

The Indefinite Quantity

February 23, 2017 | 760 upvotes | by [GayLubeOil](#)

After bingeing on cheap Tinder dick for years, used up carousel rider Alana Massey wrote: [Dick is abundant and low value](#). And you know what? She is absolutely right. Women can get express dick delivery with about the same ease and convenience as a Domino's Pizza. The Sexual Marketplace is a buyer's market if you are buying dick.

This presents a problem for the fine gentlemen of Red Pill because we are in the business of selling dick. How do you sell dick in a market that is flooded with cheap abundant dick of all shapes sizes and colors? I'll give you a minute to think about all of those dicks and how you are going to defeat them with your dick. No homo.

Dick is no different than any other commodity. Just because the market is flooded doesn't mean you can't sell at a high price. How do you sell carrots at \$4 a pound when the market price is ¢50 a pound? You sell organic carrots. How do you sell coffee at \$3.50 a cup when every donut shop and fast food restaurant is selling at \$1.50? You brand the coffee. You make the coffee more than just coffee you make it Starbucks. Starbucks is about being cool. Starbucks is about helping Amazonian forest children. Starbucks is about expressing your individuality with peppermint sprinkles and caramel swirls. Women especially the college age women TRP is so fond of don't buy [\\$1.50 coffee](#). They buy [\\$3.50 Starbucks](#). That's the power of brand.

Sounds great! So how do you rebrand your [gas station dick](#) into Starbucks [brand name shlong](#)? Before we can delve into the specifics of marketing your personal penis product, you need to have a general working knowledge of consumer psychology.

[Every commodity](#) whether intellectual, physical or ideological is comprised of a Definite Quantity and an Indefinite Quantity. In the case of Starbucks the Definite Quantity is the coffee. The Indefinite Quantity is the altruism of saving Forest Children, being trendy and the universal [comfortable feeling](#) that each storefront provides. Cars are marketed via Definite Quantity: physical features, and their Indefinite Quantity: the status associated with ownership. Finally, the Red Pill's as an ideological commodity is comprised of a Definite Quantity: it's practical advice, and an Indefinite Quantity: the transgressive feeling of being a Edgelord.

If you think back to the years of advertising that you have consumed, you will realize that each and every product you were pitched was sold through its Definite and Indefinite Quantities. **Here is the major takeaway.** Men generally place greater importance on the Definite Quantity and Women generally focus more on the Indefinite. Men, both [straight](#) and [gay](#) want sex. Women want [romance](#). Men want [features](#). Women want [security](#). Men want solutions. Women want support.

The biggest mistake men make when selling dick to women is selling the Definite Quantity instead of the Indefinite. A Beta provider is all Definite Quantity and zero Indefinite Quantity. Women will gladly fuck a weird looking celebrity over a hot Chad. Whereas men would prefer sex with a [hot half retarded waitress](#) over [Jenifer Lopez](#). Women don't think like men, so stop selling them dick as if they were men. That's what we call solipsism.

In conclusion it's not what you say to a woman it's what you portray to a woman. She wants a status symbol, a brand to give her vapid existence meaning. To her you are no different than a purse or a pair of shoes. Women don't love you they love the idea of you. So stop explaining features, offering discounts and negotiating. You are an exclusive brand. If she's not interested in buying your Versace Dick, she can buy some Walmart Dick. Nothing personal. Nothing to get upset over. She can show Walmart Willie off to her friends and family because she's a Walmart kind of girl. You don't give a fuck.

If you still don't understand the art of selling the Indefinite Quantity, you can always learn from those who make a living doing it. Visit a Rolex dealership and start shit testing. Tell them that their product is overrated and how cheap and abundant Chinese knockoffs are. Explain how unfair the price is. Tell them about all the watches you have. Threaten to leave. If Rolex can sell the Indefinite Quantity so can you.

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Comments

abstractplebbit • 101 points • 23 February, 2017 12:46 PM

This can be applied in every aspect of your social life too - not just with women.

When you invite someone to do something, it is probable that they do not have the same images in their head as you do when youre thinking about going. They probably have no idea what it will be like, so its not surprising that one could turn you down easily under those circumstances.

The definite quantity is a just boring one liner description relating to what youre actually going to do.

But since people respond to feels, all you have to do is give them those feels by talking bout all of the cool and fun things that will actually be happening, and boom you shifted them into a receptive and positive state of mind. If you make something sound exciting, you don't have to convince them to do anything because they will want it as much as you. Then you're both on the same page. They might feel like it was their idea and they want it even more, but the frame is yours.

