



**Never Get
Cheated On**



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

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

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

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

Cheating only happens when someone feels that their partner in a relationship isn't supplying something they need. The problem is that instead of simply asking for it, they seek it out in someone else because they are afraid to bring it up with their partner. Using a system of "don'ts" and "why's" you can keep this from happening to you. The rest of this chapter will reveal to you all the secrets to the system that will prevent anyone from cheating on you, ever again.

The chief thing you have to understand is that relationships are not static. They are changing, growing, and improving all the time. If you don't improve with them, you will be surpassed and outgrown. A successful relationship follows six rules that we will go over in detail later in this chapter, the first of which, called reinforcement, is the idea that both partners must improve each other in a relationship. If you're getting into a relationship to feel comfortable, you're entering it with the intention to not grow and not change. A relationship cannot be based on comfort – it must be based on improvement to be healthy.

As long as you are together, she must help you to grow and you must help her to grow, even if that means acknowledging that her growth cannot continue with you. I know there is nothing worse than feeling unwanted, but if you can grasp the three major concepts I'm about to explain to you, you can abolish that feeling for good. I want you to remember, first, that you have control over your worth. You are in control of your value and confidence. Get as much information on this subject as you can; we discussed the topic earlier in this book, and you can find more about it in the members' area as well.

The next thing you have to accept is that if you get cheated on, it's

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

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

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

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

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

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are: A) business, because it says a great deal about your ability to be a provider, B) things like fitness, martial arts, survival skills, the abilities of a handyman, and anything else that involves you demonstrating the ability to protect those around you and will help you to defeat your insecurities, and C) relationship psychology, or the ability to attract people into your life.

So how do you improve in each of these areas? The best way that I found to improve in business is to find mentors who are experts at what they do. When you find a mentor, you'll be very tempted to adopt both their positive and their negative qualities, so resist the urge to take on any bad habits. To help with this, write down all of the positive qualities that you respect about your new mentor so that you have a clear idea of what you want to gain from the mentoring experience. At the end of the day, you should be an amalgamation of all the positive qualities of all your heroes.

There's nothing you can do to improve on everything in the second pillar except practice. Get down and dirty. I like to have a plan that I know will help me reach my goals, so if your goal is to improve your strength, construct a detailed work out plan that you know will help you to do so, find a teacher who's knowledgeable about the subject, and learn as much as you can about the topic so that you have a better understanding of it. That goes for everything else we mentioned in the second pillar as well (martial arts, survival and handyman skills, etc).

You're working on improving the relationship psychology pillar right now, by reading this book. Half of the battle is studying, like this, and the other half is applying everything you learn. When I first

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started studying this, I noticed a huge improvement as soon as I started applying things I learned in my psychology classes.

Right about now, “being the best option” probably sounds like a huge, complicated, time-consuming task. Yes, it does take effort, but no, you can’t afford to ignore it. While you’re working on that, however, there are a few simpler tactics you can use to prevent cheating.

The first technique you can employ is setting the frame early. By that I mean that you want to let her know, early on, that she would be crazy to leave you. You usually don’t want to say that outright, but if you do, you have to be able to back it up. The best way to back it up is with the truth – that every day, you are more attractive than you were the day before. On any given day, you are more attractive than you’ve ever been in your life! How will she ever meet another guy who’s more attractive than that?

When you have this conversation, you can be light-hearted but can’t act like it’s a joke. You also cannot be arrogant. This isn’t about being funny, and it isn’t about your ego – it’s simply the truth. If she doesn’t accept this truth, she’s not making you feel valuable as a man and that’s a problem that you have to address. Let her know that you need her support in order to be in a relationship with her.

The last thing you need to keep in mind is this: you can’t just tell her this is the truth. It actually has to be the truth. You must actually become increasingly attractive with every day that passes. To do that, keep studying so that you know more each day than you did the day before. Improve constantly on the Three Pillars of Badass, a little bit at a time. As long as you do this, it will be completely insane for



a woman to leave you or cheat on you. It's her loss if she does, not yours, because a man like you will have women lined up waiting to date him. The bottom line is that you have to put in the effort to make this happen – there's no easy way to do it.

If you ever find yourself suspecting that a woman has cheated on you, here are the do's and don'ts of handling the situation.

DON'TS

* Don't go through her emails, text messages, call history, or anything else along those lines. You'll look like a psycho, and then she'll have a *real* reason to cheat on you! If you have a problem, don't let your insecurities take over. Deal with your issues like a man, not like a little boy.

