

# ATTRACTIVE POSITIONING

Put the Odds in Your Favor



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**ATTRACT *AND* KEEP HER**

## **Attractive Positioning**

Put the Odds in Your Favor

I want to congratulate you on being one of the truly elite action-takers who made the excellent decision to purchase the *Attract and Keep Her* System.

One of the most important things I've learned in my life is that we can learn to have various personality traits.

Taking action is what makes you successful, not the "traits" you're "born with."

Now, you have everything you need to become the most attractive version of yourself and have the kinds of relationships you want with the kinds of women you want.

Well done.

That being said, I want you to imagine a scenario...

You have taken action on all of the advice inside *Attract and Keep Her*.

You feel genuinely attractive.

You feel confident because you know what to do in any situation with a woman and what to look for.

You're the kind of guy who's really good with women now and you're one of the 5% of men who truly understand the dating game.

You're a true badass in every sense of the word.

Then, thanks to your new level of success and confidence, you pull up in a limo to make your first impression on the show "The Bachelorette."

How confident and attractive will you feel with 24 other awesome, good-looking, successful guys getting out of limos and approaching/competing for the same woman?

I don't know about you, but that situation would test my confidence at the very least.

So, what gives?

Why don't you feel as confident as you should?



What happened to your new, badass personality?

Well, nothing.

There's just one more element that will leverage what you've learned in the *Attract and Keep Her* system even more:

## **POSITIONING**

Sure, if you go on "The Bachelorette," and you maintain your new attractive personality and stick to the principles, you will have a *chance* to win the show and *be selected*.

But wouldn't you rather be "The Bachelor" and have 25 women coming at you instead?

Wouldn't you rather *choose* who gets to be with *you*?

When you combine attractive POSITIONING with everything you learned in the *Attract and Keep Her* system, you will win at dating and life beyond your wildest dreams.

If you apply the principles in New York City, for example, where there are literally 5 single women for every 4 single men vs. applying them in Alaska...where do you think you will do better?

I'm not saying you have to move to NYC, I'm just saying that it's a very good idea to set up strong positioning any way you can.

**Positioning is critical to your dating success.**

It makes everything else you do easier.

"The Bachelor" is already the winner when the show begins while contestants who appear on "The Bachelorette" have to work really hard just for a *chance* to win.

Set up your life so that you are "The Bachelor" and not merely a contestant on "The Bachelorette."

How?



**Attractive Positioning comes down to 3 things:**

1. Putting yourself in environments where there are more available women than men.
2. Doing the things you truly love to do in life, inviting others to join you, and meeting women along the way (not doing things JUST to meet women).
3. ALWAYS acting like YOU are the prize SHE's trying to earn (playfully of course).

**Combining these three elements with the principles inside *Attract and Keep Her* = Fishing with Dynamite.**

Put yourself in a good position by doing things you *genuinely* enjoy or want to try that more women participate in than men.

Examples of this could be anything from yoga classes to ballroom dancing to cooking classes to book clubs.

Charity events and community service projects can be excellent as well.

Never do anything JUST to meet women, but set yourself up to meet them in a way that fits your personality and that puts you in a situation where there are more available women than men as often as you can.

If you set up your positioning correctly, you won't have to go out of your way to meet women. Best of all, if you do it right, the women you meet will be more open to you.

The absolute best time to meet women is when you're doing something that you truly LOVE doing even if the ratio of single women to men isn't quite as good.

Either way, you'll be in your most naturally attractive state. It will be easy to connect with a woman who loves the same activity as you or who simply finds your passion for the activity irresistible.

Women love it when a man is passionate about something.

Remember, they get to feel the way you feel when they're around you, so they will experience some of the awesome vibes that you feel when you do what you truly enjoy (They will also feel the resistance and negativity you feel when you're doing something you don't want to do...).



While women will be more attracted to you the more you do things you love, even if they don't particularly enjoy those activities, you probably have false beliefs about what kinds of things good-looking women enjoy doing as well.

If there's an activity that you LOVE and you don't think women are into it, there are probably lots of women who are.

So many guys think that playing video games isn't attractive to women, for example, but I can tell you there are good-looking women who LOVE to play video games just as much as you and they are DYING for a man they like to invite them to play.

Some attractive women like hunting, football, and comic books. The list goes on to include almost anything you can imagine.

And again, even if a woman doesn't like all the same activities as you, she will enjoy getting to experience your world if she likes you and has a good attitude.

She already has enough of herself for a lifetime; give her a new experience: YOU.

**Instead of trying to fit into what you think a "hot girl's" world is in your mind, bring her into YOURS.** <===Read this sentence 3X

That's the essence of positioning.

You're polarizing women who are naturally attracted to you into your life and pushing the ones who aren't away.

Of course, that's one reason it's so critical to create a life you truly love for yourself. It will be much less painful to "lose" a girl if she's simply missing out on experiencing a life that you thoroughly enjoy.

Remember, it's not about "getting" every woman you meet. It's about finding the women you will enjoy the most and who will enjoy you the most.