GayLubeOil[S] • 79 points • 23 February, 2017 12:51 PM

Here's one of the best breakdowns of selling a feelings and speaking to the subconscious. This is the hypnotic language Scott Adams loves to talk about.

thenewme2_0 • 20 points • 23 February, 2017 04:32 PM

Thanks, gaylubeoil.

theONE843663 • 5 points • 23 February, 2017 03:44 PM

I don't know whether to like that video, or dislike it...

TheSp4rk • 47 points • 23 February, 2017 04:06 PM

Decide: You're here to learn, if you're sitting on the sideline pondering, you know, I've had friends that describe that as a tremendous problem.

theONE843663 • -9 points • 23 February, 2017 06:40 PM

Before jumping to conclusions, don't you think it's appropriate to know the reasoning behind the situation?

I'm a Canadian Trump supporter. I want to like the video because of how it describes the way Trump uses language to his benefit.

I also want to dislike it because the creator is a liberal piece of trash. What do I do?

hellenic-freight • 37 points • 23 February, 2017 07:55 PM

I want to like the video because of how it describes the way Trump uses language to his benefit. I also want to dislike it because the creator is a liberal piece of trash. What do I do?

You put ideological biases aside and value content solely on its merit. From what I understand, this is the custom around these parts.

shroomsonpizza • 14 points • 23 February, 2017 08:33 PM

Same reason you can listen to asshole musicians for their music and not their opinions.

theONE843663 • -3 points • 23 February, 2017 09:09 PM

Yeh there's only music to listen with asshole musicians. With this video, he clearly talks shit about Trump. So ultimately, I chose to dislike the video.

AnonymousAndLovinIt • 3 points • 24 February, 2017 04:09 AM

What do I do?

More thinking. Less feeling(z).

theONE843663 • 1 point • 24 February, 2017 04:19 AM

Damn man never thought of that before.

AnonymousAndLovinIt • 1 point • 25 February, 2017 12:30 AM

No need to be snarky. You have to be detached and objective when searching for the truth and not let emotions deride you from your path.

Think of what is said in the video. Is it true? Absorb it and follow it. Is it wrong? Disregard it as long as you have reasonable arguments.

theONE843663 • 2 points • 25 February, 2017 12:49 AM

Well I'm sure you understand what I meant tho. I was in a dilemma but I decided to dislike the video cuz the author was a liberal piece of trash.

I apologize for being snarky.

20CharactersAintEnou • points • 23 February, 2017 06:07 PM **[recovered]**

Can you give an example of using this irl please?

KingRead • 16 points • 23 February, 2017 10:36 PM

Let's say you have a dog. Bring it up in conversation and tell stories about how cute/funny/smart/dumb... Anything really that makes your dog seem interesting and something worth visiting. Then casually say, hey you should meet my dog one day, he'd love you.

Now she knows what to expect, you've painted a positive picture and she knows that your dog is interesting and she will be more inclined to come to your house to 'see your dog'.

Replace dog with this new fancy BMW you bought with red interior, that local bar that always has cool people around and a positive vibe or, how Walmart has the funniest people who do the weirdest shit. Sell the feeling of the experience, not the experience itself.

Meat-on-the-table • 170 points • 23 February, 2017 01:09 PM

This speaks to the core of how to get women. Abandon logic;stimulate emotions. People don't drink Starbucks because it's the best coffee around, or buy iPhones because they're the absolute peak of tech innovation. They buy these things because it stimulates a feeling within them, a duality of exclusivity and belonging.

Similarly, women don't sleep with a guy because it is logical in the sense we think of. She sleeps with him because it makes her feel good about herself to be wanted by an attractive male who could have other women. This is basically the reason why women flock to known players. There exists a magnetism in the social

acknowledgement by other women that,yes, this is a man you should open your legs for.

Leave the logic at the door. Make her feel an entire range of emotions that culminates in you achieving your desires. It's easier than you think.

redpillschool • 56 points • 23 February, 2017 03:32 PM

| a duality of exclusivity and belonging.

Very well put. If you weren't already endorsed I'd re-endorse you.

Meat-on-the-table • 30 points • 23 February, 2017 05:22 PM

Give me your mod powers! Give them to me!

Thanks for the feedback.

EpicLevelCheater • 44 points • 23 February, 2017 06:10 PM

Beware, stalwart hero of the land. Down that road lies madness and despair unimaginable.

CHIPPENDALESIXNINE • 33 points • 23 February, 2017 05:48 PM*

It's crazy how much the fog is being lifted by this site. Everything related to life, parents, women, has been explained here. Both the good and the bad. To defeat your opponents you have to understand them and this site is doing that for me. You described my last gf perfectly here. She was one of the better ones, but I don't have much faith in women so I lost attraction and quit talking to her, which made her crazy over me.

