be a "surface" thing, but it affects society right down to its core.

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If the cancerous Big Lie isn't removed from society's collective consciousness, we will see further dwindling marriage and reproduction rates. We will see the number of men abandoning their social "responsibilities" to the point that it adversely affects the economy. We will see an aggressive push for legalized prostitution. We will see a level of cultural misogyny and mistrust toward women that has no precedent in human history. The number of "Elliot Rodger" spree killers will rise dramatically. We will see the emergence of a new kind of organized domestic terrorism with no ties to any religion. We will see reduced citizen's rights in the western world as government "solutions" to future "Incel Terrorist Threats" are signed into law.

We can prevent all of the above, and even reverse the trends entirely - IF men and women just stopped denying that a man's looks DO matter for sexual feelings and romantic emotions. They might not matter as much for getting married or having a relationship, but when it comes to FEELINGS and sexual DESIRE, they DO MATTER to women. That IS a factor in the long-term health of any relationship or marriage. The looks issue is a surface one, but so is a stage 1 melanoma! If the Big Lie is removed from society early enough, the damage is minimal. If you ignore it too long, it will metastasize and kill you!

### ----- Legalize Steroids! Subsidize Plastic Surgery! -----

People like to say an ugly guy shouldn't get plastic surgery to find a woman, then they say "only date someone who accepts you for who you are". That's bullshit! NOBODY accepts ANYONE just for "who they are"! Attraction is entirely conditional. EVERYONE has this thing called "standards" when looking for a partner! The cold reality is this: If you're really ugly or really short, those who will "love you as you are" are in pitifully short supply. That's why these men go YEARS without a partner despite BUSTING THEIR ASS trying!

Those guys are better off getting plastic surgery and just being HONEST with women about it. Of course many women will have an issue with it, but MORE will overlook the fact he had surgery than the way he looked before - IF they are initially physically attracted to his NEW look.

When I'm considering something more serious with someone, I'm honest about what I've done in the past to fix my looks. For the MAJORITY, it hasn't been a dealbreaker. It really isn't a huge deal. Even a man who had limb lengthening surgery and is honest about it is STILL in a better position than a man who remains short. More women will date a former ugly guy who had extensive surgery on his face, is HONEST about it, and now looks good, than an ugly guy who never had surgery!

Ugliness needs to be acknowledged as a MEDICAL DISORDER. Treatment for this socially and emotionally debilitating disease should be understood as a HUMAN RIGHT! Also, people who chose to get treatment should NOT be shamed for it. They're doing the honorable thing instead of acting like they're entitled to more than they offer themselves.

Looks matter A LOT, and if we as a society don't start taking measures to help facilitate genuine attraction between men and women, we WILL face the consequences of the Big Lie. The government will spend HUGE amounts of our taxpayer money trying to stop the sharp rise in misogyny, violence, rape, drug use, overall crime rates, and a frightening drop in male ambition/productivity. Those government "solutions" will only make these problems WORSE! Here's a much simpler solution that's actually much cheaper in the long run, and will actually WORK: Legalize steroids, and subsidize cosmetic surgery.

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### My Guide to Fixing Your Looks.

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10% bodyfat (or less) and 180 lbs. That is for an average 5'9" male. For other heights, the weight will be different. For most guys, if you can attain that, you will be sufficiently attractive to women and people will treat you more respectfully. When it comes to sexual attraction, the most important thing above all else is a low bodyfat percentage. Not your weight. Your bodyfat percentage. There's a big difference!

- Learn about proper diet. Avoid processed foods. Learn how to cook.
- LIFT WEIGHTS!! And don't do pussy weights, either. Lift HEAVY weights, and do it to the point of MUSCULAR FAILURE! Do this twice a week. The rest of the week should be CARDIO exercise ONLY! Rest is important. DO NOT overtrain, or you will NOT gain muscle!
- Learn how to dress. Get a female friend or gay friend to help you pick out new clothes.
- Get your teeth whitened.
- Get any acne treated.
- Get a new hairstyle. Have a female friend help you pick one out.

For most guys, this will be sufficient to radically change your life for the better. If you reach the bodyfat/bodyweight ratio listed above and do all the things listed so far, and you have NORMAL SOCIAL SKILLS, but your dating life STILL hasn't improved much, get plastic surgery. If you still remain skinnyfat despite 2 years of PROPER diet and exercise, I recommend you take the plunge and start using steroids. Just DO YOUR HOMEWORK before hand, and make sure you have a solid PCT after your cycle!!

Personality is overrated. DON'T waste your valuable time and money trying to improve your "inner beauty" with PUA philosophies or self-help schemes, because it's what's on the OUTSIDE that counts. What's on the inside only KEEPS you there, but that's of no use without the looks that get your foot in the door in the first place! Society remains deeply deluded about how much a person's looks, height or disability can impact their quality life and the way people treat them.