**The pain you feel from a breakup is equal to the distance you traveled from your true path and true self to "get" her.**

When you're thinking about what kind of date to take her on, instead of trying to figure out what she might want to do, choose an activity that YOU genuinely enjoy and just invite her along.



This is a much more powerful POSITION, and if you combine that with the principles inside *Attract and Keep Her*, you will win.

Even if she doesn't particularly enjoy the activity you invite her to join you on, she will enjoy the fact that YOU love it and that she is experiencing your reality.

Of course, if she suggests a better idea than what you suggested, go for it. Just make sure you never wait for her to come up with something (lead lead lead).

She will also be attracted to the additional confidence you show by not trying to fit into her reality (like every other guy who has weak POSITIONING from the first moment he meets her...like on "The Bachelorette").

**With strong POSITIONING, YOU are the prize.**

All you have to do is believe it, and more importantly, your behaviors should all communicate that you believe it.

It will be true for some of the women you meet, and they will fall harder for you (good for her and you). It will not be true for some women you meet, and they will fall away and you'll avoid wasting time with someone who isn't interested in you.

I call that winning.

The idea is to attract the right women for you into your life effortlessly by amplifying how you're unique instead of trying to compete, fit in, or change yourself in an attempt to "get" her.

### **BETTER VS. DIFFERENT**

When I say that you are the prize, I'm not saying that you're BETTER than her or other guys in any way.

I'm saying that you have something unique to offer her and that you are positioning yourself as if you are the prize she is trying to earn instead of chasing her.

Positioning is NEVER about being BETTER than other people. It's about being DIFFERENT.

You value yourself just because you exist and you're awesome in your own reality without comparing yourself to other people.

If you've read "Purple Cow" by Seth Godin, you know what I mean (if not, you should because it applies to life, business, dating, and the principles of the *Attract and Keep Her* system).



What makes you UNIQUE?

What is your personal brand?

That's what you want to hang your hat on.

So, don't compete with a million other guys for women.

Positioning (and being a challenge to her) neutralizes your competition.

Keep applying the principles inside *Attract and Keep Her* and use POSITIONING to have women who already want what you have to offer come to you.

Not only does this allow you to get what you want much more often with less effort, it also makes it easier for you to create win-wins because you aren't competing directly with other people anymore.

You're just doing your best to be the best version of YOU and people are drawn to that naturally.

Plus, if you compete, there will always be guys who are "better" than you in some way or another.

You can't win over the long-term if your goal is to be better than every other guy she meets in her life.

**You'll start winning as soon as you shift your goal to maximizing yourself and your unique personal brand.**

Think of it this way. If you want pizza, you'll go looking for a pizza restaurant. Even better, you'll go to the pizza restaurant that has the kind of pizza you enjoy.

The pizza restaurant doesn't change into whatever kind of restaurant you want it to be when you get there. You go there *because* it's a pizza restaurant and specifically *because* it has the kind of pizza you like.

**Be the best version of the person you want to be and the right women for you will come looking for you.**

Define your real personal brand and stick to it. Stop changing who you are to fit in or to "get" her.





Of course, your *behavior* should follow the guidelines of the *Attract and Keep Her* system, but that has nothing to do with your personal tastes, preferences, values, beliefs, opinions, or the activities that you enjoy.

Be proud of those things, because that's who you are right now.

If she criticizes the music you play in the car, for example, turn the volume up playfully. Be willing to disagree with her opinion without being disagreeable. Remember, it's just who you are. It's no big deal and you don't expect her to be the same as you. You respect her unique reality also.

A good relationship has nothing to do with having exactly the same tastes and preferences. It's about respecting who you are while also appreciating her tastes and preferences even when you don't share them.

So what if she likes country music and you don't?

It simply doesn't matter.

*How she treats you and her general attitude* are what matters.

There are an infinite amount of activities in this world and it's very likely that there are some of them both of you can enjoy together. Stick with those.

Be together not the same.

Start amplifying the real you more often and POSITION yourself for success from now on.

### **BONUS**

Another way to position yourself for dating success is to become friends with lots of women.

Then, bring them with you when you go out.

When you go out and a woman in a venue sees you with other women already, it makes her much more open to you and more receptive if you decide to approach her.

You can even have your female friends meet women for you and then introduce you. This "warm" approach is much better than a "cold" approach (although you should never use that as an excuse not to approach someone you're interested in meeting. As long as you're offering value instead of seeking it, why would it ever be a problem to introduce yourself to anyone?).



Also, have your female friends introduce you to their single friends.

If you're an awesome guy and they like you, they'll introduce you to their single friends automatically.

If a woman who likes you a lot introduces you to a good friend of hers, you'll have much less work to do and success with her is more likely.

Everything will be easier.

**You still have to stick to the principles we covered in *Attract and Keep Her*, but why not put the odds in your favor as much as possible?**

It's your choice to keep trying to get women or to start attracting them.

It's your choice to put yourself in a strong POSITION or not so you can leverage the principles inside *Attract and Keep Her* for the maximum benefit of yourself and the women you date (yes, it's best for them too).

Be "The Bachelor" in dating, business, and life.

NEVER allow yourself to be a contestant on "The Bachelorette."

Let other men compete while we WIN.

Cheers to your massive success,

Jim