Anywho, when we were together she told me, "I feel like you could have an girl you want." Oh how much I wish that was true. It's a prime example of how women want a male who they think could have other women. The chick that came to mind was a girl I had a huge crush on and how she showed no interest in me, dated a dude who didn't care a bit about her, constantly posted about how she wanted a nice guy and the Disney themed life, but all her friends said I was too nice/cute for her. It's a prime example of the ladder of attraction with women and how they view men they're attracted to or not. They don't even seem to realize what they really crave, themselves.

Before coming here, when chicks would tell me I'm too nice or need should be more of an asshole to a girlfriend they were trying to hook me up with (because the girl already thought I was cute), I had no clue and literally thought this meant being an asshole in the male sense, so out of frustration I would come off as a complete dick and it wouldn't work out. Now I realize that's not what they mean. They mean everything that's spoke of here. Show less investment, have other plates on your hands, stay busy, stay high value, don't enter their frame, and exaggerate all their shit tests that are made to test how you'll handle their bullshit and how confident you are in yourself. It's been a huge problem of mine but I'm learning. Don't put the pussy on the pedestal and you'll be less shy, more confident, and do all the things they're attracted too. They can sense it immediately when you talk to them for the first time, breaking eye contact and trying to impress, that you're not being real, you're intimidated, and at that point you'll either be used or disregarded because they feel they can do better, even if on a scale of 1-10 you're more attractive and have higher value. They won't use logic to asses any of this, it's all about how you make them feel.

ChristianRedpill • points • 23 February, 2017 10:53 PM [recovered]

| They don't even seem to realize what they really crave, themselves.

Read that sentence 100 times to make sure it sinks in. Now do it again.

curiously_crazy • 6 points • 24 February, 2017 04:16 AM

..breaking eye contact

Breaking eye contact is ok - just make sure you look up and across, never down.

If you never break eye contact first it can look as though you're some crazy weirdo.

antariusz • 6 points • 25 February, 2017 06:46 PM

Breaking eye contact is ok, preferably if you're looking at a hotter girl that is walking by.

CQC3 • 15 points • 23 February, 2017 09:47 PM

She sleeps with him because it makes her feel good about herself to be wanted by an attractive male who could have other women

This is why I don't bang fatties or uggos.

Don't cheapen your brand for a convenient nut not all that better than doing it yourself.

jamesbond0512 • 14 points • 23 February, 2017 03:35 PM

I need help with that. For some reason I have no idea what to do with a girl other than just have sex with them.

How do I "make her feel an entire range of emotions."?

empatheticapathetic • 23 points • 23 February, 2017 03:53 PM

Push when she expects pull and vice versa. Be unpredictable. Basically don't be boring but do it for your own sake.

20CharactersAintEnou • points • 23 February, 2017 06:26 PM **[recovered]**

Uhh everything here is so vague to me. How would one do that? Like what's an example?

empatheticapathetic • 12 points • 23 February, 2017 06:28 PM

Haha just keep reading, it'll slowly come together and you'll notice times when you do it naturally without realising. Basically the act of teasing in itself is push pull. You're showing interest (pulling) but you're also piss taking (pushing) simultaneously. Check out the sidebar, specifically guide to teasing bitches.

kenpachitz • 3 points • 24 February, 2017 12:42 PM

piss taking

For the American folks reading this, he doesn't mean R. Kelly. He means "poking fun at".

empatheticapathetic • 3 points • 24 February, 2017 03:33 PM

Oh...I meant having a golden shower. Is that not what that phrase means? It tends to push girls away when I ask so I know it's working.

Docbear64 • 5 points • 24 February, 2017 01:14 AM*

It's not intentionally vague , it's contextual . The conversations you have , the things you two have in common , her personality, your personality. It would be fantastic if someone could write a TRP script that worked for EVERYONE but that doesn't and most likely will never exist .

People aren't math , we aren't exacts, or objects you can write step - by - step guides on and get

exact results. It is something you will appreciate and embrace the more you talk with women , the more you engage with people. You'll have moments where shit works and you may not get it , you may have moments where you know exactly what you're doing and come up empty .

Don't take yourself or the situations you're in TOO seriously, have fun with it and learn while you do it and before long it'll all make perfect sense .

Meat-on-the-table • 5 points • 23 February, 2017 05:25 PM

Sounds counter-intuitive, but the best way to do it is to not actually think about it. Instead, you simply do the things you've always done, for yourself. As her investment in you continues to grow, she will wish to re-align your masculinity to be more of the center--i.e., something she can control (known around these here parts as being beta)

Your refusal to be shaken will stir up a variety of emotions in her, ranging from excitement, to insecurity, to fear, to attachment. She will run the full gamut of emotions simply because you continue to be an undefined quantity, which causes her hamster to spin.

ozaku7 • 28 points • 24 February, 2017 01:55 AM

Alpha boyfriend: I like him > I don't want him to chase other girls > I need to control him > I can't control him > I need to show more affection to keep his focus on me > He talks to other women > he makes me jealous > he makes me afraid he will leave me > He makes me chase him so I don't lose him > I can't wrap my head around what he is thinking > he's unpredictable > he teases me > what an asshole > he talks sweet to me > okay so he isn't an asshole. > talks with lots of girls > lots of girls want him > he's high value > if I fuck someone else I'm fucked in all the wrong ways and lose something valuable.