* Don't cheat on her as revenge. You won't hurt her if you do this – you'll make her feel better about cheating on you because it'll reinforce the idea that she was right to do it. Break up with her if you think or know that she's cheating.

* Don't freak out. I know that's a very, very difficult rule to follow, but please keep yourself grounded. You will be hurt, you will be emotional, but don't place blame where it doesn't belong. You have to take responsibility for the outcomes of your relationships and learn from them.

* Don't be afraid to let her know that you're hurt. It's perfectly all right to tell her that she's treated you poorly, and that you're hurt because of it. Acting like a tough guy who doesn't feel emotional pain won't work because she'll see right through it.

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* Don't be a pushover and forgive her unless major changes are made to the relationship. You can't say "It's ok, let's just start over and try this again." Cheating is not an issue that is easily fixed. You both have to be willing to put in the effort to completely overhaul the relationship, and you both have to be interested in learning how to improve yourselves.

* Don't accept cheating happening twice. If you try to heal your relationship and she cheats again, the relationship is finished, plain and simple. Let it go and move on.

Got all that? Good. Let's move on to the things you *should* do if you think a woman is cheating on you.

DO'S

* Do ask her. Ask her point blank, but don't use names or ask if she's cheated on you with someone specific, and watch her eye accessing cues when she answers. She'll probably be looking down regardless of whether she's cheated because you're putting her in an awkward, uncomfortable situation, but be on the lookout for any clusters of eye accessing cues that we discussed in the body language section of this book that may appear.

* Do put your foot down. Don't allow her to talk you out of it, and don't let yourself fold under pressure. The rule is that there is no cheating in your relationship, and if she cannot abide by that she cannot be in a relationship with you. Let her know that if she is interested in someone else, she should express that to you so that you can let her go. She can be involved with someone else, but not if it means cheating on you.

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

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

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

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



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

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

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

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Number Three: Chemical Attraction. This doesn't necessarily refer to pheromones, because to date there has not been a decisive discovery of a real human pheromone. A lot of people claim to have found a human pheromone, but unless there's breaking news right now, it hasn't yet happened. Instead, chemical attraction for humans comes from our incredibly powerful olfactory sense. In simple terms, the olfactory sense is the subconscious workings of our nose and the sense of smell.

Humans are capable of picking up very, very advanced scents that are linked directly to emotions. Smell, more than any other sense, is tied inextricably with memory. It's possible, then, to smell something that reminds you of your parents and – assuming that you have positive associations with your parents – will subsequently make you feel positive emotions. Your olfactory sense is one of the only senses that completely bypasses your logical brain when it is being processed.

You can make good use of chemical attraction by always making sure that you have good chemicals in your body. Work out, because fresh sweat is typically very attractive. Maintain a high testosterone level by doing things like eating a lot of protein, and don't put on so much cologne that it hides your natural scent. Cologne might induce attraction, but it doesn't necessarily help people feel comfortable around you so that you can build rapport.

I used to wear a combination of cologne and vanilla scented lotion, because vanilla is internationally recognized as a scent of comfort. A lot of real estate brokers, for example, found that their sales would increase if they burned vanilla scented candles in a property before trying to sell it. The smell of vanilla relaxes people and makes them

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feel at home, so it can be a very powerful tool for you to use when you're attracting women.

Number Four: Socio-Biological Attraction. Socio-Biological attraction is based on old ideas of gender roles, nurturing, and the concept of the Provider-Protector. Broad shoulders, loose hips, strong legs, big arms, and a defined jawbone are traditionally considered the physical traits of an attractive man who is playing the male gender role because they indicate that the man will be able to protect and provide for his family.

In women, curvy hips, large breasts, and big eyes are physical indicators that the woman is a Nurturer, or an attractive woman playing the female gender role. Socio-Biological attraction on its own will not sustain a relationship, but it is enough to create strong initial interest.

Number Five: Reinforcement. Reinforcement is the idea that you make someone more attractive every time you're with them or speak with them. They feel more important and more desirable when they're with you, and less important and desirable when you leave them. To explain this further, I'm going to use the example of a typical student-teacher relationship.

The teacher gives value, while the student accepts it and feels increasingly important because of it. Two scenarios can arise from this relationship: the Free Bird Theory, and the Caged Bird Theory. In any scenario, the student will experience growth and will continue to do so until he has or has nearly outstripped the teacher. When this happens, according to the Free Bird Theory, it is the teacher's duty to let the student go. The teacher must acknowledge that the student

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

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

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

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

And finally...

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

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

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

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