Boyfriend betafied: I like him > I don't want him to chase other girls, I need to control him > Yay, I'm controlling him > Doesn't talk to girls > No risk of losing him > I can let myself go > Show less affection > start being more bitchy to him > Start pushing the boundaries, see where it goes > Boundaries gotten really far > Says yes to everything, doesn't put up any resistance > This is boring > I need excitement > This guy is exciting > Finally someone who can make me feel alive > Fall on his dick > Hamster it away and blaming boyfriend for being so boring and pushing me onto the dick of said guy.

It's a rough sketch.

khellin_ • 4 points • 23 February, 2017 04:15 PM

Watch RSD videos on youtube. Especially RSD Max is a good instuctor. Its PUA but here on TRP you learn how to work on yourself and your inner mindset. If you need to be more social and outgoing, watching those infields makes you grasp how successfull men are talking and presenting themselves to women.

p3n1x • 10 points • 23 February, 2017 05:29 PM

Many guys can't get passed the marketing play of their product.

THE SHIT IS FREE ON YOUTUBE.

RSD does a fantastic job of showing guys how to stop complaining about their life just like a woman. Shows them how to remove that "frustrated chump" , bitchy, huge turn off attitude. Teaches steps to help one quit pointing the finger at everyone else and take ownership of their own bullshit!

It is just another optional tool in the box.

psirico123 • points • 23 February, 2017 06:32 PM [recovered]

RSD Max is really great. His energy is contagious.

giantsrocker • 2 points • 25 February, 2017 05:05 PM

although Julians game is a fuckin pleasure to watch!!

[deleted] • 1 point • 24 February, 2017 01:24 AM

I am guessing you are younger. I hate to use this word in here, but if you "love" a girl, and she loves you back, the rest will follow. You cannot learn these things. Be an interesting and accomplished person, all roads lead to you.

ozaku7 • 6 points • 24 February, 2017 01:44 AM

She sleeps with him because it makes her feel good about herself to be wanted by an attractive male who could have other women.

Just imagine how it feels for that chick that doesn't get fucked by Chad but all her friends have been plowed by him already. Much like you need money to make money, you need to attract females to attract more females. It's a snowball. Noone wants to be desired by someone that's desired by noone, but wants to be desired by someone who is desired by everyone.

Future_Alpha • 1 point • 25 June, 2017 10:03 PM

I understand the principle. But how do you get a women you interact briefly with in class or that you just met to feel good about you + that you are an attractive male worth sleeping with? How does a man build the reputation of a known player that women acknowledge tath yes, this is a man you should open your legs for?

theONE843663 • -8 points • 23 February, 2017 03:34 PM

At the end of the day, Rolex is a Rolex, BMW is a BMW, and Bentley can suck a dick!

le_king_falcon • 38 points • 23 February, 2017 01:32 PM

One of your best posts in a while GLO.

Well written, entertaining and a great primer on the art of self marketing when dealing with women.

It something that is touched upon more by the pickup artists of the world but it is actually a valuable skill that applies to more than just getting laid.

You can be the most perfect alpha male in the world, looking good, lifting heavy, great social life, great career etc. But a change in your marketing style will totally change the sort of women you attract and have success with.

I'll take one Starbucks brand name schlong please. No homo.

Popular-Culture • points • 23 February, 2017 02:18 PM [recovered]

At TRP, we know all relationships to be transactional in nature. If this is true, and all relationships and sexual encounters are really transactions, then why wouldn't we treat ourselves like products that need to be marketed and sold? Hooking up is literally selling dick to women. And you're right, GLO. Dick is cheap and abundant.

Women aren't attracted to big muscles, meaning they're not attracted to the literal collection of soft tissue in your biceps. That's the definite. They're attracted to the sense of dominance and power that big muscles signify. That's the indefinite. Think about it: why do women look so favorably upon a man driving a BMV or Mercedes? Is it

because they're turned on by the car's horsepower, 0-60, and top speed? Of course not. Women don't know shit about cars. But a man driving a BMW radiates wealth, status, success, and power. And that's very attractive. So when you're selling to women, sell the indefinite. From the female perspective, "dinner and a movie" is completely predictable. It's the definite. She's done it a million times and she's not excited about doing it again. On the other hand, inviting her over for "a Netflix comedy special that made my stomach hurt because I was laughing so hard" is a much better sell. Now I'm not focusing on the activity, but on how the activity will make her FEEL. I actually used that 2 weeks ago. Spoiler alert, we only got halfway through it.

theONE843663 • 16 points • 23 February, 2017 03:48 PM

Lol you could have an entry level BMW and bitches will prefer that over a 500hp supra! They're so fucking clueless.

d4ng3rz0n3 • 14 points • 23 February, 2017 04:54 PM

Because men and women have different uses for the car. Supra will be faster for men. Women want to be seen in the BMW by the strangers at the supermarket.

Popular-Culture • points • 23 February, 2017 05:58 PM [recovered]

They're not "fucking clueless". They just think differently. Horsepower means nothing to them. Why would it?

theONE843663 • 4 points • 23 February, 2017 06:37 PM

You're right... But it would mean something to them once they get inside, get strapped up on a 5 point harness, then hear the sound of the roaring engine and feel the acceleration on the track.

But until then, the supra is still a Toyota. It's a shame really... Cuz the same 500hp engine on a BMW would produce better initial reaction and they'd go crazy once they get the track experience.

curiously_crazy • 1 point • 24 February, 2017 04:30 AM

Ever heard of the M3, M5 or M6? ;)

theONE843663 • 8 points • 24 February, 2017 04:41 AM

Of course. M6 is a sweet fucking baby I'd make love to her over any woman. I'd cum in her exhaust pipe every single day!

curiously_crazy • 1 point • 24 February, 2017 05:44 AM

Haha thanks for the laugh. +1

Compeliminator • 1 point • 24 February, 2017 01:08 AM

how would they feel about a 583 cu in 1000 hp on pump gas naturally aspirated 70 ss chevelle?

mangoat12 • points • 23 February, 2017 09:05 PM [recovered]

My ex thought my rental camaro was nicer than my Lexus lol. American girls..

d4ng3rz0n3 • 5 points • 23 February, 2017 04:54 PM

Because men and women have different uses for the car. Supra will be faster for men. Women want to be seen in the BMW by the strangers at the supermarket.

theONE843663 • 5 points • 23 February, 2017 06:38 PM

Right... Now I need a BMW m6 so I can have both!

HonestUser • 1 point • 23 February, 2017 09:57 PM

I have a 335, it still doesnt help. Funny enough it has helped once or twice though lol

theONE843663 • 5 points • 23 February, 2017 10:06 PM

Hmm... BMW might be too mainstream now tho... Try a Ferrari Bruh! Classic Ferrari is still a Ferrari.

NickA97 • 2 points • 23 February, 2017 11:32 PM

You're talking about Bill Burr's special, right?

Popular-Culture • points • 23 February, 2017 11:44 PM [recovered]

Anthony Jeselnik's "Thoughts and Prayers" on Netflix

RedBikerMouse • 2 points • 3 March, 2017 08:47 AM

If this is true, and all relationships and sexual encounters are really transactions, then why wouldn't we treat ourselves like products that need to be marketed and sold?

Everything, for fitting in with the "coolest group" of your college to selling yourself to a company is about that.

You think students attend Ivy schools to learn Computer Science because the quality of the algorithms that they learn is better than the algorithms learned at a vocational college? They learn the same things, same mathematics, same programming languages.

But, if you're coming from an Ivy school you're automatically part of a group of people that is perceived as something scarce and precious, no matter how many computer science graduates are out there in the market. You're the top 20%, and top companies want "talent" like yours, and are willing to pay you twice as much compared to other CS graduates if you are aware of the indefinite quantity you're bringing.

abstractplebbit • 17 points • 23 February, 2017 12:40 PM

This is a very powerful concept/technique for suggestion. After discovering it I began testing it on my girlfriend when I wanted to get her to do something with me (something she would usually decline), and I can confirm that this shit really works.

I can get her to do almost anything I want now because I learned to use her emotions to make her want something.

More people need to see this.

420KUSHBUSH • 19 points • 23 February, 2017 12:45 PM

What kind of things do you say and do to her?

youlovethisish • 6 points • 24 February, 2017 03:36 AM

Also very interested in the manifestations of this concept.

rorricles • points • 23 February, 2017 12:35 PM [recovered]

Interestingly, the only reason I clicked on this post was because I saw it was written by /u/GayLubeOil. Good brand work there mate, leading by example.

GayLubeOil[S] • 110 points • 23 February, 2017 12:37 PM

Choosy Men choose GayLubeoil

harsha_hs • 4 points • 23 February, 2017 04:41 PM

Read several post of you, but after this one, I started following you on twitter!

redpillbanana • 11 points • 23 February, 2017 01:30 PM

The "Indefinite Quantity" is how Robert Pirsig describes Quality in his book *Zen and the Art of Motorcycle Maintenance*. "Quality is not something you believe in, Quality is something you experience."

He equated Quality to the Tao:

The Tao that can be completely explained or expressed in words is not the constant, eternally unchanging and true Tao.

If the name of this Tao can be defined with words, then it is not the constant, eternally unchanging name of the true Tao.

When you see a work of art, you can't necessarily explain it or assign a quantity to it, but you can recognize its quality and share that recognition with others.

Now apply all this to your dick and you'll be swimming in pussy.

Lsegundo • 9 points • 23 February, 2017 12:18 PM

great post. Now I need to figure out how I can brand myself as some starbucks level dick. Continuing progress toward my goals is probably the biggest part of it.

GayLubeOil[S] • 11 points • 23 February, 2017 12:26 PM

Iv written a post on that specific topic called: Your Brand Of Alpha

[deleted] • 2 points • 24 February, 2017 01:27 AM

One of your best posts, can you expand on "Your brand of alpha" with another write up. This post has generated lots of questions about "how", can you give that some more attention with another post on branding. You do it with muscle, your cooking friend did it with sophistication, I do it with status, what are some other options for our aspiring alphas.

Meat-on-the-table • 5 points • 23 February, 2017 01:04 PM

Start with casting your dick in gold. Then buy a Ford truck.

max_peenor • 7 points • 23 February, 2017 03:19 PM

Starbucks. Now that's a wasted opportunity. It sounds like the perfect brand name for dick.

So how do you rebrand your gas station dick into Starbucks brand name shlong?

A) Quality (TRP) or B) Marketing (PUA). There are certain brands that simply don't advertise or discount because the word of mouth is strong enough to carry their brand. This is why I chose A) over B). Let the women folk do the work to advertise my dick for me.

harsha_hs • 9 points • 23 February, 2017 04:48 PM

Winners are those who do both A and B, very very well

roeddit • points • 23 February, 2017 03:53 PM **[recovered]**

In all fairness, Starbucks is the most predictably clean place to take a shit if you're stuck out in any American city.

Also, read "Spent" by Geoffrey Miller (evo psych prof) for more - he goes into depth about the indefinite qualities of each car brand.

redpillschool • 10 points • 23 February, 2017 04:58 PM

it's the most predictably clean place to take a shit if you're stuck out in any American city.

Good, because starbucks makes me shit.

Buchloe • 3 points • 23 February, 2017 03:48 PM

4 ways to outcompete in any market- be: better, cheaper, faster, unique. One or more of these qualities vs. The competition.

[deleted] • 4 points • 23 February, 2017 04:44 PM

Not that long ago I was at the bar, and I watched the interaction between a dude and a gal (missed my opportunity with her, eye contact -> Pavlovian Approach, but I digress). He seemed to be a decent enough fellow, but pretty generic. In walks a douchy hipster with every curl in his hair, mustache and beard meticulously groomed, and sits next to her. Minute by minute the gal paid proportionally more attention to Mr. Aloof Douchy Hipster with an undeniable Indefinite Quantity about him, and Mr. Generic.....it was like watching a sailboat when the wind dies, he literally deflated and left hanging his head. It was almost sad, but his qualities were quite Definite.

[deleted] • 4 points • 23 February, 2017 06:04 PM*

deleted

eylizo • 4 points • 23 February, 2017 06:33 PM

Honestly, a post could be made about this in itself regarding feeding women emotions through stories. Great comment man.

[deleted] • 3 points • 23 February, 2017 07:15 PM*

deleted

Future_Alpha • 1 point • 25 June, 2017 10:23 PM

Could you do a post on *how* specifically to sell emotions to women? There is a great many theoretical writings, but I always seem to apply it wrong. Can you break down *how* to do it with a woman that you just met or you briefly talk to in class?

Dropit123456 • 1 point • 28 February, 2017 10:24 PM

I'm surprised he didn't get more upvotes. This has definitely worked to my advantage plenty of times. I wasn't aware of it consciously at the time but this sparked a major OH YEAHHH. TheRedPill makes life

seem like a computer program.

MOONGOBOOM • 1 point • 23 February, 2017 09:53 PM

Pretty sure the ATM thing was out of the game...But still good point!

ozaku7 • 4 points • 24 February, 2017 01:40 AM

A refreshing post from GayLubeOil talking about how to sell dicks. Have an upvote, I love your posts!

giantsrocker • 1 point • 25 February, 2017 05:16 PM

And now for a limited time if you order one dick, you get another lubricated dick absolutely free!! Yes you heard it right! thats two dicks for the price of ONE!! Buy NOW while it lasts.

shipping and handling charge extra.

[deleted] • 3 points • 23 February, 2017 03:12 PM

thanks for teaching me about definite and indefinite quantity. i'm an artist so this stuff resonates in a useful way.

d4ng3rz0n3 • 3 points • 23 February, 2017 04:51 PM

An easier way to understand this is intrinsic and extrinsic value.

blackedoutfast • 3 points • 24 February, 2017 01:56 AM

sell the sizzle not the steak. the hard part for us (dudes) is remembering that dick isnt the sizzle, dick is the steak.

ArkAngelEV • 3 points • 24 February, 2017 04:34 PM

Why is it that some of the best posts about how to accurately understand the world is to apply tried and true lessons of ECONOMICS.

This is absolutely spot on, and the lessons don't end there. We know what we want. We should know by now what women really want.

Whatever course of action brings you happiness, make it happen

LuckyLuke23 • 2 points • 24 February, 2017 04:26 AM

great post man.

I've been going out for awhile now (like forever) and i've come to the conclusion my SMV is way too low and because of this i lack confidence.

so I'm pretty much decided to stop gaming and start lifeing.

NeoreactionSafe • 5 points • 23 February, 2017 03:59 PM*

She wants a status symbol, a brand to give her vapid existence meaning.

The Blue Pill mythology applies to women as much as men.

Just as the beta male is mislead to believe things about reality that aren't true the women are deceived in their own way.

A wise woman (something that really doesn't exist or is dependent on someone else giving them a clue) will seek

to optimize her motherly potential.

The wise woman breeds well.

The stupid woman is seduced to be a consumer and to ride the Cock Carousel™ until she is thrown off at the Wall around 30.

Women riding the Cock Carousel™ essentially **never** wake up while on it. Only after her fertility is severely damaged and her Thousand Cock Stare™ becomes her default look does she mournfully dismount the Cock Carousel™.

If brainwashing was instead devoted to female fertility (like other eras which focused on the mother as an ideal) then she would start popping out babies at a young age to a man who she submits to and looks up to.

None of this should excuse women for their mistakes in thinking, but realize the Blue Pill mythology and objective laws (Child Support, etc) that reinforce this inversion of truth are the driving force.

Kill Child Support laws and banish the Family Courts to hell and we would very, very quickly see a reversal of these Blue Pill inspired slutty women.

Dick is cheap because dick can create slavery... the laws beat you down.

Imagine if a dick could cause consequences for a woman like in nature.

So women now shop for dick and fear nothing in the product or its consequences.

aanarchist • 1 point • 23 February, 2017 02:33 PM

unless she's a hardcore gold digging whore she'll fuck me over some beta celebrity, as well as over chad cuz he doesn't know what the fuck he's doing and is a complete dipshit. on the other hand i don't really look to deal with whores i don't have any money anyway. good post, it's all about being the best version of yourself and loving who you are and owning it like a fucking boss. both men and women gravitate towards that because they feel good around that sort of energy, it takes their gray life and infuses it with some colors from the rainbow, makes the day actually have meaning when you're in it rather than another day in the mindless grind. give meaning to people's lives and they will bend the knee to you.

do we get the trp discount for this coaching you speak of?

Roaring40sUK • 2 points • 23 February, 2017 03:36 PM

do we get the trp discount for this coaching you speak of?

Asking for a discount on a post about not being a cheap commodity.. pure gold!

aanarchist • 1 point • 23 February, 2017 11:10 PM

ty ty i'll be here all night

GayLubeOil[S] • 1 point • 23 February, 2017 02:43 PM

My rates are competitive enough that college students can easily afford me. In fact most of my recent posts have been inspired by the conversations I've been having with my clients about life and fitness.

HardcoreLurker12 • 1 point • 23 February, 2017 03:58 PM

How do I hire you?

yunhaila • 1 point • 23 February, 2017 03:26 PM

I like how you use branding concepts with dating. There's a wealth of info out there on how to sell shite. Why not use it to sell yourself?

nasil_boyle_superim • 1 point • 23 February, 2017 04:28 PM

so how can we improve our "indefinite quality"?

CrimsonShiv • 1 point • 23 February, 2017 04:44 PM

Bangin' stuff as per usual, thanks for the knowledge top up GLO!

g0dfather93 • 1 point • 23 February, 2017 04:48 PM

Yet another save-worthy TRP post that should be perused on a regular basis.

Great explanation!

lqtys • 1 point • 23 February, 2017 05:13 PM

Thanks for the Nicky Minaj link.

Great post, I really like this type of theory. I already have built a brand around me and I can certify this works.

rubenescaray • 1 point • 23 February, 2017 05:36 PM

Great fucking post man...

I am so fucking oblivious of this kind of things.

[deleted] • 1 point • 23 February, 2017 05:42 PM

This is basically Simon Sinek's "Start with Why" principle. People don't buy WHAT you are selling, they buy WHY you are selling it.

LOSERFROMHELL • 1 point • 23 February, 2017 06:17 PM

There was a post a while back with a similar concept, analogised with how businesses don't compete to be the best, but the most unique

Fedor_Gavnyukov • 1 point • 23 February, 2017 07:50 PM

to her you are no different than a purse or a pair of shoes

remember this motherfuckers

[deleted] • 2 points • 24 February, 2017 01:31 AM

"Why give a bitch your heart when she'd rather have a purse?" Loyal, Chris Brown featuring Lil Wayne and Tyga

HS-Thompson • 1 point • 23 February, 2017 07:52 PM

If you're trying to coin a new phrase Indefinite Quantity works as a term I suppose. The idea you're getting at is also pretty well captured by reference to a couple business terms like "Blue Sky" and "Consumer Surplus" as well.

vagbutters • 1 point • 23 February, 2017 09:58 PM

This should only reify the concepts that are discussed here-- you seldom get sluts admitting to be sluts, but the proof is in the pudding. Dick is abundant-- want easy pussy? Go work out in the gym and make sure you're putting the right foods inside yourself in the kitchen. Can't do it? Tough titties, have fun being a skinnyfat/scrawny nobody who women ignore until they hit the wall. Then you become the skinnyfat/scrawny nobody who's a paycheck for a used up slut.

failingtheturingtest • 1 point • 23 February, 2017 10:48 PM

You are an exclusive brand. If she's not interested in buying your Versace Dick, she can buy some Walmart Dick. Nothing personal. Nothing to get upset over. She can show Walmart Willie off to her friends and family because she's a Walmart kind of girl.

It has been said a thousand times, in a thousand different ways.

You are the prize, until you let them convince you otherwise.

It's natural for people to try and reason why it's OK to buy cheap shit that gets the job done. And for blokes, that works (I have some power tools that I KNOW aren't going to last as long as the more expensive ones. But the economics works, I can replace them 3 times and still be in front).

But the FEELING of having something exclusive, premium, deluxe; is what people are buying. Her vagina is going to be walking around town with such a fucking feeling of achievement that it was able to get that Versace dick.

Sheilas thrive of feelings, and if you can make her **feel** like she's got a chance to have something that others desire, crave, wish for; then she's going to be your brand ambassador and best client.

rluo502 • 1 point • 23 February, 2017 11:49 PM

Don't we all just feel like prostitutes haha

Compelimator • 1 point • 24 February, 2017 12:58 AM

not only is this valuable advice its entertaining as fuck to read. good job mr. oil

showerthoughtsgenius • 1 point • 24 February, 2017 01:17 AM

I'd take Jennifer Lopez. Replace her with... Ellen Degeneres and then your post makes sense.

EatmyShorts59 • 1 point • 24 February, 2017 02:17 PM

Law 13: When asking for help, appeal to peoples self-interest.

Never to their mercy or gratitude.

Law 32: Play to peoples fantasies.

Never promise improvement through hard work.

Never appeal to truth and reality, build up romance or fantasy.

Everyone flocks to it.

Law 37: Create compelling spectacles.

If I have to explain myself, my power is already in question.

Appeal to emotions and they will come.

Get creative with your shows, gentlemen.

Applause is a powerful thing to make a girl do for you.

TheRedStoic • 1 point • 6 April, 2017 10:53 PM

Incredibly old Post but I need to say this.

We don't sell *dick*, we sell tingles.

rave_n • 0 points • 23 February, 2017 09:20 PM

Thank you, GLO. Your posts are amongst the few things that still add value to this place. It's a little sad that the general quality of this subreddit has deteriorated quite a bit lately. It seems that since all the basic Red Pill concepts have been established and thoroughly discussed all the knowledgeable contributors withdrew from the general discussion, leaving this place open for newbies that get a rush from talking about "being alpha". There is just too much noise so that the real gems either get lost in all the shit-talking or they don't even get shared in the first place because valuable contributors are being scared away after reading the front page of this sub. I wish there was something you or the mod team could do about that.

[deleted] • 2 points • 24 February, 2017 01:40 AM

Stop concern trolling and put up your own quality content

Bear-With-Bit • 0 points • 27 February, 2017 08:32 AM

Pre-TRP I just followed these rules: 1) Meet the girl, 2) make her laugh and 3) keep her laughing all the way to bed. Humor mixed well with DGAF-ness is such a powerful, under-rated Indefinite Quantity. If you've ever made women or just friends/co-workers laugh so hard until they were drying their tears, you're onto something. Don't let it go, keep working at it. It's like your stand-up comic, not for fame but for sex and sexual market value.